

glee

petindex

19 – 21  
September  
NEC  
Birmingham



## Calling all entrepreneurs!

**Q: Have you designed the next big thing but are wondering what to do next?**

**A: Petindex** – the UK's leading pet retail trade show – prides itself on championing new products and introducing new suppliers. We recognise that innovation is what drives the industry forward and we offer the biggest and best showcase of the year.

More importantly, our visitors recognise the importance of innovation and Petindex is where they come to see the latest and best products available.

**97% of Petindex visitors come to source new products.**

**91% attend Petindex to find new inspiration**

Petindex delivers the largest and most senior audience of buyers from the pet retail industry. In 2009, we welcomed over 6,900 visitors from across the UK and overseas.

Conceived by GIMA and launched in 2009, the **Innovation Zone** was a hugely successful feature with 28 new companies taking part. The aim is simple - to give small businesses the opportunity to meet suppliers, retailers, distributors and agents both at the show and through pre event PR and marketing support. Situated in the centre of Hall 3, stands will be grouped together to create a destination point for buyers looking for something genuinely new.

***"Petindex has without question provided us with the best possible platform to launch our product from. The response has been phenomenal and we have doubled our turnover expectations – in fact we've run out of order sheets countless times. We'll definitely be back next year - we wouldn't miss it."***

***Toby Massey, Becothings (Innovators Zone Exhibitor 2009)***



**Stands in the innovation zone include:**

- 6sqm shell stand with fascia & name sign
- 2 x spotlights
- 1 x pedestal unit
- as much support from GIMA as you want
- listing on Petindex website/preview and in show catalogue
- Free entry to New Product Awards
- PR support from exhibitors newsletters
- Pre event marketing via trade press, direct mail and the Petindex website
- All for a one off fee of £600 + VAT

Stands on the **Innovation Zone** are available to start-ups and new small businesses that have not shown previously at Petindex. The limited number of booths will be allocated to qualifying companies on a first come first served basis. You do not have to be a GIMA member to take part or receive our support at the event

The first step to booking your **Innovation Zone** stand, or any other at Petindex is to contact the GIMA office. We can tell you more about the event and advise you on the next step. We can support you on your entry into the market place with advice and information.

To introduce your product to literally thousands of retailers and suppliers, engage the key trade press, benefit from years of advice and guidance, having created next years best seller, exhibiting at Petindex could be the second smartest thing you do!!

**To find out more visit [www.gima.org.uk](http://www.gima.org.uk) or [www.petindex.co.uk](http://www.petindex.co.uk) today.**

GIMA, 225 Bristol Road, Edgbaston, Birmingham, B5 7UB.

Tel: 0121 446 5213

Fax: 0121 446 5215

Email: [info@gima.org.uk](mailto:info@gima.org.uk)

Web: [www.gima.org.uk](http://www.gima.org.uk)