

Exhibitor Briefing for Pet Fair South East Asia 2023

25 – 27 October 2023 Hall 100 - 102 BITEC | Bangkok, Thailand



Impression Video – 2022 Edition





Results – 2022 Edition





2023 Edition Forecast

- The show will double in size (exhibiting space) compared to last year's edition
- 10,000 visitors forecasted to attend 2023 edition
- Attendance of trade visitors from 70 countries forecasted

2023 Floorplan (as of Aug 29)

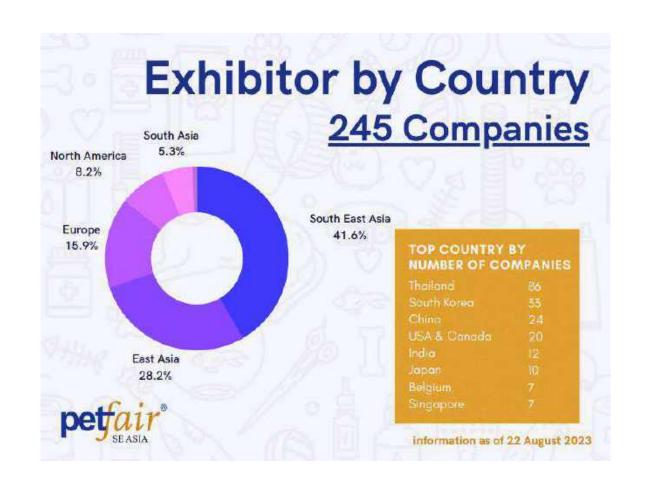


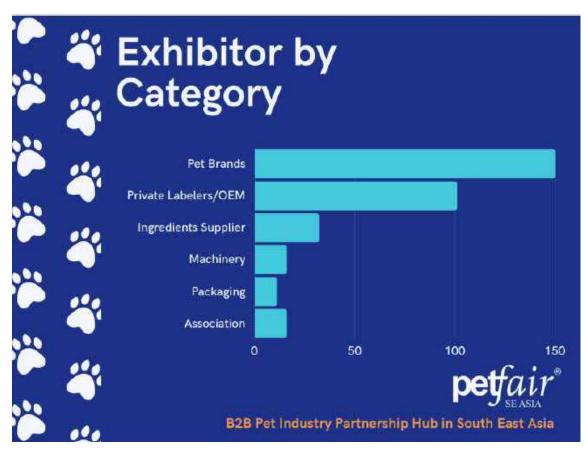


Remark: Updated
 Floorplan is continuously uploaded on the Exhibitor Portal

2023 Edition – Exhibitor Data



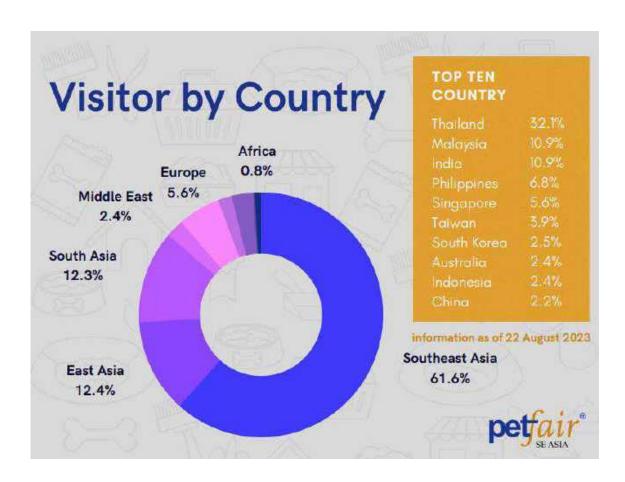




As of August 28, the show floor features companies from 35 countries

2023 Edition – Visitor Data







2023 Edition – Visitor Profile







- Data shows that trade visitor show a wide range of product interests
- 70% of pre-registered visitors state that they have not attended the 2022 edition

2023 Highlights – Special Area



Pet Square Stage



Vet Square Stage



2023 Highlights – Special Area



The Show's Buyer Lounge



The Show's Product Showcase



2023 Highlights – Petfood Forum





- Petfood Forum, the world's leading pet food conference platform, will be organizing a 1-Day seminar on the first day of the show.
- Private seminar room (second floor of BITEC)
- High-quality seminar addressing the latest developments in pet food market trends, research and innovation.

2023 Highlights – Petfood Forum





 Our Recommendation: Have your commercial team present on the show floor, while your research and development staff participate in Petfood Forum on October 25

Туре	Price	Code
Regular Early Bird Ticket	395 USD	-
Thai Pet Food Association Members	295 USD	TPFA2023
Petfood Industry Association	295 USD	PIA2023
Exhibitor Staff	325 USD	PFSEA2023

www.petfoodforumevents.com/asia

2023 Highlights – Networking Events





- Evening of October 25 (Day 1):
 Public Networking Event
 @ Buyer Lounge (In-Hall)
- Evening of October 26 (Day 2):
 Exclusive Exhibitor Networking Event
 @ Cielo Sky Bar (BTS Phra Khanong)

Additional Remarks

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- **The Exhibitor Portal** your instrument for achieving success at the event (e.g. exhibitor badge + <u>hosted buyer recommendations</u>)
- **The Exhibitor Guide** your show bible with all the info you need (accessible via the exhibitor portal)
- Importance of **Freight Forwarders** (see recommendations in the exhibitor guide accessible via the exhibitor portal)
- **Promote your show participation** early with your network (templates available in Exhibitor Portal)
- Networking Night Tickets for Day 2 will be allocated according to booth size (ready for pick-up during exhibitor move-in)
- **Donation of Show Samples**: Mark your products with stickers and leave them at your booth. Donations will go to The Thai Society for the Promotion of Animal Welfare
- Sponsorship packages still available (contact petfairsea@vnuasiapacific.com)







OPERATIONS



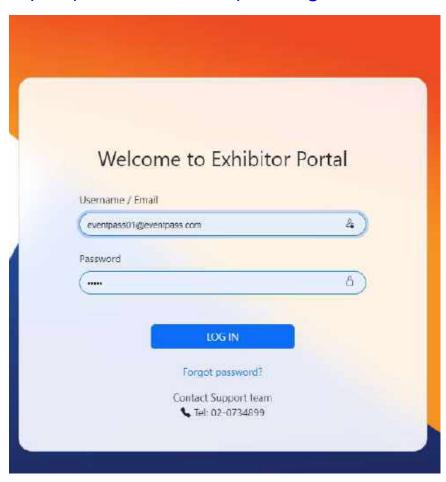


Exhibitor Portal – Log in



Exhibitor Portal Link:

