



## NEW DEVELOPMENTS AT ZOOMARK INTERNATIONAL 2021

After the success of last year's event, which welcomed 757 exhibitors and nearly 30,000 trade visitors from all over the world, the trade show will once again be occupying the bright, modern spaces of halls 25, 26, 28, 29 and 30, but with a **completely new layout designed to broaden the product landscape and also include the world of services, products and machinery for the pet industry**, welcoming a greater number of companies and helping guide buyers during their visit.

**THREE NEW THEMED AREAS.** These will join the tried and tested **Aqua Project**, focussing on specific topics aimed at broadening the show's business community.

- INSPIRATION** This specifically highlighted area will welcome all the companies **exhibiting at Zoomark International for the first time.** An overview that offers a new perspective on the market.
- INNOVATION** This area, equipped with workstations, will be devoted to **start-ups, companies in the digital sphere and those developing innovations in technology, processes, services and management.** A taste of the future.
- INSIGHT** Located at a strategic point, this area will host the various players in the production chain which represent **"satellite" categories such as raw materials, production and packing machinery, packaging and services.**  
The inside track on opportunities to forge new partnerships.

For any further information or explanations, please do not hesitate to contact our office ([exhibitor@zoomark.it](mailto:exhibitor@zoomark.it); +39 024691254).  
We hope to see you in Bologna.  
Best regards.

PROMOPET srl  
Zoomark International Managing and Operating Secretariat  
Fabio Pierini



## FAQ

### How to book your stand

Complete the application and privacy forms, pay the required deposit and e-mail the documents to [exhibitor@zoomark.it](mailto:exhibitor@zoomark.it).  
Or complete the online application form under the "Exhibit" section and pay by credit card.  
Companies wishing to be included in the Innovation area should send in the dedicated printed form attached, which will be examined to check eligibility to that area.

### When to book your stand

Stands will be assigned according to the first come first serve rule. The deadline for securing a stand at Zoomark International 2021 is **16 June 2020**.  
**Exhibitors at the past event can rebook their stand, specifying this in the application form, which should be sent in by 24 April 2020.**  
After that date availability of specific spaces is no longer guaranteed.

### Stand equipment

**The booked area does not include shell scheme and furniture.** Exhibitors are free to choose their stand builder.  
BolognaFiere provides two types of pre-fitted stand service, which are described in the attached documents and can be ordered once the stand has been assigned. BolognaFiere's technical office is also available to design high quality customised solutions on demand.