

PETFOODINDUSTRY®

EUROPEAN MEDIA KIT 2026

PET FOOD

Your guide to proven marketing solutions for
reaching a targeted European audience
and growing your business

www.WATTGlobalMedia.com

- ▶ Industry expertise
- ▶ Multi-platform delivery channels
- ▶ Turnkey solutions



MEET THE EUROPEAN EXPERTS

Where do pet food manufacturers turn when they want to successfully grow their business across Europe? They work with a sales team that understands the complexity, diversity and opportunities of the European pet food market.

Our Europe-based sales experts are your direct connection to decision-makers across the region. With more than 45 years of combined experience in international B2B marketing, we know how to position brands, navigate regional differences and deliver results in a highly competitive market.

- » Over 45 years of collective experience in international B2B marketing for the pet food and pet care industry
- » Deep understanding of the European market, from regional nuances to cross-border strategies
- » Long-term partnerships, with clients who have trusted us for more than 20 years
- » Proven expertise in developing integrated, results-driven campaigns that generate qualified leads

Europe is not a single market. Our team knows the diversity of countries, cultures and business practices, and helps you reach the right audience with the right message.

If your company wants to connect with informed, decision-ready professionals across Europe, our sales team will work with you to create a customized, integrated campaign that keeps your brand visible, relevant and trusted – while delivering measurable business impact.



Uwe Riemeyer

Sales Team Europe



Kyra Luttermann

Sales Team Europe

Companies headquartered in the United States can refer to the final page for contact details.



FIND UNIQUE VALUE WITH PETFOOD INDUSTRY

How can you strengthen your brand across Europe's diverse and fast-evolving pet food market?

With the Petfood Industry brand focused on Europe you can now connect with a highly qualified audience of pet food and brand company decision-makers through a trusted portfolio of technical and scientific content, data-driven insights and integrated marketing solutions – all tailored to the robust and valuable European pet food market.

EUROPEAN AUDIENCE

Connecting you with 15,041 pet food professionals across Europe.

CONTENT & EXPERTISE

Helping European industry leaders stay informed and confident as they navigate regulatory change, innovation pressure and market fragmentation across regions.

MULTI-CHANNEL CAPABILITIES

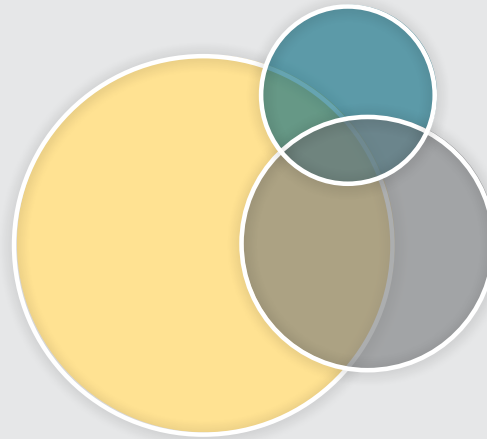
Reach a qualified and engaged European audience:

- » Online via digital platforms and targeted messaging
- » In person at European conferences, forums and exhibitions

For country-specific or regional audience details, contact our European sales team.