https://petfair2023.eventpassinsight.co/authen/login/pfsea2

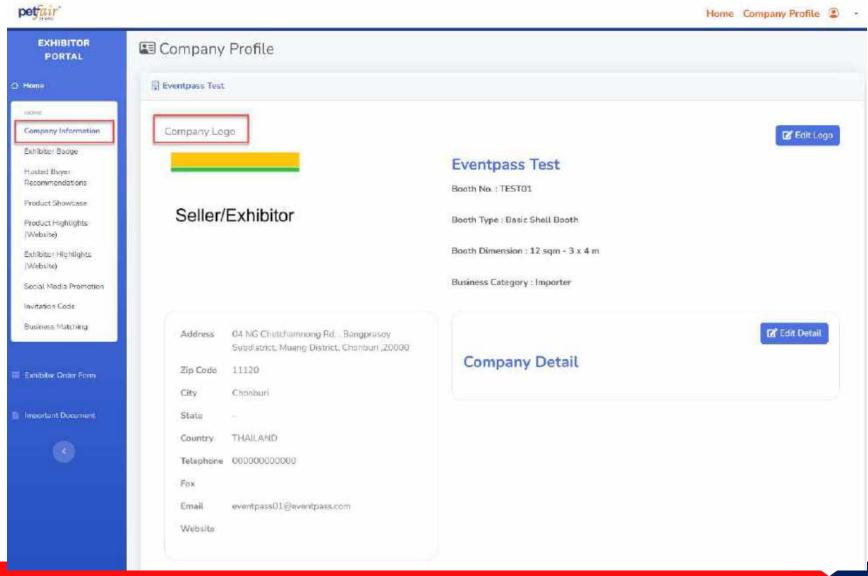


Username: Your E-mail

Password: ******

Exhibitor Portal – Company Profile

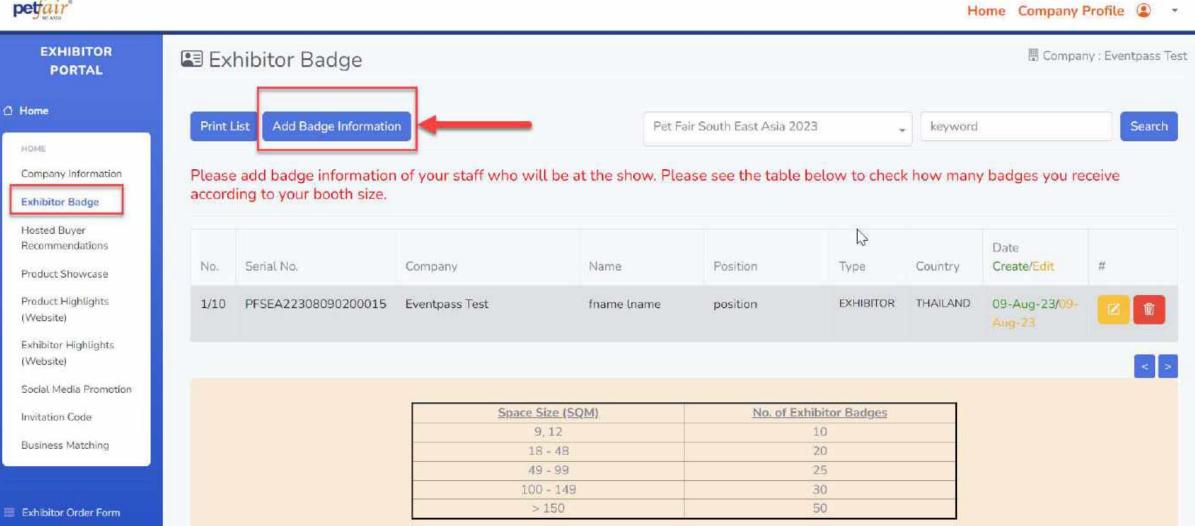




Exhibitor Portal – Exhibitor Badge

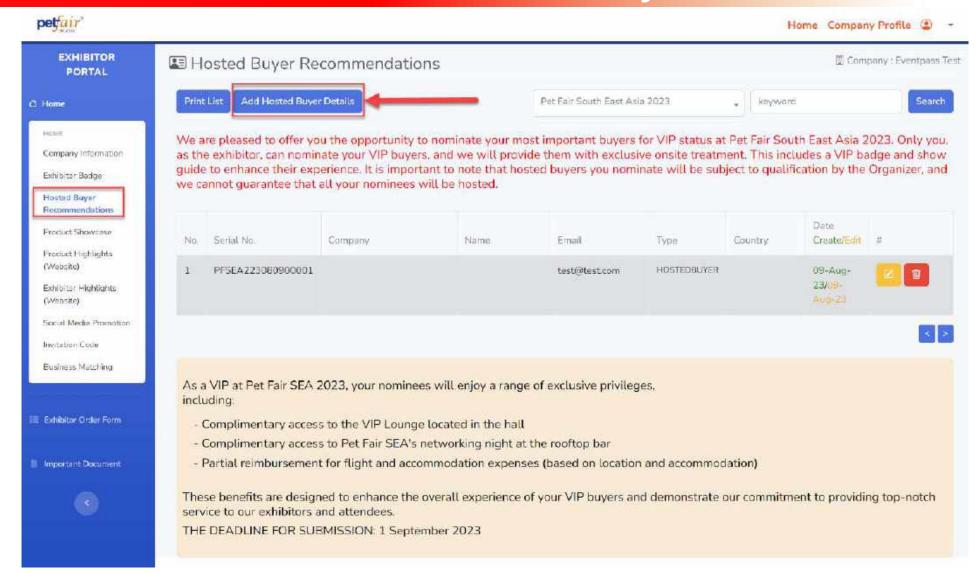






Exhibitor Portal – Hosted Buyer

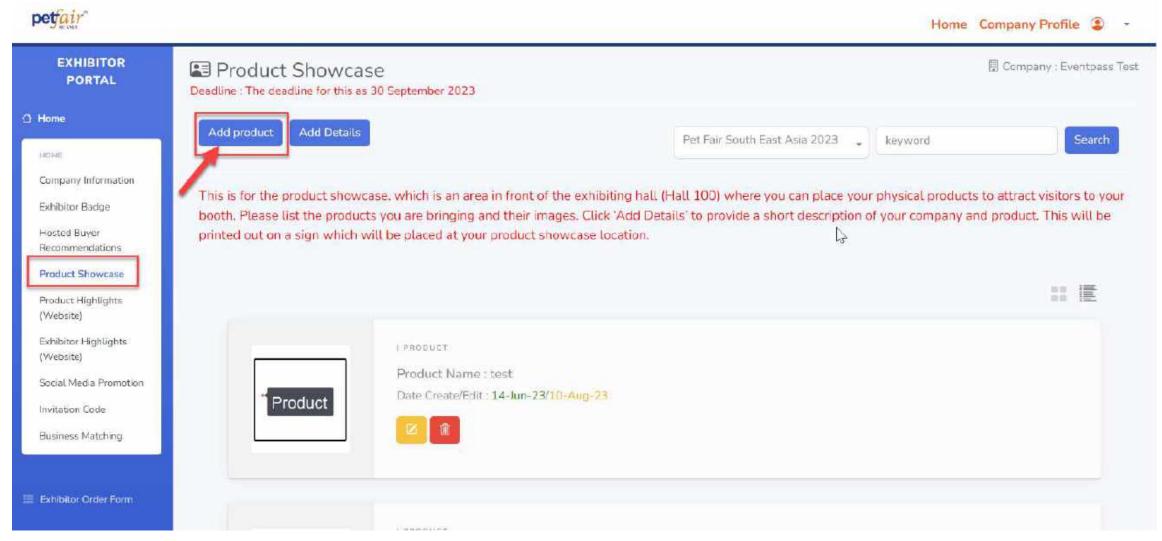




50 Pax

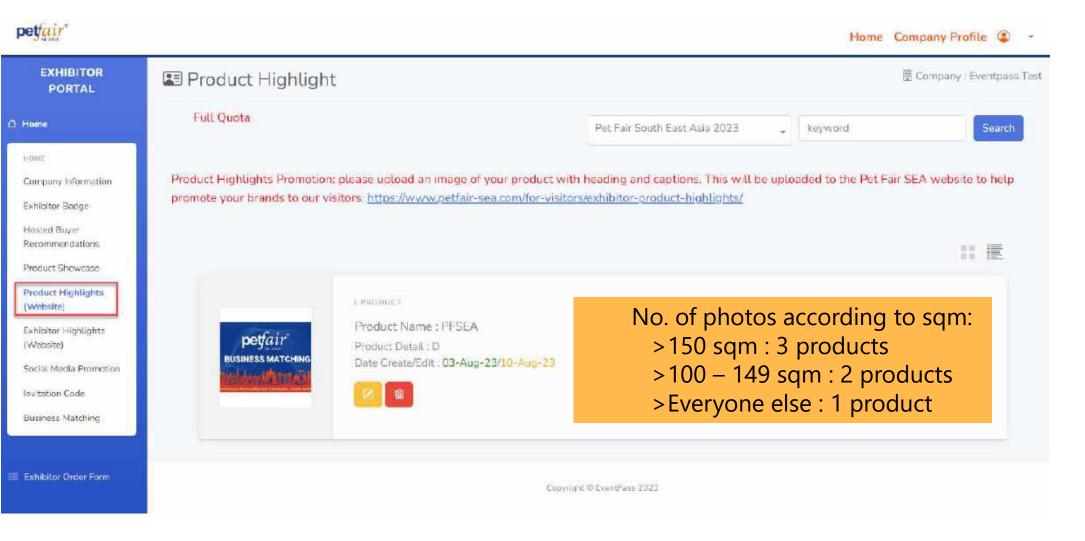
Exhibitor Portal – Product Showcase





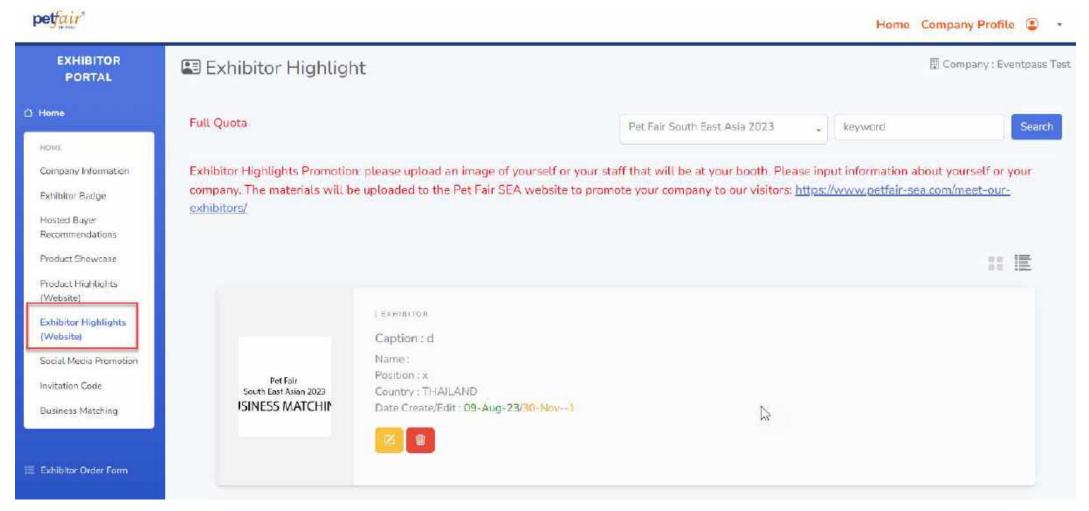
Exhibitor Portal – Product Highlight





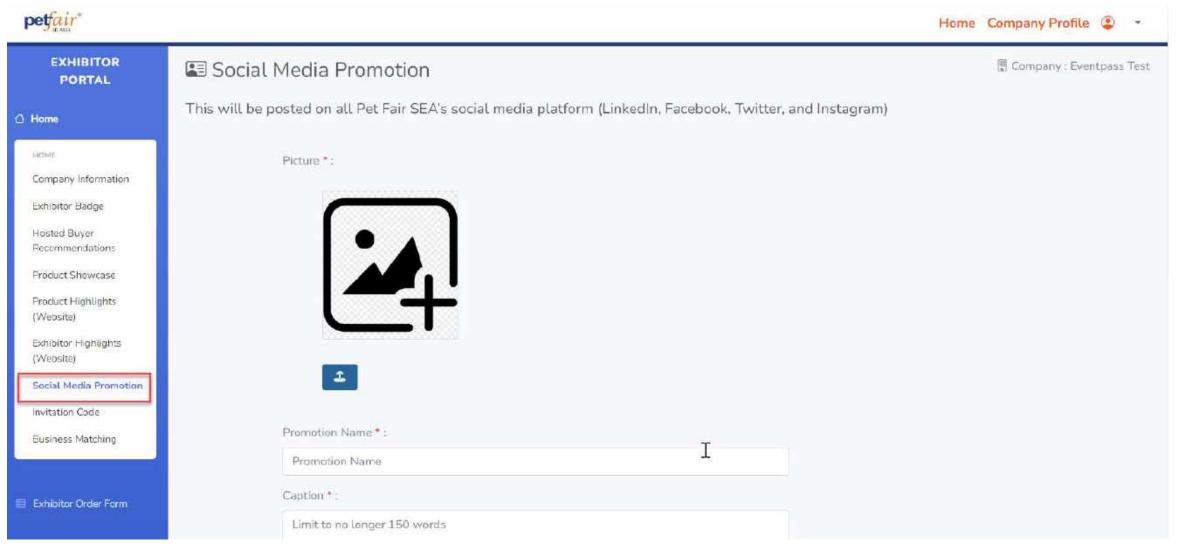
