



expo **ZOO** 2012  
LYON FRANCE



For  
the first time  
in **LYON** France  
**24<sup>th</sup>, 25<sup>th</sup> et 26<sup>th</sup> June**  
Eurexpo, Hall 1



International **Pet** Trade Fair



## The new ExpoZoo

Following its successful 2011 session, ExpoZoo is back in 2012 !!

### What's new in 2012 ?

- A **3 day-long opening : Sunday, Monday, Tuesday**  
best dates to catch independent dealers, as well as mass retailers
- **New dates : from June, the 24th to the 26th**  
best period for efficient and quiet business meetings
- A new venue : **Lyon, parc Eurexpo**  
held each year, in Lyon alternately with Paris, to catch the whole French market

The show  
for the whole  
market !



**ExpoZoo in Paris,**  
odd years



**ExpoZoo in Lyon,**  
even years

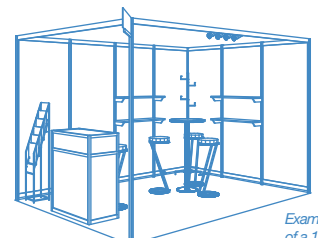
### Find the key elements of ExpoZoo's success in 2011

- A **business focused show**, dedicated to **innovations** and **suppliers listing**
  - Prior to private labels shows, far from big international meetings
  - Efficient business meetings in convivial atmosphere
- A **convivial** and **easy going** market place
  - A common lounge area, in the middle of the fair
  - Food and beverages served for free on the lounges, and directly on the booths
- An **all inclusive offer** at very **attractive cost**
  - 4 booth sizes (12, 18, 30 or 48m<sup>2</sup>) for fully equipped & furnished booths, catering managed by the organizer
  - A complete offer to monitor the total cost of your participation

Focus  
on the most  
important :  
business

A quality  
service to ease  
your business  
meetings

Just choose your **booth size**, ExpoZoo will **take care of everything else !**



Example  
of a 12m<sup>2</sup>  
equipped booth



Since 1979, ExpoZoo has been a must-do event for professionals on the pet market in France



## The exhibitors

ExpoZoo gathers all the national & international key players of the Pet Supplies market, willing to strengthen their presence on the French market.

All types of **pets** :



Dogs



Cats



Birds



Insects & reptiles



Aquaria & ponds



Small pets

All types of **products** :

- Petfood & candies
- Cushion, litters, cages
- Aquaria, ponds, terrarium
- Accessories
- Grooming products
- Hygiene & health
- Veterinary products
- Live animals : fishes, insects & reptiles, small pets, aquatic plants

All types of **services** :

- Insurance / financing
- Training / schools
- Presse & édition
- e-commerce and mail order selling
- Transportation
- Furniture / garnishment



## Visitors profile

ExpoZoo targets all decision makers on the French market, from retail networks through to independent dealers.

Types of **retail** :

- Independent pet shops and garden centers
- Retail networks of pet shops and/or garden centers
- Specialized mass retail :
  - Hypermarkets & supermarkets
  - Home improvement retailers
  - Veterinary, OTC chemists
- E-commerce & mail order selling
- Groomers, breeders, pet pensions
- Veterinary, OTC chemists

Profil des **Visiteurs**

- **Retail networks**
  - Store managers
  - Central purchasing department managers, buyers
  - Suppliers listing commissions
  - Marketing managers
  - Etc.
- **Independent dealers**
  - Shop managers
  - Buyers
  - Sales persons
  - Etc.

## Your communication tool

Communication tools for an enhanced visibility before, during, and after the fair.

- **Website** : [www.expozoo.fr](http://www.expozoo.fr)
- **Newsletter**
- **Catalog**
- **Sampling**

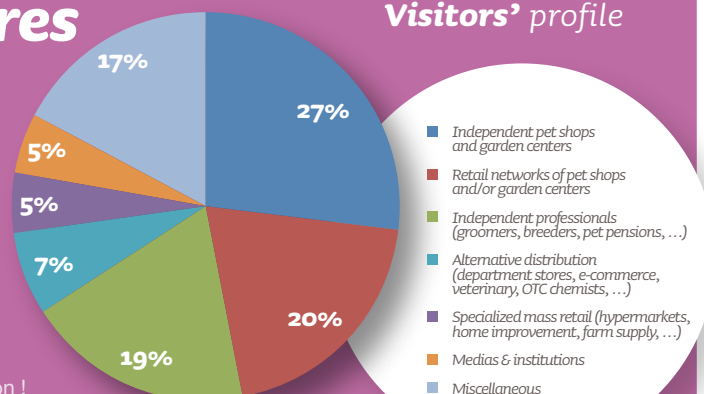
Find all our offers and packages on the "communication tools" order form

## ExpoZoo 2011 - key figures

A real success for the new ExpoZoo

- 116 exhibitors, including 30% of strangers
- More than 3200 visitors, from the whole market
- A concept that convinced everybody :
  - +83% visitors satisfied
  - +89% of exhibitors satisfied
- An expected comeback :
  - 80% of visitors want to visit the show again !
  - 88% of exhibitors intend to participate to ExpoZoo on next session !

Visitors' profile





## BY CAR

- Close to the A43 and A46, Eurexpo Lyon is at the heart of Europe's motorway network, a 4-hour drive from Paris, 3 hours from Marseille, an hour and a half from Geneva, and 3 hours from Turin.
- Eurexpo is easy to access by car, and is just a 20-minute drive from both Saint Exupéry International Airport and the city centre.

## BY TRAIN

**Three TGV (high-speed train) stations connect Lyon with the major cities of France and Europe several times daily:**

- From TGV Part-Dieu railway station (Villette exit) : 30 minutes Tram line T3 to Vaulx-en-Velin La Soie then direct Eurexpo shuttle\*
- From TGV Perrache railway station and the city centre : 35 to 40 minutes Metro line A to Vaulx-en-Velin La Soie then direct Eurexpo shuttle\*
- From TGV Saint-Exupéry railway station : 35 minutes. Rhônexpress tramway to Vaulx-en-Velin La Soie station, then Direct Eurexpo Shuttle buses to Eurexpo\*

\* Direct shuttle bus services to Eurexpo Lyon during exhibition opening periods only.  
Information line: 04 72 22 33 44

## BY AIR

**Saint Exupéry Airport is 20km from Eurexpo Lyon. It offers direct flights to more than 100 destinations in more than 30 countries, of which 86 are scheduled services.**

For information, dial 0826 800 826. From outside France, dial + 33 (0) 4 72 22 74 71 : [www.lyon.aeroport.fr](http://www.lyon.aeroport.fr)

### RHONEXPRESS :

This fast line links Lyon Saint-Exupéry international airport to Lyon Part Dieu railway station, with a stop at Vaulx-en-Velin La Soie station where a Direct Eurexpo Shuttle Bus Service is implemented during exhibition opening periods.

### Journey :

Airport <-> Lyon Part Dieu railway station : 30 minutes  
Airport <-> Vaulx-en-Velin La Soie station : 18 minutes

### Hours :

Rhônexpress service runs, 365 days per year from 5 am to midnight.  
Frequency: 6:00 am - 9:00 pm, departure every 15 minutes  
Frequency 5:00 am - 6:00 am and 9:00 pm - 0:00, departure every 30 minutes  
More informations and on-line ticket sales: [www.rhonexpress.fr](http://www.rhonexpress.fr)

Information on <http://www.rhonexpress.fr/>

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## Contacts

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