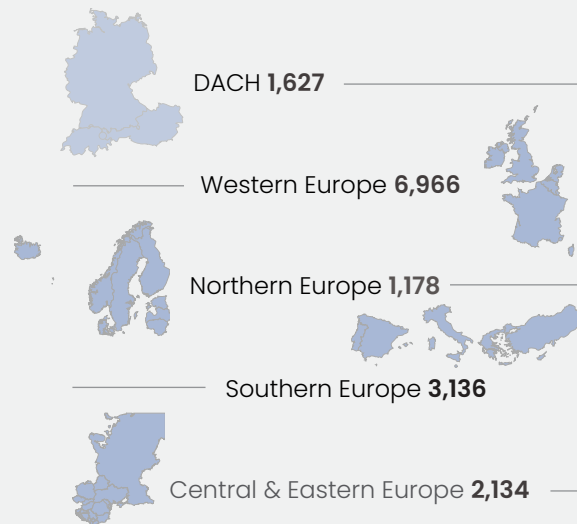
▼ Pet Food Audience Engagement

TOTAL pet food industry audience reach in Europe (unduplicated) **15,041**

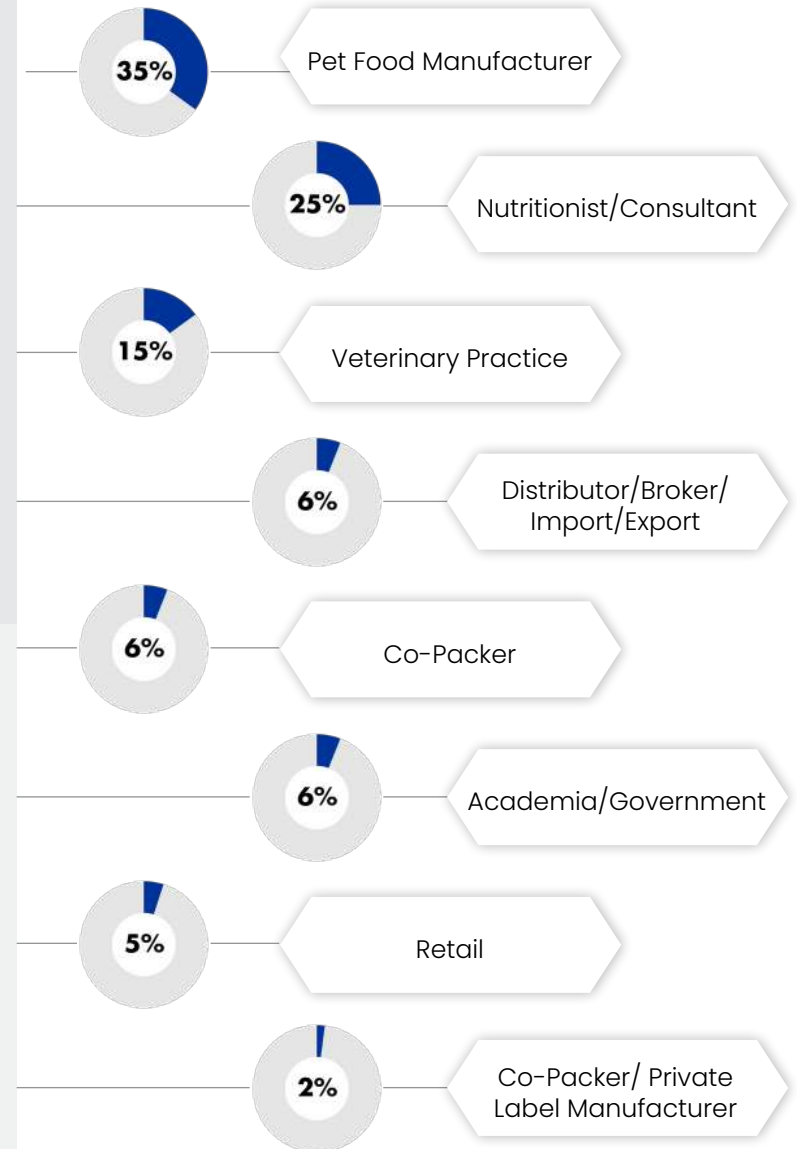


- Publications
- Newsletters
- Events, website, content marketing

▼ Geographical Breakdown



▼ Primary Business & Industry Profile



Percentages based on consensus data



ACHIEVE YOUR MARKETING OBJECTIVES IN EUROPE

Looking to increase brand visibility across Europe? Launch a new product? Establish your company as a thought leader? Or engage decision-makers in a complex, multi-market environment?

Pet food marketers across Europe are facing increasing business pressure in uncertain and rapidly changing conditions. Navigating regional differences, regulations and market maturity requires focused, outcome-driven marketing strategies.

We make it easy to select the marketing tactics that support your specific business goals, whether pan-European or regionally targeted. Our European-based team works closely with you to build integrated campaigns that deliver relevance, reach and measurable impact.

Petfood Industry's experts help you connect with a highly engaged European audience that is actively seeking insights, solutions and partners across the pet food value chain.