Exhibitor Portal – Exhibitor Highlight





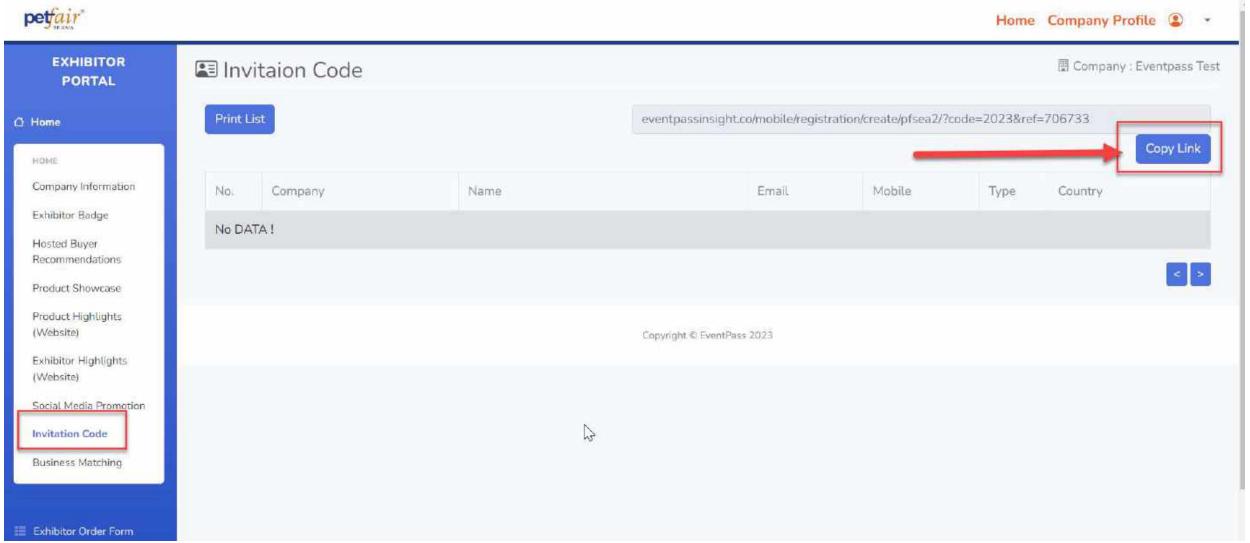
Exhibitor Portal – Social Media Promoti





Exhibitor Portal – Invitation Code



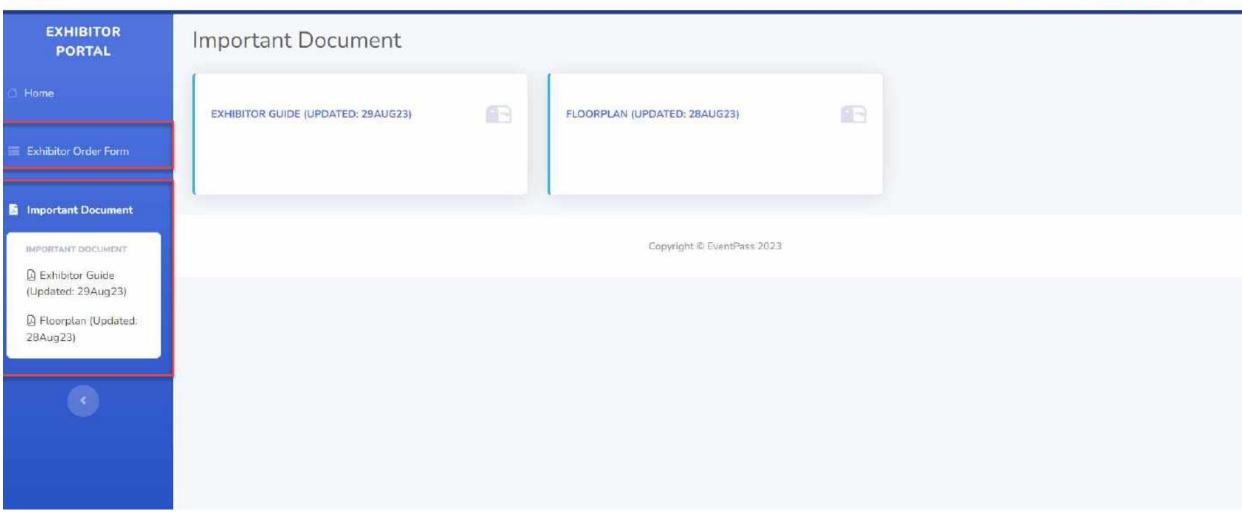


Exhibitor Portal – Order Form/Important Document









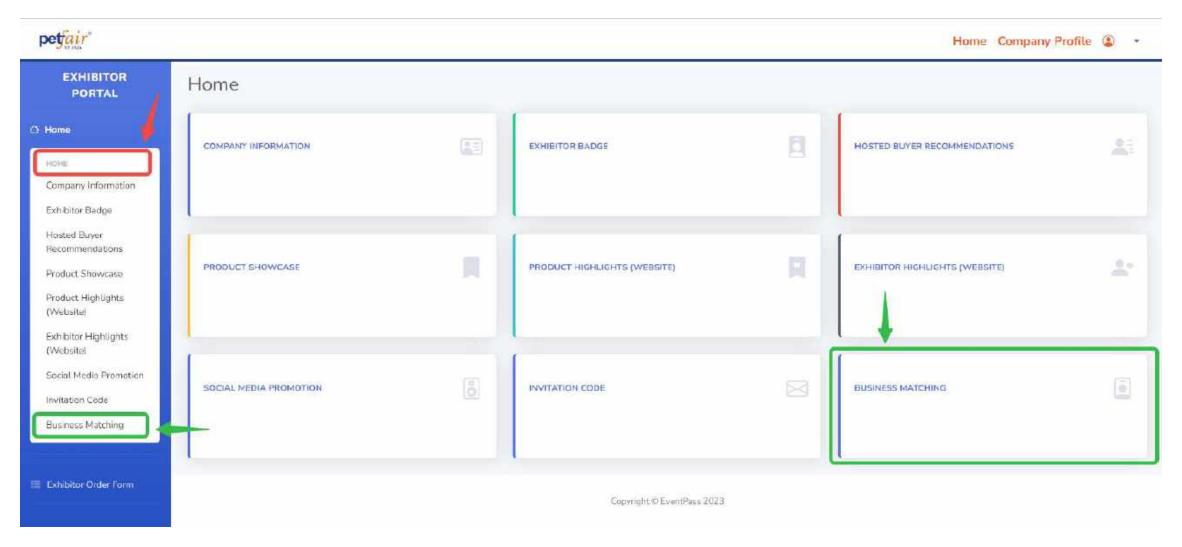


Business Matching Requester

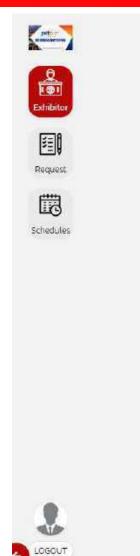


Exhibitor Portal

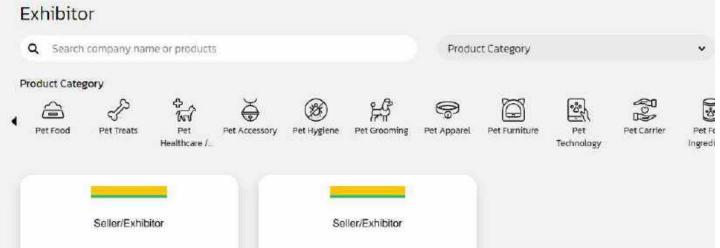












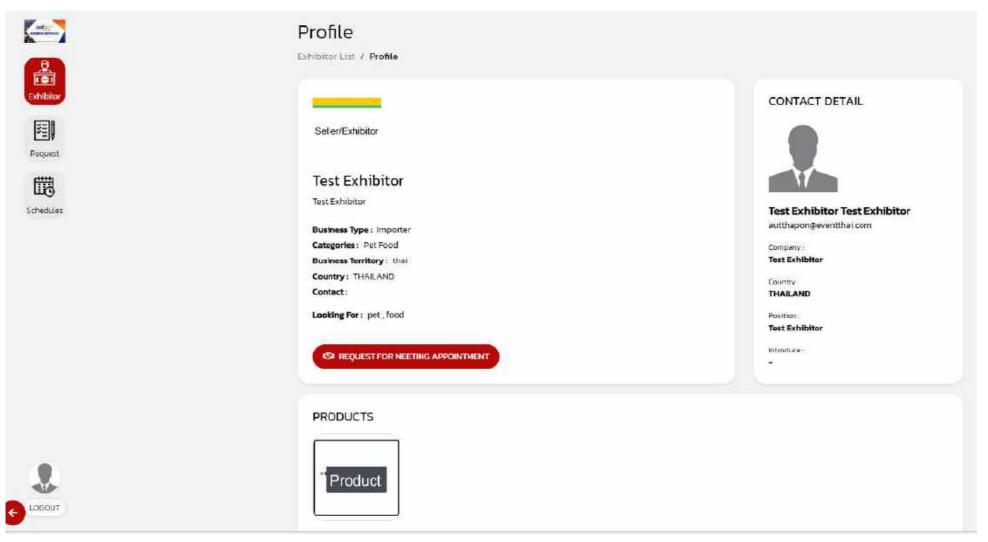
Test Exhibitor

THAILAND

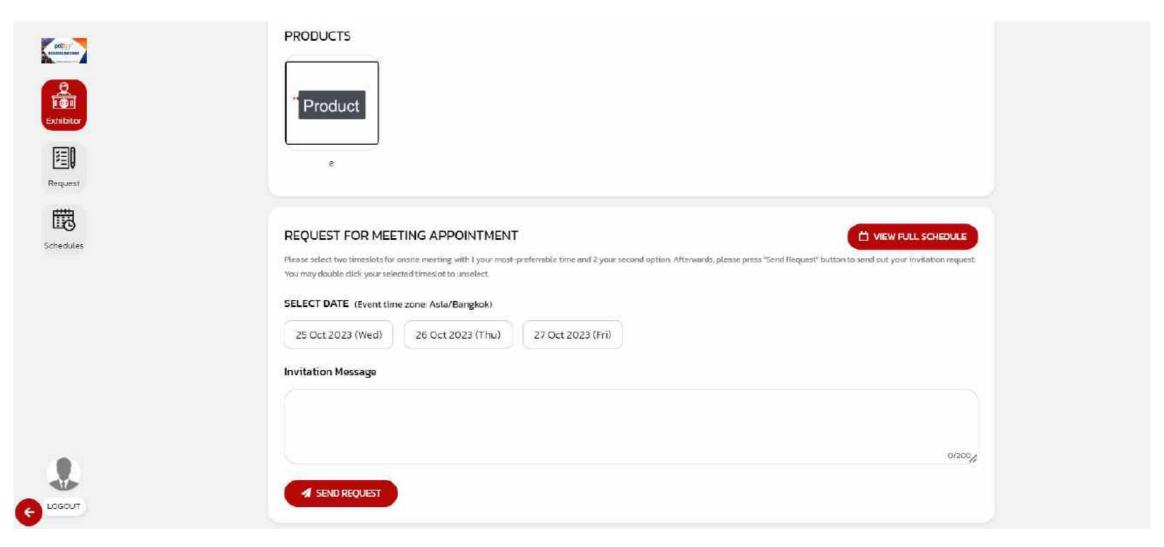
View Profile

(5)

