

SmartHeart presents  
Thailand International



**4-7 OCTOBER 2018**

**10.00 AM - 08.00 PM**

Hall 3-4, IMPACT Exhibition & Convention  
Center, Bangkok, Thailand



Organizers

**IMPACT**  
MUANG THONG THANI



长城国际展览有限责任公司  
CHINA GREAT WALL INTERNATIONAL EXHIBITION CO., LTD.

## Show Information



Event Title	SmartHeart presents Thailand International Pet Variety
Show Date	4-7 October 2018
Venue	Hall 3-4, IMPACT Exhibition & Convention Center, Bangkok, Thailand
Time	10.00 AM - 08.00 PM
Exhibit Area	10,000 sq.m.
Website	<a href="http://www.pet-variety.com">www.pet-variety.com</a>
Exhibitor	200+ booths from local and international
Visitor	130,000 from local and international (2% trade visitors and 98% public), including all kinds of pet
Organizer	IMPACT Exhibition Management Co., Ltd. China Great Wall International Exhibition Co., Ltd.
Co-Organizer	Thai Pet Product Industries Association

## Show Missions

- ★ To educate pet owners on how to properly take good care of their pets
- ★ To be the leading stage for pet competitions
- ★ To be a one-stop shopping & business platform for pet care products and services
- ★ To be a key event that enhances relationship between pet and their owners
- ★ To be the key regional marketing platform for exhibitors to promote their products and services directly

## Why Thailand?

- ★ **Service sectors** such as hospital and clinic, grooming and spa, obedience schools, pet hotels, funeral services, etc are worth about 7 billion Thai baht.
- ★ **Pet care and accessory products** such as clothes and toys and accessories are worth 5 billion Thai baht.
- ★ **A large number of households and an aging population** are considering pet as a part of their family





## Exhibit Profile

- ★ Pet Clothes & Accessories : 33%
- ★ Pet Foods & Chews : 24%
- ★ Others : 12%
- ★ Pet Healthcare: Treatment Medicines, Vaccines and Supplement : 8.5%
- ★ Products for Pet: Pet Houses, Pet Beds, Collars, Toys etc. : 7.5%
- ★ Pet Farms and Breeders (Pedigree Certificates) : 7%
- ★ Pet Rescue and Pet Adoption Organizations : 3%
- ★ Pet Hotels, Resort and Cafe : 2%
- ★ Pet Hospitals and Veterinary Clinics : 1.5%
- ★ Grooming Equipment : 1.5%

## Visitor Profile

- ★ Pet Lovers
- ★ Pet Owners
- ★ Pet Breeders
- ★ Importer / Exporter
- ★ Distributors / Retailers
- ★ Pet Grooming Business
- ★ Manufacturers of Pet Products
- ★ Business Owners
- ★ Veterinarians / Veterinary Clinics

## Purpose of Visit

- ★ 66% of the visitors are shopping pet products
- ★ 20% of the visitors are enjoying pet activities
- ★ 11% of the visitors are watching pet competitions
- ★ 2% of the visitors are joining pet competitions
- ★ 1% of the visitors are for other purpose





## Show Features



- ★ Cat Competitions by Me-O
- ★ American Pitbull Competitions by The Ultimate Dog Club
- ★ Pet Talent Shows
- ★ Pet Medical Check-up for "FREE" at mobile clinic by VET 4 Hospital
- ★ Get FREE Gift! at Pet I.T. Booth
- ★ PET ID Card (Pet Identity Card) & TIDS Card (Dog Identity Card)
- ★ Special discount for all pet products and services
- ★ The exotic pets fashion show in "Hawaiian" concept
- ★ The Serama battle
- ★ The Ball Python competitions
- ★ The Betta fish competitions

## Media Channels



TV Advertisement



Newspaper



Pet Magazines



Indoor & Outdoor  
Signage



Poster



Leaflet



Website  
(Local and  
International)



Banner ad  
(Local and  
International)



Facebook  
Fanpage



Facebook Ad



Instagram

## Pet Variety 2017 AT A GLANCE

### Pet Variety 2017 Exhibitor Survey

90% Exhibitor Satisfaction  
(Good + Above)

85% Intend To  
Re-exhibit

94% Recommend  
the Show

### Pet Variety 2017 Visitor Survey

96% Visitor Satisfaction  
(Good + Above)

97% Intend To  
Re-visit

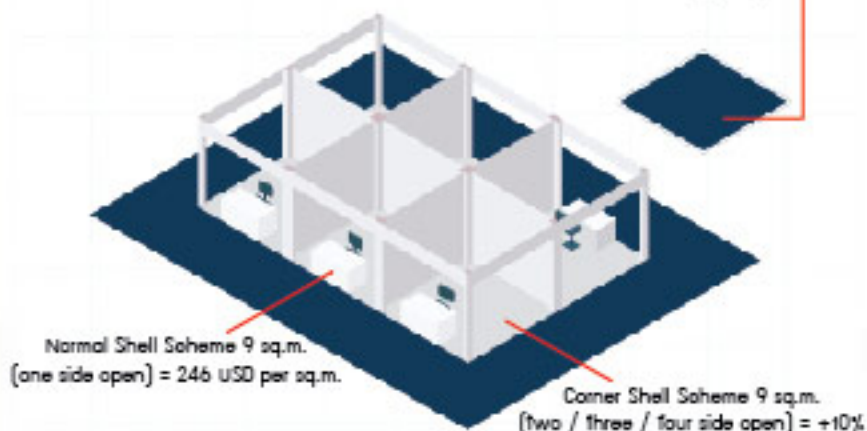
99% Recommend  
the Show



## CONSTRUCTION BOOTH



Raw Space (Minimum 18 sq.m.)  
Starting Price at 209 USD per sq.m.



Normal Shell Scheme 9 sq.m.  
(one side open) = 246 USD per sq.m.

Corner Shell Scheme 9 sq.m.  
(two / three / four side open) = +10%

## Contact

- ☎ 02 833 5349
- 📘 PetVariety
- 🌐 [www.pet-variety.com](http://www.pet-variety.com)
- ✉ [contact@pet-variety.com](mailto:contact@pet-variety.com)

Organizers



IMPACT Exhibition Management Co., Ltd.

Bangkok Land Building, 10 Floor, 47/569-576, Moo 3, Popular 3 Road,  
Banmai Sub-District, Pakkred District, Nonthaburi 11120

## Network Show

**THE 22<sup>nd</sup> CHINA INTERNATIONAL PET SHOW (CIPS 18)**

September 27 - 30, 2018 at Guangzhou

1,800 Exhibitors	100,000M <sup>2</sup>	65,000 Visitors	80 Countries
------------------	-----------------------	-----------------	--------------

Organized by **G.E. AN EXHIBITION COMPANY**  
China Grant Trust International Exhibition Co., Ltd.

THE BEST SOURCING PLATFORM FOR THE GLOBAL PET INDUSTRY  
AN IDEAL BRIDGE CONNECTING THE GROWING ASIAN MARKET  
[www.cipscom.com](http://www.cipscom.com)

