U.S. PAVILION

ZOOMARK INTERNATIONAL 2009

May 7 - 10, 2009 – Bologna, ITALY

THE SHOW: ZOOMARK INTERNATIONAL 2009 A GATEWAY TO EUROPE

- #1 pet products show in Italy; second most important in Europe
- Exhibitors from 35 countries and 20,000 qualified visitors, including agents distributors and buyers from 72 countries
- Immediate sales and/or agreements for nearly all the exhibitors in the 2007 U.S. Pavilion

ITALY IS A TOP MARKET FOR U.S. PET PRODUCTS!

- The world's seventh largest economy
- Fastest growing pet market in Europe
- Pet products industry worth $3.9 billion, +4.5% over 2006
- Pet ownership is increasing
- American pet products enjoy a reputation for high quality and innovative design.

U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce

ZOOMARK INTERNATIONAL

THE U.S. PAVILION AT ZOOMARK INTERNATIONAL DOES IT ALL FOR YOU!

Your Participation Made Easy!

The U.S. Commercial Service, an agency of the U.S. Department of Commerce, is pleased to offer you a unique opportunity to enter or increase your presence in the Italian and international markets by exhibiting at ZOOMARK INTERNATIONAL 2009, the #1 pet products show in Italy and second most important in Europe.

We at the U.S. Commercial Service make arrangements with the fair and take care of pre-show promotion, assist with logistics and provide a turnkey booth, including interpreter, lounge and communications services.

All you need to do is to come to ZOOMARK INTERNATIONAL 2009 and make yourself available to meet hundreds of potential distributors and business partners there! The U.S. Commercial Service has extensive experience in organizing U.S. Pavilions at major shows worldwide.

You Get a Full Package of Market-Entry Services

- A 3x2 meter (9'9"x6'6") fully constructed and furnished booth (larger booths also available)
- On-site logistical and marketing assistance from U.S. Department of Commerce staff
- Interpretation services during the event
- An extensive promotional campaign throughout Italy, including articles in Italian trade magazines
- An exhibitors' lounge with complimentary food and beverages
- A business lounge equipped with computers and Internet connection
- Insertion in the online show catalog and the U.S. Pavilion brochure with product description translated into Italian

Basic Booth 3x2 meter (9'9"x6'6") fully furnished booth: Euro 2,990*
***(about $4,695 at the exchange rate of Euro 1.00 = $1.57)**
Additional Booth Space available at Euro 450 per sqm.

To receive detailed information about participating in ZOOMARK INTERNATIONAL 2009, please contact:

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