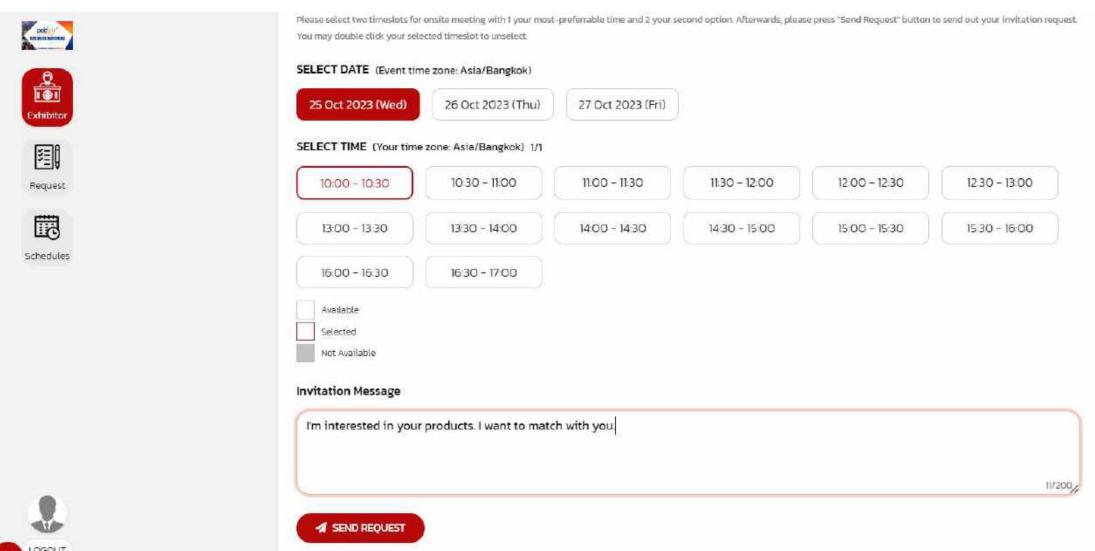




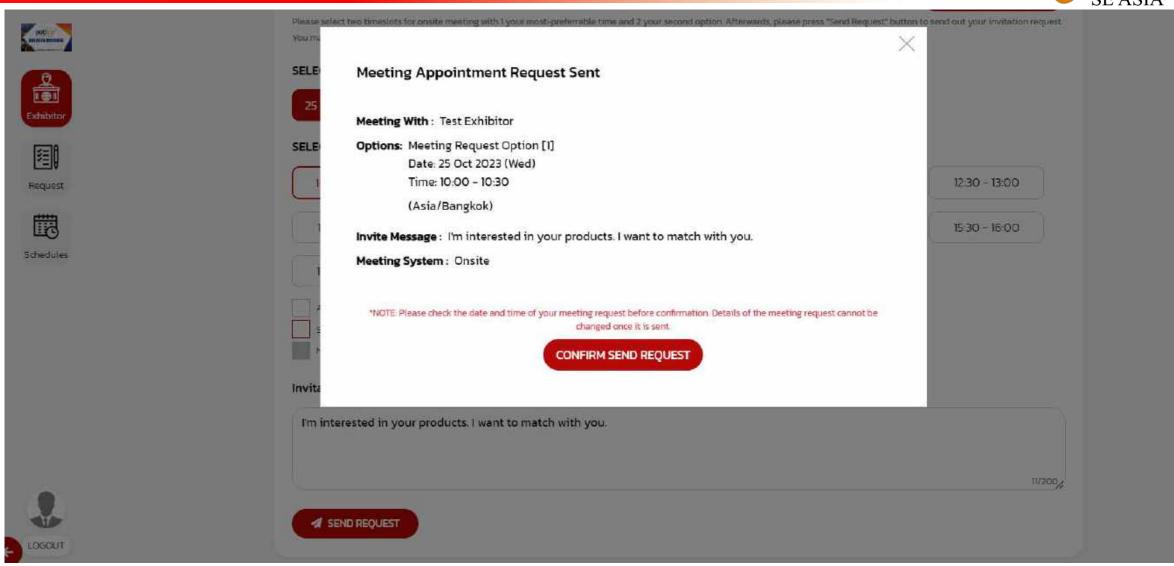




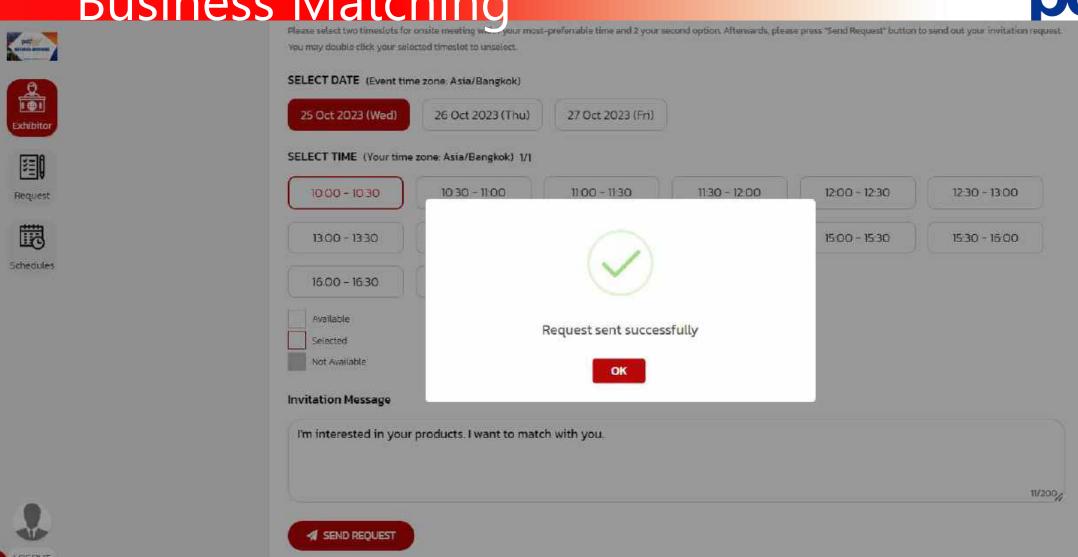




















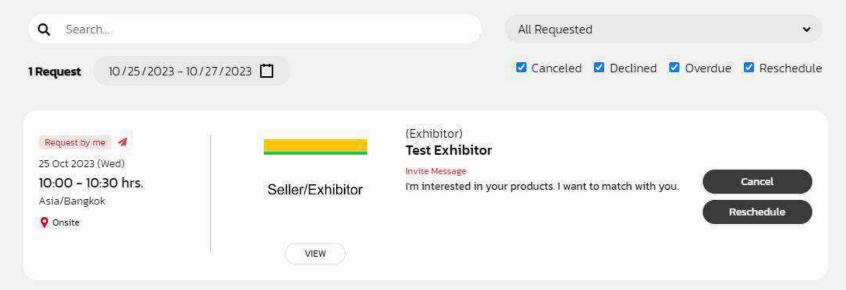






Request

This page displays the full list of all your meeting requests and their respective status (whether it's confirmed, pending or declined). You can click on the status of each meeting request to view more details.

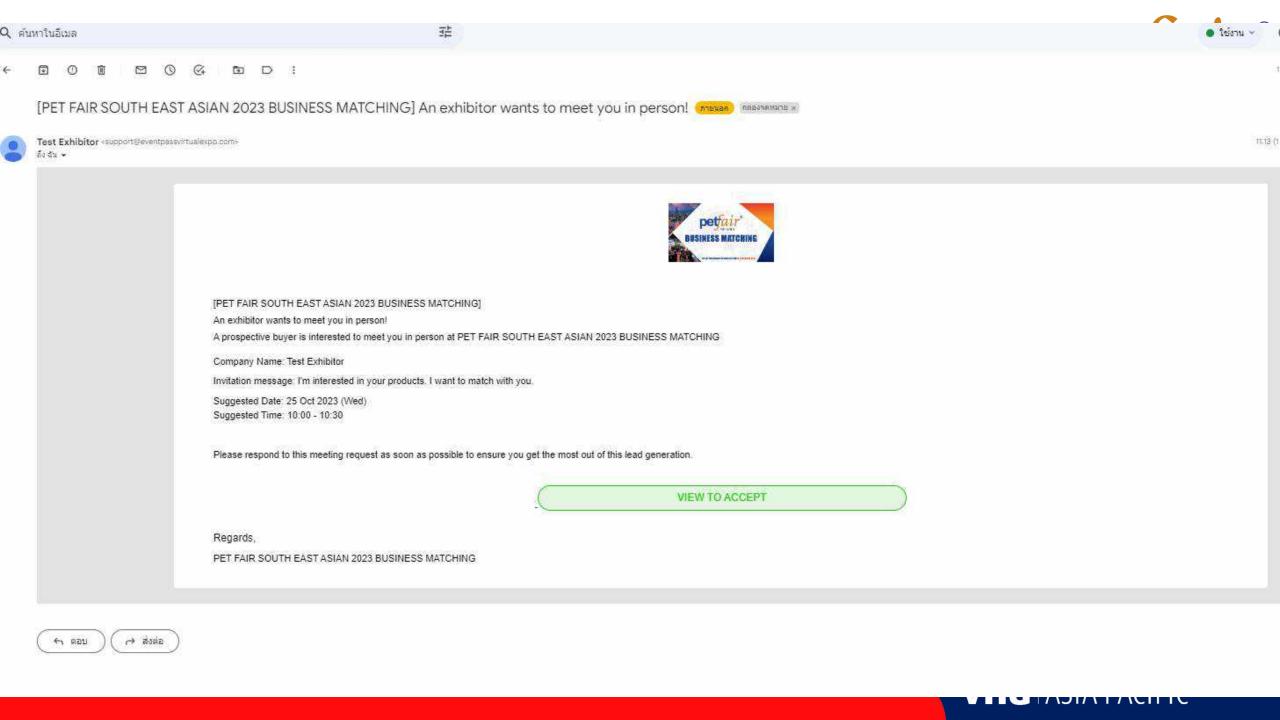




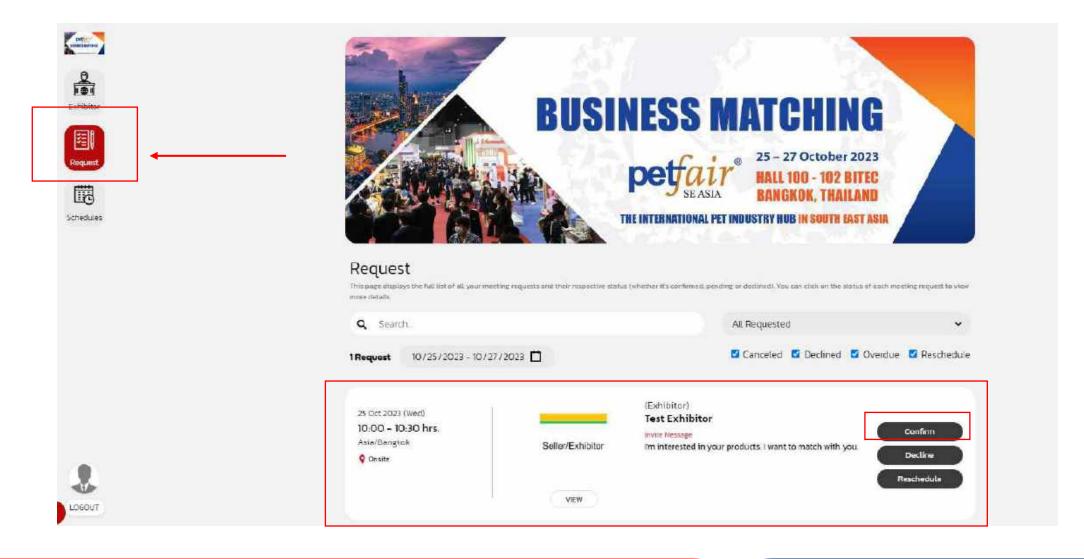


Business Matching Receiver



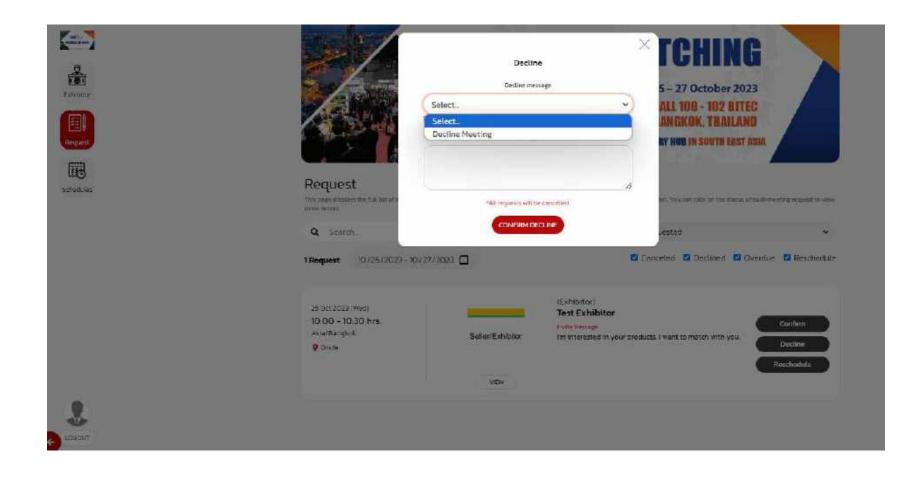






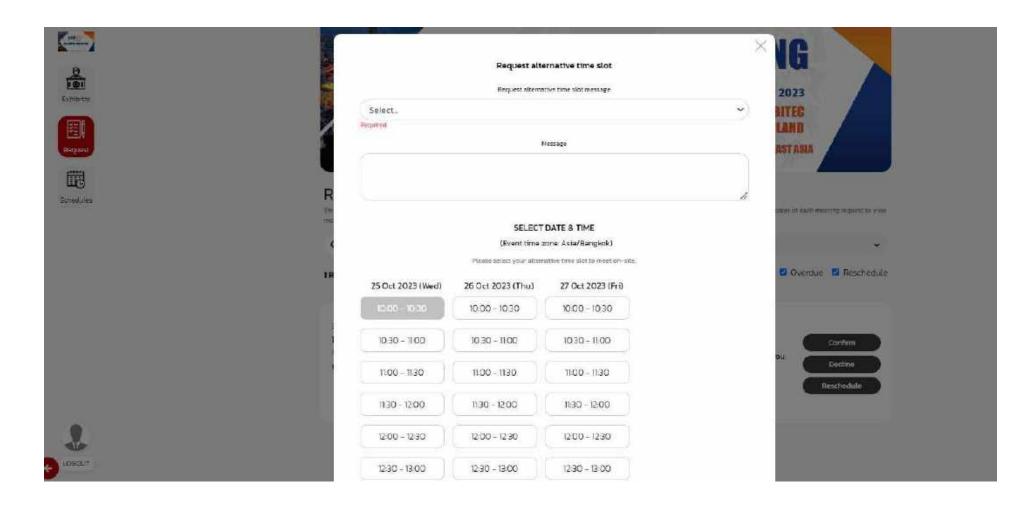


Decline

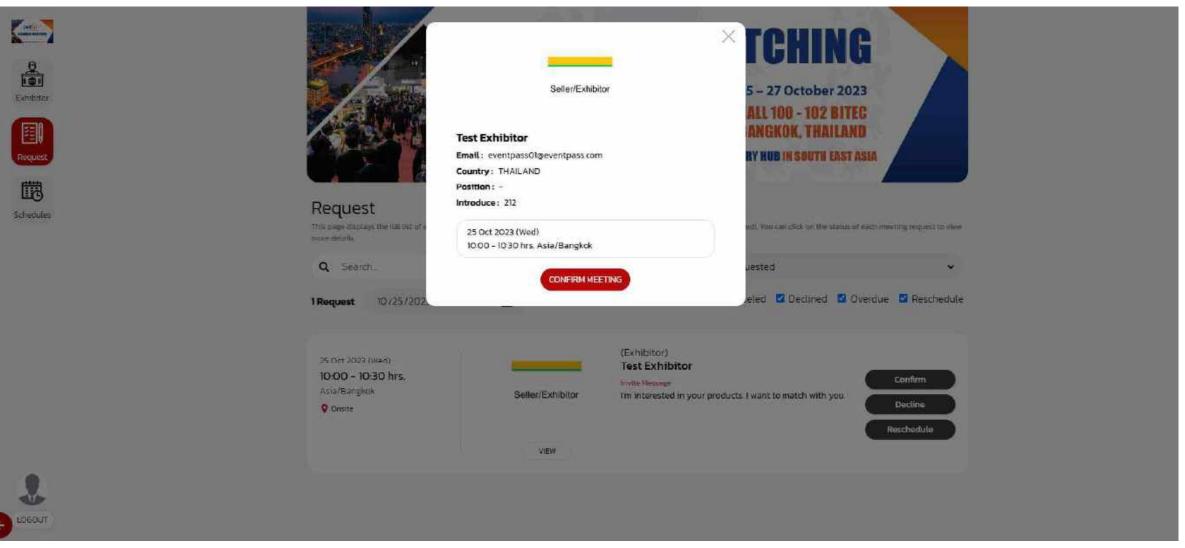




Reschedule

















BUSINESS MATCHING

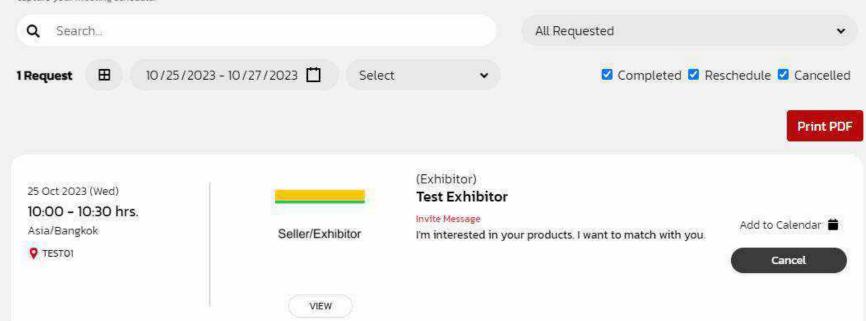
25 - 27 October 2023

MALL 100 - 102 BITEC BANGKOK, THAILAND

THE INTERNATIONAL PET INDUSTRY HUB IN SOUTH EAST ASIA

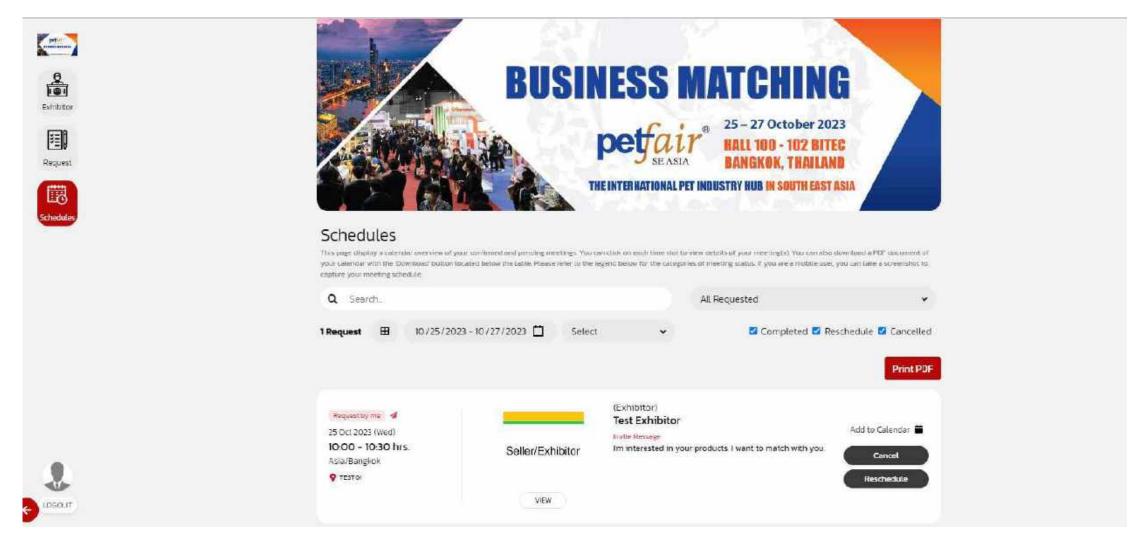
Schedules

This page display a calendar overview of your confirmed and pending meetings. You can click on each time slot to view details of your meeting(s), You can also download a PDF document of your calendar with the 'Download' button located below the table. Please refer to the legend below for the categories of meeting status. If you are a mobile user, you can take a screenshot to capture your meeting schedule.









Survey Business Matching



Name - LastHame Buyer Company * Company Name Exhibitor Company * Company Name
Exhibitor Company *
Exhibitor Company *

Company Heme
Mobile no. *
Sale Estimate *
Satisfaction of the business matching program / ความพิงพอใจในการจัดการเจรจาธุรกิจ *
S Excellent / Gaordiau
○ 46sod/6
3 Fairly / Ununers 2 Under Standard / wold
) 1 Need to Improve / Appt Sudsp
Oo you enjoy having an online business matching program during the live show? *
○ Yes / lti
○ No / Li
Do you have any suggestions for the project team to improve the business matching progra

Business Matching Contact



Contact

Mr. Autthapon Khongchamroen (Golf)

Email: support@eventthai.com

Tel: 02-0734899, 093-9035823



Ms.Onwara Wangananon (Gate)

Email: support@eventthai.com

Tel: 02-0734899, 095-1650333







OPERATIONS TEAM



OPERATIONS TEAM





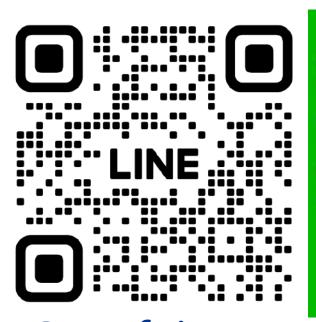


We will help you on...

- Exhibitor Manual
- Onsite Preparation
- Rules and Regulations
- Working Schedule

SERVICE LINE ACCOUNT





Stay connect for your booth preparation สอบถามทุกเรื่อง เรื่องการเตรียมงาน

For your convenience to stay in touch with Service Team, please <u>click here</u> to add friend (for LINE Application) เพื่อความสะดวกรวดเร็วในการติดต่อทีมงาน <u>คลิกที่นี่</u> เพื่อเพิ่มเพื่อนได้เลยค่ะ (สำหรับ LINE Application)

@petfairsea

OPERATIONS TEAM

ops@vnuasiapacific.com

NCC: BOOTH PACKAGE





petfairsea2023@gmail.com







NCC: Electrical & Decoration



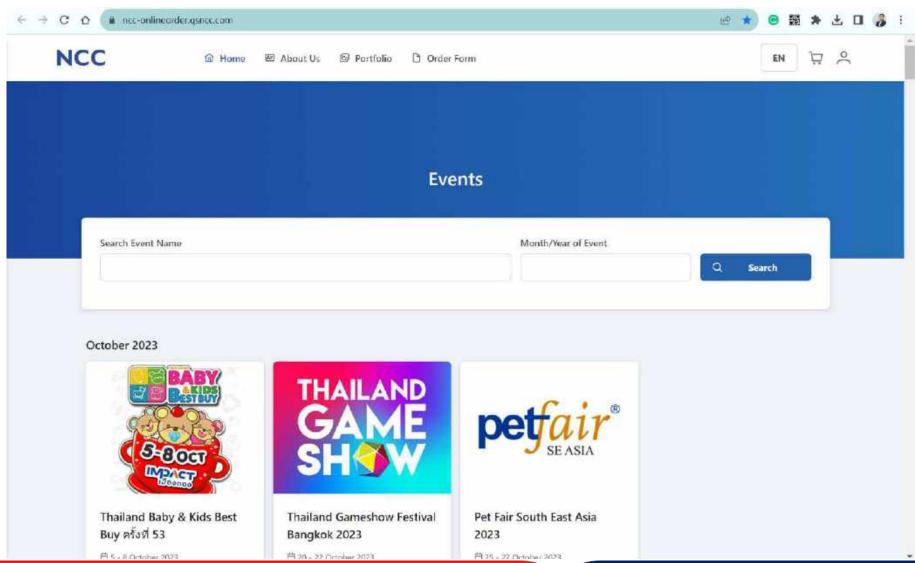




NCC: N Service



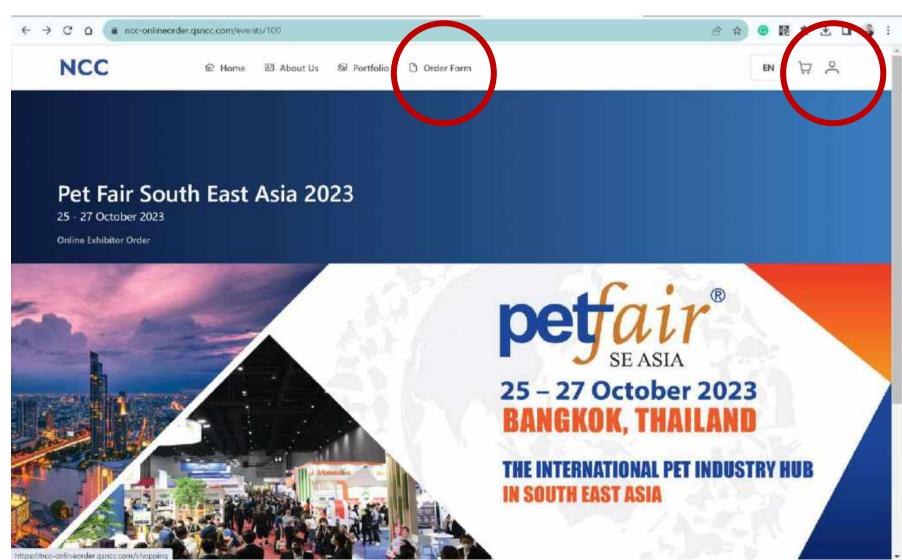




NCC: N Service



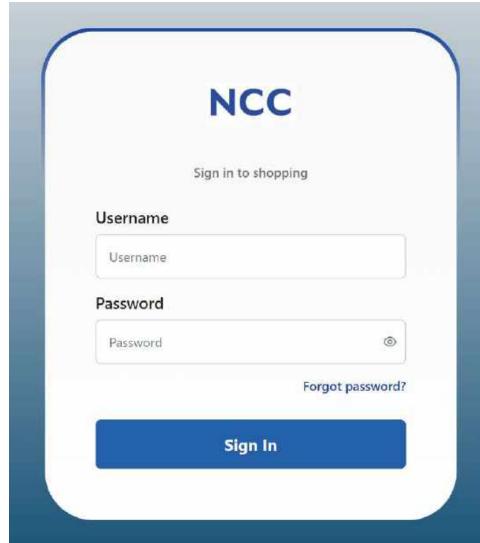




NCC: N Service



NCC petfairsea2023@gmail.com



NCC: Special Discount





FREIGHT FORWARDERS







Ms. Darunee Ngaosi (Joy)

Tel: +66 (0) 2 165 6152 ext. 321

Mobile: +66 (0) 80 613 3633

E-mail: darunee@aptshowfreight.com

DB SCHENKER

Kridtanabowon Chanthawet (Leonard)

Tel: +66 (0) 2 269 6500

Mobile: +66 (0) 63-080-3701

E-mail:

kridtanabowon.chantawet@dbschenker.com

FREIGHT FORWARDERS



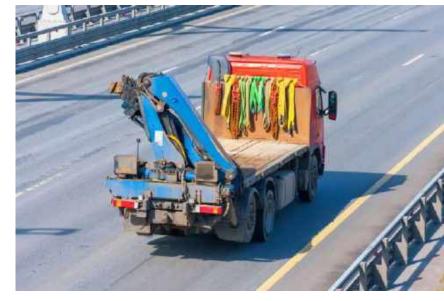




For Safety Reason Heavy Lifting Equipment in the Hall will be operated by Official Freight forwarders only







Handlift

Forklift

Crane/Hiab

FREIGHT FORWARDERS





BITEC: Catering, Internet, Plant







Coke Gan (12 Gans)











Sprite Carr (12.

400.00 DIE







Note / Figures / Events



Filte / Fieces / Even



Plant Octopus Tree Plant Cristma

Police / Finites / Event





























900.00 THE









Assortment of

Canapes



Assorted miniature French pastnes 4

850.00 THE



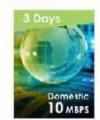
Spinach quiche

1,100.00 THE



●5000000

Verwall products



Domestic Base Internet 10 Mbps / 3

23,600.00 118

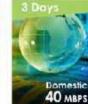




Domestic Base Internet 20 Mbps / 3

25,000.00 1115





Domestic Base. Internet 40 Mbps / 3

29,000.00 THE



Domestic Base Internet 50 Mbps / 3

31,000.00 THB

Internet

VNU ASIA PACIFIC

NCC

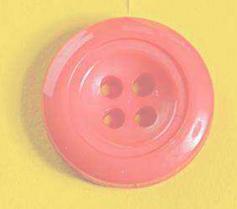








"If the first button in shirt is put wrong every buttons next to that will be wrong"



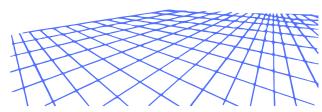
What Your Booth Type?











Standard

Basic

Shell

Pet Avenue

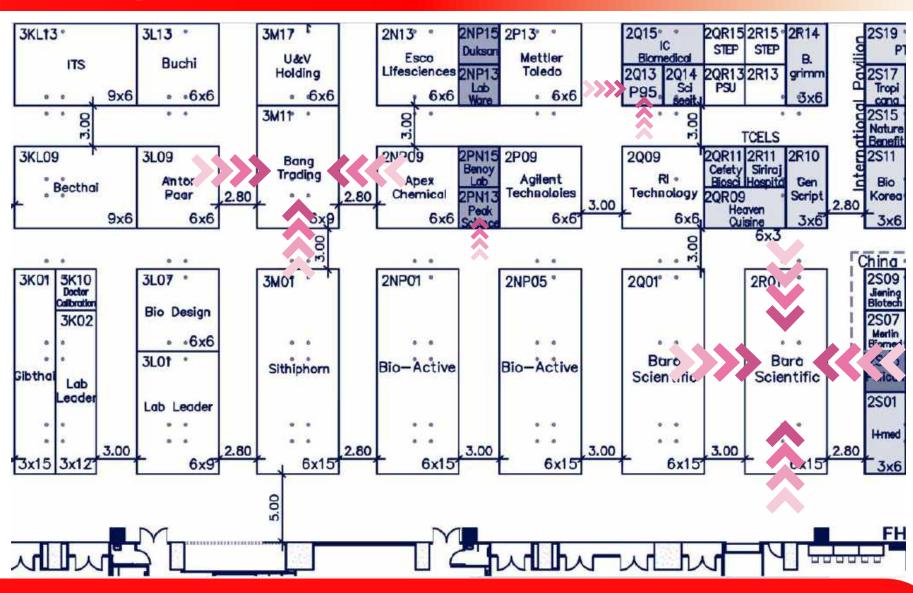
Premium

Raw Space

Space Only

Own Design

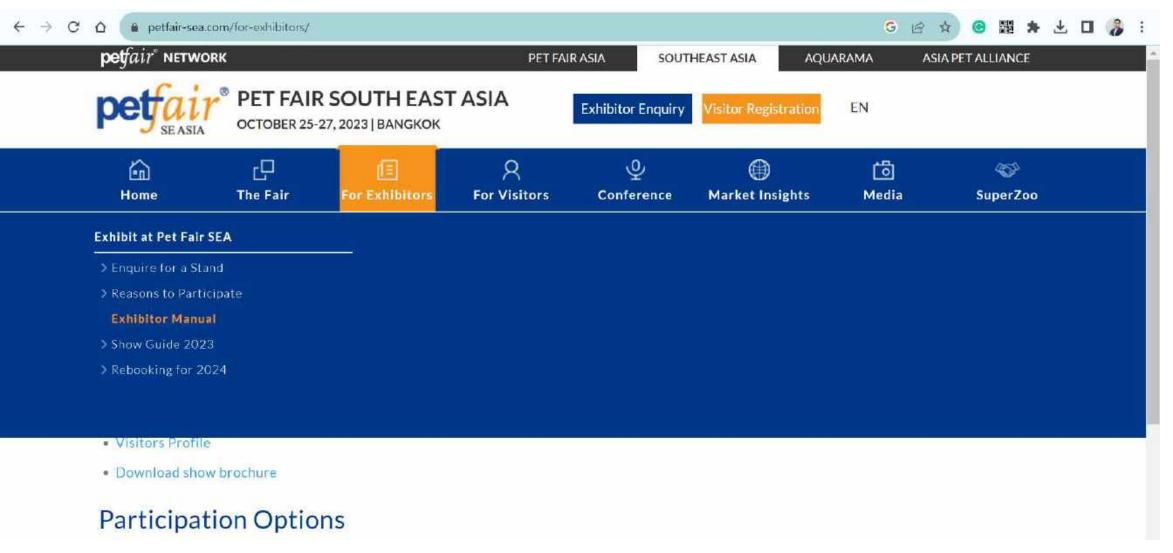
Side open





EXHIBITOR MANUAL





EXHIBITOR MANUAL



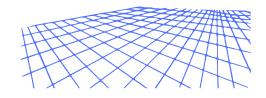


MOVE IN SCHEDULE



INSTALLATION PERIOD	DATE	START	END
Booth construction for SPECIAL BOOTH DESIGN - outside contractors	23 Oct 24 Oct	13.00 Hrs. 08.00 Hrs.	22.00 Hrs. 18.00 Hrs.
Delivery of heavy or large exhibit by Official Freight Forwarder	23 Oct	10.00 Hrs.	18.00 Hrs.
Switch on power supply for set up	23 Oct	13.00 Hrs.	22.00 Hrs.
Switch on power supply for test run	24 Oct	13.00 Hrs.	22.00 Hrs.
Exhibitor Registration	24 Oct	10.00 Hrs.	17.00 Hrs.
Basic and Premium Shell Booth to be dressed and exhibits ready for viewing	24 Oct	13.00 Hrs.	22.00 Hrs.







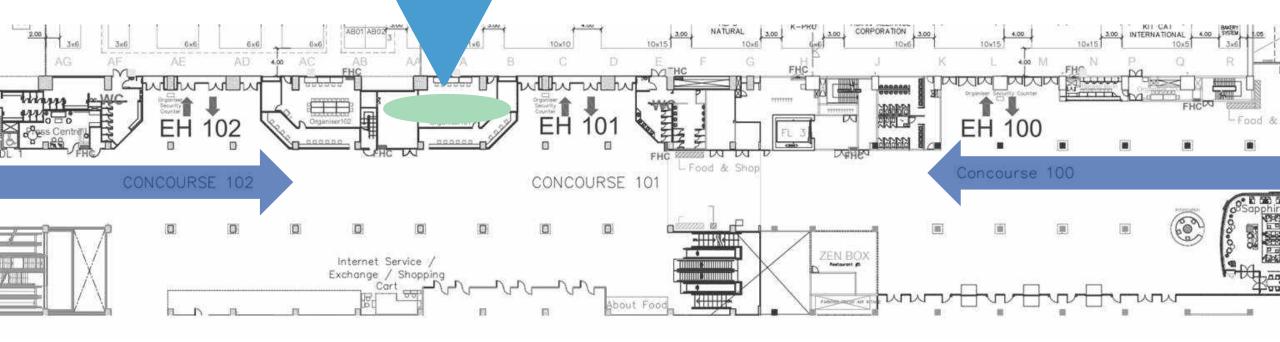




EXHIBITOR PICKUP BADGE



COUNTER 101 24 OCT from 10.00 – 18.00 hr.



SHOW DAY SCHEDULE



SHOW DAY	DATE	TIME
Hall opens for EXHIBITORS	25 Oct 26 Oct 27 Oct	08.00 - 19.00 Hrs. 09.00 - 19.00 Hrs. 09.00 - 24.00 Hrs
Hall opens for VISITORS	25 Oct 26 Oct 27 Oct	10.00 - 18.00 Hrs. 10.00 - 18.00 Hrs. 10.00 - 17.00 Hrs.
Switching off power supply during show days	25 - 26 Oct 27 Oct	19.00 Hrs. 17.30 Hrs.

MOVE OUT SCHEDULE



DISMANTLING PERIOD	DATE	TIME
Switching off power supply and dismantling electrical equipment		17.30 Hrs.
Move out of small exhibits and stands by 4 Wheels Car / Truck	27.0-1	17.00 - 20.00 Hrs.
Move our of heavy and large exhibits and stand fitting materials by Trucks over 6 Wheels	27 Oct	20.00 - 24.00 Hrs
Hall closes		24.00 Hrs.



BOOTH DECORATE: Package Booth









- Extension of structure is NOT allowed for standard shell scheme booth.
- Exhibitors must not repaint the walls of the booths. If certain accessories including stickers are needed to affix, please contact the appointed official stand contractor for approval.
- No nailing, draping or hanging of any kinds of materials is permitted on the standard booth or on any structure of the main building.
- No suspension from the ceiling of the Exhibition Hall can be made, nor can any article be fixed at the floor, walls or any part of the building.
- 5. All light fittings and socket points must be ordered from the Official Electrical Contractors













BOOTH DECORATE: Package Booth









BOOTH DECORATE: Package







petair® SE ASIA

BOOTH DECORATE: Package Booth





Inkjet Sticker on each Panel



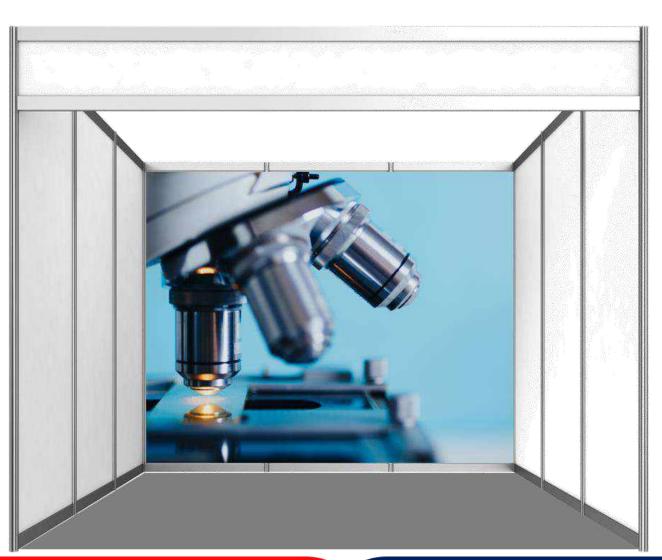
Inkjet Sticker on Foam/PPBoard/Vinyl

BOOTH DECORATE: Package Booth



CLEAR COMMUNICATION



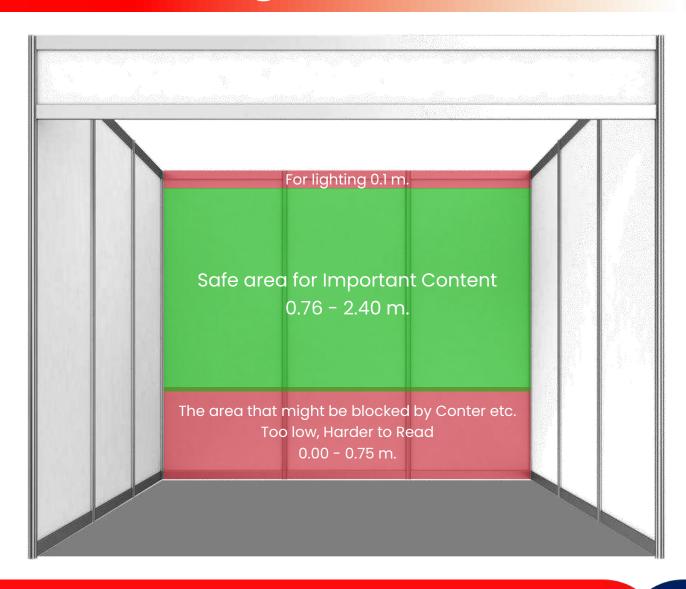






BOOTH DECORATE: Package Booth









Wall Height Max. 4 meters Min. 2.5 meters



Outside Contractor Name (Booth Contractor)



Graphic at least 2 m. away

from the adjacent neighboring

RAW SPACE



Maximum Height in The Booth 5 meters



Additional Wall for Island or Open 2-3 Sides





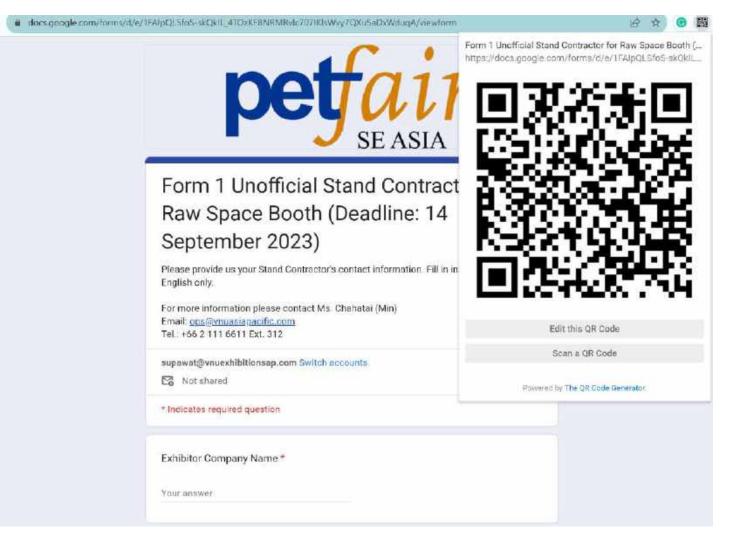
Contractor Badge/Pass



The Wall on Neighbouring side must be finished in WHITE

WHITE

WALL







Please submit your booth contractor company name and contact person to The organizer 1 month prior before the show for Booth Approval design.



RECOMMENDED CONTRACTORS



Cityneon Network Co., Ltd.

MS. VILAWAN THONGYOL

Tel: +66 (0) 2 690 2682 to 4 ext. 17

Mobile: +66 (0) 86 788 9518

Email: <u>vilawan@cityneonthalland.com</u>
Website: <u>www.cityneonnetwork.com</u>



Design Ex Co., Ltd.

MS. ANCHANEE RODJINDA

Tel: +66 (0) 2 961 2426 to 8 ext. 14

Mobile: +66 (0) 81 565 8635
Email: anchanee@dx.co.th
Website: www.dx.co.th



Exhibition Services (Thalland) Co., Ltd.

MR. TEERAWOOT RUANGBOONSONG

Tel: +60 (0) 2 369 3586 to 7
Email: teamwoot@exhibition.co.th
Email 2 : info@exhibition.co.th
Wehsite: www.exhibition.co.th



ExpoCon

MS. JUTAMAS POORANAWATANAKUL

Tel: +66 (0) 2 276 4800 to 4

Mobile: +66 (0) 86 653 6616

Email: expocon@expotech.co.th

Website: www.expocon.info



N.C.C. Management & Development (OFFICIAL CONTRACTOR)

MS. KOJCHAKORN CHITAPANICHCHAROEN

Tel: +66 (0) 2 229 4177

Email: koichakorn.chi@nccimage.com

Website: www.nccimage.com



Xcon Co., Ltd.

MS. PITIPORN CHARASEREEKUL

Tel: +66 (0) 2 275 5312 ext. 304

Mobile: +66 (0) 89 000 0059

Email: pitporn@xcon.co.th

Website: www.xcon.co.th



Kingsmen C.M.T.I. Public Company Limited.

MR. NAPAT ROCHANACHAISRI

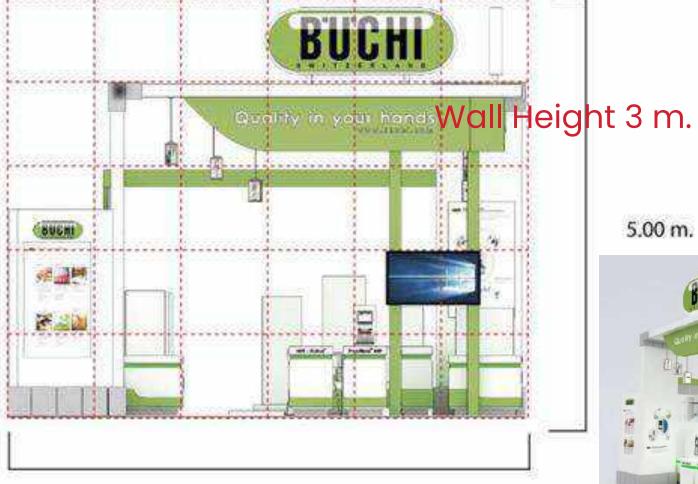
Tel: +66 (0) 2 052 8008

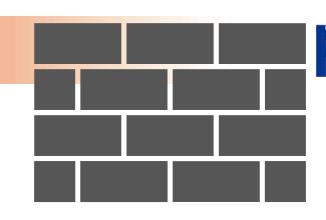
Mobile: +66 (0) 92 142 9666

Email: napat@kingsmen-cmti.com

Website: www.kingsmen-cmti.com

32







5.00 m.



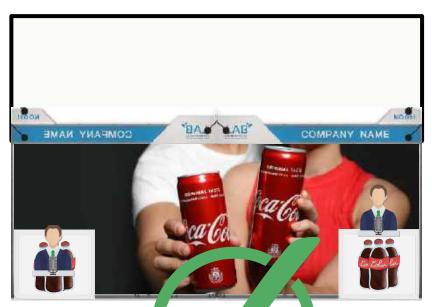


WHITE WALL

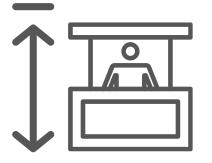
The Wall on Neighbouring side must be finished in WHITE

The walls on the neighbouring side from 2.5m upwards in WHITE and use non-transparent materials, i.e. wood. These are not permitted to carry text, logo, or pictures to face with adjacent booths.





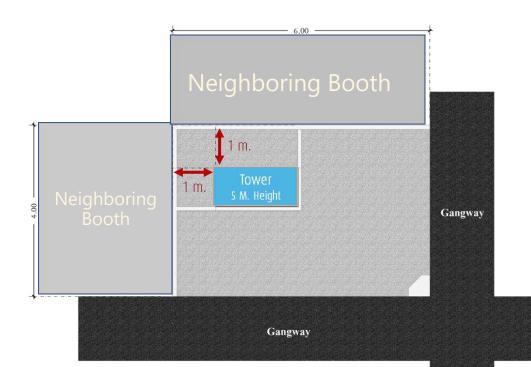


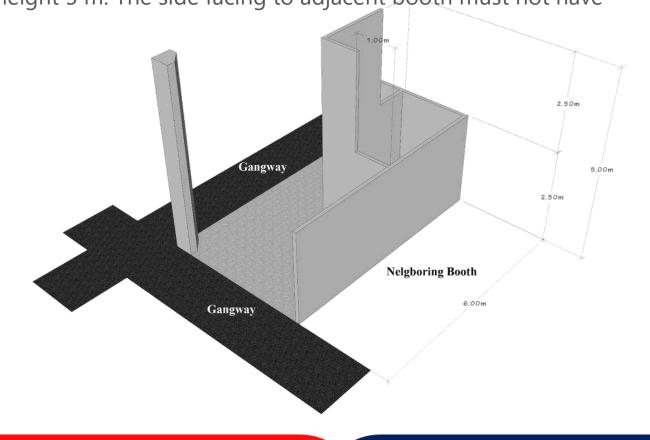


Maximum Height in The Booth 5 meters

All structures exceeding the booth wall have to be at least 1 m. away from the adjacent neighboring stand and maximum height 5 m. The side facing to adjacent booth must not have

any graphic.









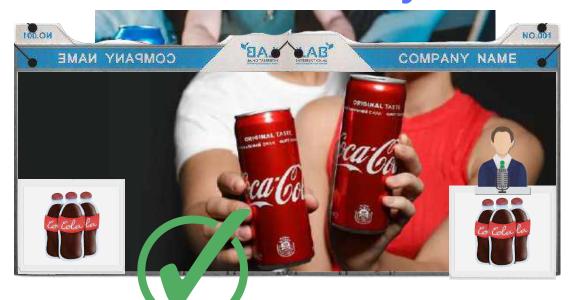
Graphic at least 2 m. away from the adjacent neighboring

Any graphic on the side that face to Neighboring booth, please set 2 m. away from the adjacent neighboring.

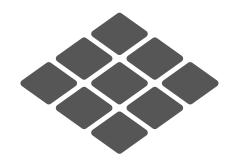
1 meter away



2 meters away







Additional Wall for Island or Open 2-3 Sides

Island, 3-side-opened, or 2-side-opened booth require additional wall. Only 1 more wall is allowed with 1/2 length of that side in order to avoid blocking visibility of your neighbor booths.







Contractor Badge/Pass

Please provide a number of workmen, so that passes will be prepared accordingly. For security season, all workers are advised to wear their passes at all time during the construction period.

Booth Design Approval

The organizer will check and approve all special booth design to ensure that the booth construction is safety and also proper for business place.

Booth Construction safety team onsite

The organizer will have a safety team to check booth construction during onsite to ensure that the construction of outside contractor is safety for everyone.

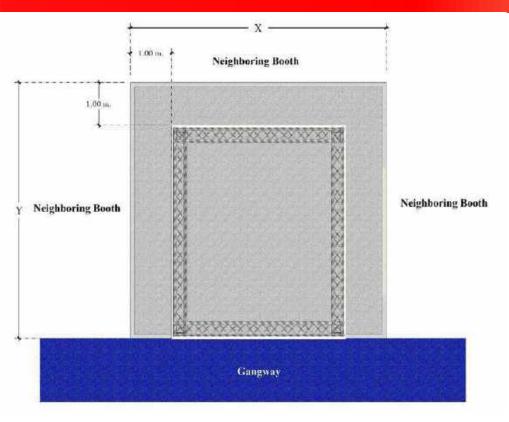


Admin Fee by Booth Contractor

Booth contractors that is not official contractor are required to pay an administrative fee of THB 100 per sq.m.(Excluded 7% VAT)







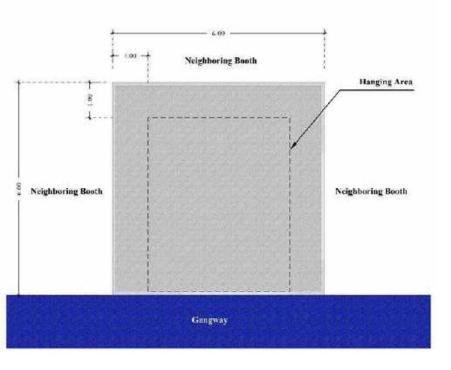
HANGING TRUSS (7 Meters height)

This is subject to an air space usage / advertising fee per 1.0 m length for 35 USD. Or (1,000 THB.), for example 10.0 m truss length will be charge $35 \times 10 = 350$ USD. Or (10,000 THB.), this is a space only fee and the structure must hung only by the exhibitor's assigned contractor

- Truss or Banner require written approval from the organizer
- Truss or Banner must be hung only from rigging points within your own stand area
- Production is on exhibitor's own cost
- On-site order is not available
- Please submit graphic/drawing of the structure/ truss or Banner to Ops@vnuexhibitionsap.com for approval







HANGING BANNER (7 Meters height)

- This is subject to the air space rental fee of 250 USD. Or (8,000 THB) per piece, this is a space only fee
- The banner must be hung by N.C.C. Image
- Maximum size 3 x 2 vertical or horizontal oriented
- Material: vinyl or fabric

- Truss or Banner require written approval from the organizer
- Truss or Banner must be hung only from rigging points within your own stand area
- Production is on exhibitor's own cost
- On-site order is not available
- Please submit graphic/drawing of the structure/ truss or Banner to Ops@vnuexhibitionsap.com for approval





SPONSORSHIP OPPORTUNITY









SPONSORSHIP OPPORTUNITY











Exhibitors would like to organize the function or party at their booth between 18.00-19.00 hrs. during Show days.

Please contact and notify to organize in advance.







LIGHTING

can make your exhibition booth better













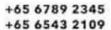




JOHN SMITH

Managing Director +65 8888 8888

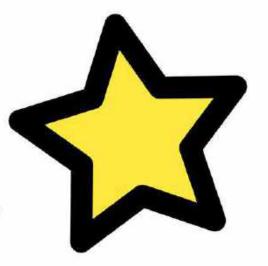
JohnSmith@Company.com.sg



EVERYTHING-AS-A-SERVICE

00 Company address #00-00 Building name S000000

www.xaas.com.sg



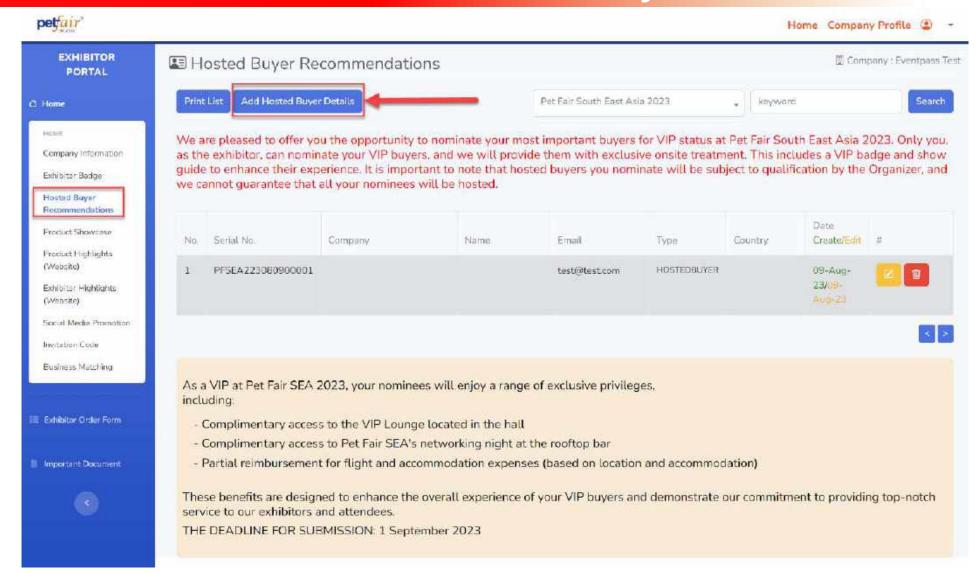






Exhibitor Portal – Hosted Buyer





50 Pax







LIGHTING

can make your exhibition booth better









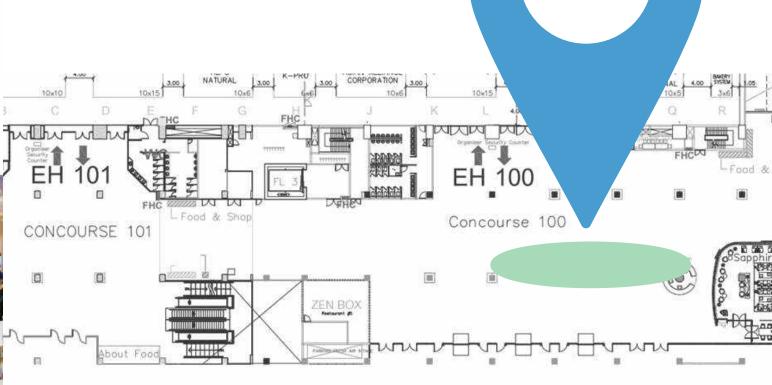
The Product Showcase area is located right in front of the Main Hall (EH100). As an exhibitor, you'll have the opportunity to showcase your products here with information on your booth location. It's a great way to draw attention to your products and let attendees know where they can find you!

NOTICE

PLEASE UPLOAD
YOUR PRODUCT
INFORMATION IN THE
EXHIBITOR PORTAL
TO RESERVE YOUR
SPACE IN THE
SHOWCASE AREA









SOCIAL MEDIA MARKETING

WE ENCOURAGE OUR EXHIBITORS TO POST ABOUT THEIR PARTICIPATION AT PET FAIR SOUTH EAST ASIA

GET A LINKEDIN ACCOUNT & PROFILE



We strongly suggest setting up a LinkedIn account and profile for both you and your company, if you haven't already. LinkedIn is an ideal platform for connecting with industry professionals and decision-makers.

POST EARLY AND FREQUENTLY



Remind buyers and customers of your plan as early and frequently as possible. You should give enough time for buyers to plan their travel to visit you in Bangkok.

INCLUDE SPECIAL DEALS OR ACTIVITIES IN YOUR POST



It is good to come up with attractive deals (special discounts, free shipping, etc.) to offer at the show. Include these special deals in your posts to attract buyers to your booth



YOU HAVE THE OPTION
TO CREATE YOUR OWN
CUSTOM INVITATION
POST OR UTILIZE OUR
TEMPLATE TO MAXIMIZE
THE NUMBER OF BUYERS
VISITING YOU.

MEDIA KITS





25 – 27 October 2023 Hall 100-102, BITEC, Bangkok, Thailand

VISIT US AT THE BOOTH NUMBER







www.petfair-sea.com



VNU ASIA PACIFIC











DEMONSTRATION



DEMONSTRATION & PRESENTATION



PLEASE AVOID USING ANY PRODUCT DEMONSTRATION
THAT MAY DIFFUSE IN THE AIR IN ACCORDANCE WITH THE
MEASURES OF CCSA (COVID-19 MEASURES)

BULES & REGULATIONS

1 Exhibitors are required to send a request for any demonstration to the organizer for approval before October 5, 2023. The organizer reserved the right to refuse any demonstration not received within the deadline.

Click here to download the Uso of Loudepouker for Demonstration & Presentation Request Form

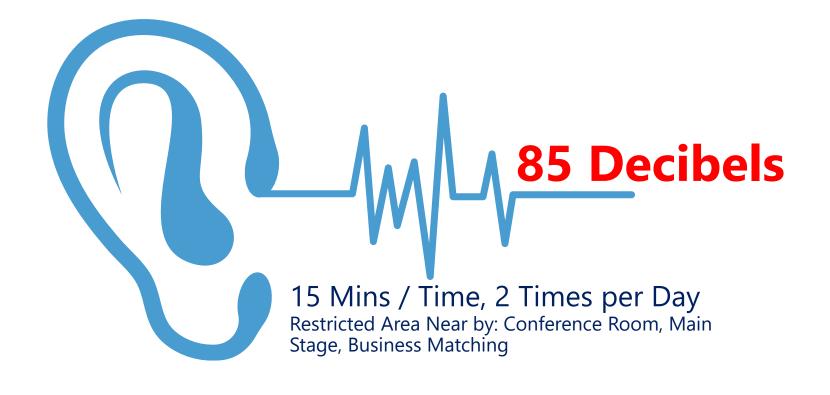
Such demonstrations and presentations must not interfere with the conduct of the business of other exhibitions in series of sound, injury cause my simple or furnes. The originater reserved the right to give werning or request exhibitions to stop such activities.

- Exhibitors are allowed to use loudspeakers for demonstration and presentation in their booths, under these conditions:
- This booth design with sound speaker location needs to be approved following the rides and regulations by the organizer for installation approved.
- Any laudspeaker to be used during exhibition must face toward exhibitor's stand only
- Any loudspeaker which is not placed on the floor must bend down at 45 degrees
- Please inform the organizer of your domenstration schools in order to svoid multiple demonstrations occurring in one area of the same time.
- Organizer reserves the right to suspend, stop, and cancel at activities in the booth without prior notice

3

No use of any loudspeakers on any part of the booth and/or the hall by the exhibitors during 9.30 - 17.30 hrs. of the show days

- 3 A
 - Any jourspeaker which is not placed on the floor must bend Jown at 45 degrees
- Maximum volume cannot exceed 05 decibel measuring from the distance of 3 motors away from the stand
- Loudspeakers are not allowed to use in the area close in the half's conference monts, VP & Speaker Lounger, Buyer Lounge, Business Matching Areas, Poster Sessions, and other activity seess. Exhibition are also not allowed to use the speakers at the distance range of 30 meters between from the center of voice and those activity areas.
- Exhibitors may not use the stand space in a way that causes nuisances to other exhibitors or visitors in the form of noise pollution, obstruction of entrances or aisles, blocking of the light, or obstruction of the sightlines, or nuisance in any other forms at the discretion of the organizer.



DEMONSTRATION



MOVE - OUT

AT LEAST ONE PERSON ON YOUR TEAM SHOULD BE ASSIGNED TO OVERSEE YOUR BOOTH BREAKDOWN AND OUTBOUND SHIPMENT



PACKING YOUR EXHIBIT

- Using delivery service to ship your exhibit back to your country
 Contact and make an appointment with Official Freight Forwarders in advance.
- Deliver your exhibit by yourself
 Prepare empty boxes and start packing after the show ends at 17.00 Hrs. onwards.

Click here to check Move-out Working Schedule.



CONSIDER DONATING YOUR PRODUCTS

Let us know ahead of time if you would like to donate your products to local organizations and shelters