Your Objectives, Our Solutions

- » **Branding** – Strengthen your company's brand presence across Europe and shape how your organization and products are perceived by pet food industry professionals in diverse regional markets.
- » **Traffic** – Drive qualified European industry decision-makers to your website, landing pages or other digital platforms.
- » **Content** – Use strategic, creative content marketing to reach the right European audience with the right message at the right time – aligned with regional market needs.
- » **Thought Leadership** – Build trust with current and prospective customers by sharing your expertise and delivering real value to our audience.
- » **Leads/Database Building** – Generate interest from decision-makers in our audience, so you can begin a direct line of communication with prospects.
- » **Research** – Support decision making with research-based and actionable insights to guide your strategic marketing.

Your Reach Across the European Pet Food Market



We make it easy to reach your target market.
Contact one of our European Sales Managers for more information.



How does your company align marketing objectives with overall company goals? There is no one-size-fits-all strategy. We offer proven solutions that drive the results you are seeking.

SOLUTIONS	YOUR OBJECTIVES					
	BRANDING	TRAFFIC	CONTENT	THOUGHT LEADERSHIP	LEADS	RESEARCH
PUBLICATIONS						
Petfood Industry	✓					✓
Digital Edition Options	✓	✓				
Signet AdBrand™ Study	✓				✓	✓
Petfood Forum Show Guide	✓					
DIGITAL						
Banner Advertising on PetfoodIndustry.com	✓	✓				
Dynamic Content Marketing Banners	✓	✓	✓	✓	✓	
Online Directory Enhancements	✓	✓			✓	
Newsletters	✓	✓				
Webinars	✓		✓	✓	✓	✓
White Papers	✓		✓	✓	✓	
Audience Targeted Message	✓	✓				
Audience Extension	✓	✓				
Native Advertising	✓	✓		✓		
Content Marketing Services	✓		✓	✓	✓	✓
Contentamp – for more information, see contentamp.studio	✓	✓	✓	✓	✓	
Custom Research Programs						✓
EVENTS						
Petfood Forum Conferences & Exhibitions	✓		✓		✓	



Petfood Industry Editorial Calendar 2026



2026 ADVERTISING RATES

Contact one of our experienced European Sales Managers to design a customized program tailored to your goals and budget, including preferred pricing for multiple ad insertions and premium cover placement options.

All rates are in gross U.S. dollars.

Display Ad 4-Color	1x
Full Page	\$5,500

	TOPICS	BONUS DISTRIBUTION/ VALUE ADDED	SPACE CLOSING	MATERIAL DEADLINE
JANUARY	Top pet food trends for 2026	IPPE 2026 Atlanta AFIA Pet Food Conference	Dec 11, 2025	Dec 16, 2025
FEBRUARY	In focus: A specific trend discussed in the January trends feature		Jan 12, 2026	Jan 15, 2026
MARCH	Safety update: Latest technologies in pet food safety Preview of Petfood Forum 2026	Global Pet Expo 2026 Petfood Forum 2026	Feb 11, 2026	Feb 16, 2026
APRIL	Labeling: Latest effects from new labeling guidelines, Small animal pet food Guide to Petfood Forum 2026	Petfood Forum 2026 Petfood Forum Show Guide Interzoo/PFF Europe	Mar 11, 2026	Mar 16, 2026
MAY	Pet food packaging: Case studies highlighting new trends, Supplements	NASC annual conference	Apr 13, 2026	Apr 16, 2026
JUNE	Mid-year global pet food market update (regions TBD)	Signet AdBrand™ Study	May 13, 2026	May 20, 2026
JULY	Top Pet Food Companies Annual Report	Petfood Forum Brasil Pet South America	Jun 15, 2026	Jun 18, 2026
AUGUST	Annual Reference & Buyer's Guide, Biotics	Petfood Collab SuperZoo 2026	Jul 13, 2026	Jul 17, 2026
SEPTEMBER	Packaging: Latest trends and looking toward 2027		Aug 12, 2026	Aug 17, 2026
OCTOBER	Business strategy and leadership	Pack Expo 2026	Sep 11, 2026	Sep 16, 2026
NOVEMBER	Cat food trends Philanthropy in the pet food industry		Oct 13, 2026	Oct 16, 2026
DECEMBER	Review of top trends in 2026, Extrusion/drying/cooling spotlight	IPPE 2027 Atlanta AFIA Pet Food Conference	Nov 11, 2026	Nov 16, 2026



PETFOODINDUSTRY.COM ADVERTISING OPTIONS

Your banners are featured prominently on the home page of PetfoodIndustry.com along with these popular site sections:

- » Dedicated blogs featuring expert insight and commentary from editors and contributors
- » Top Pet Food Companies Database
- » Market section featuring interactive charts, data and articles on Marketing and Branding
- » New topics including Legal issues and Sustainability



POSITION	PRICE PER MONTH FOR EUROPEAN AUDIENCE
Top Leaderboard 728 x 90 300 x 50 (mobile)	\$4,100
Super Billboard 2048 x 480 Responsive	\$5,100
Super Billboard Video 2048 x 480 Responsive	\$5,600
Medium Rectangle (2) 300 x 250	\$3,500
Bottom Leaderboard 728 x 90 300 x 50 (mobile)	\$3,250

How can your company remain prominent in a rapidly changing European pet food marketplace and drive qualified traffic to your website?

If standing out from the competition is a priority, PetfoodIndustry.com connects you with industry professionals actively seeking information and solutions.

Engage a highly informed and motivated community of European decision-makers who rely on PetfoodIndustry.com to stay ahead of industry challenges. With a clear and compelling call to action, your digital advertising can guide prospects directly to your website to learn more about your products and services.

Why European professionals visit PetfoodIndustry.com

- » Breaking industry news relevant to global and European markets
- » Practical, easy-to-digest guidance on regulations, innovation and market trends
- » Exclusive, in-depth articles in our digital magazine
- » Quick access to content and information for Petfood Forum Conferences and Exhibitions

KEY WEBSITE STATISTICS FROM EUROPE

- » More than 38,000 page views per month
- » Average of over 18,300 site visits per month
- » Average of 15,000 unique visitors per month

Full banner advertising specifications can be found at <https://www.wattmediakit.com/pet-products/banner-advertising-on-petfoodindustry-com>



WEBINARS

How do you position your company as a credible expert in Europe without overextending internal teams? Webinars are effective for educating European audiences, but success depends on overcoming common challenges: developing compelling content, coordinating speakers across regions and driving attendance in a crowded digital environment.

With Petfood Industry webinars, you can:

- » Reach an engaged European audience actively researching solutions
- » Rely on an experienced production team to manage logistics and delivery
- » Use proven registration, promotion and broadcast platforms to ensure consistency and professionalism

Two types of webinars are available:

- » Custom webinars – Position your company as a subject-matter expert and generate qualified European leads using targeted audience selection from our behavioral database.
- » Editorial webinars – Align your brand with timely industry topics and benefit from association with trusted editorial content, with lower time investment.

Full webinar specifications are available at www.wattmediakit.com/pet-products/webinars.



Webinar Program Details Rates for a custom webinar start at \$11,500*

TECHNOLOGY	TRAINING	CONTENT	PROMOTION	RESEARCH	REPORTING
Industry-leading platform & dedicated webinar producer Online registration page	Orientation session for speakers to ensure a flawless presentation	Sponsor a Petfood Industry editorial webinar or work with our team to create your own custom presentation where you control topic, content and presenters	Fully integrated marketing campaign with custom design elements	Market research opportunities such as registration questions, in-webinar polling and post-webinar survey	Detailed post-webinar report Consultation to review report and program results

* Discounts are available for multiple webinar programs and print/online advertisers.

Contact your Petfood Industry Sales Manager for details and pricing information. Materials needed 60 days prior to the project start date.



WHITE PAPERS

How do you generate leads in Europe when purchasing decisions are cautious, multi-stakeholder and research-driven?

European decision-makers rely heavily on in-depth content to evaluate suppliers, compare options and justify choices internally. White papers support this process, but only when they reach the right audience and are supported by targeted promotion.

Our White Paper program helps you overcome low visibility, weak follow-up and limited internal bandwidth. You can:

- » Deliver technical and strategic content to qualified European prospects
- » Generate leads that signal active progression in the buyer's journey
- » Nurture interest through multi-channel promotion and measurable exposure

Full white paper specifications are available at www.wattmediakit.com/pet-products/white-papers.



IQI animal protein powders (including broths, hydrolyzed proteins, collagens, meat powders, etc)

What are animal protein powders?

The pet food industry is increasingly using "meat" as a label claim on its dry pet food products. This claim can be authenticated either by utilizing a fresh meat slurry or by reconstituting a dehydrated meat – also known as meat powder.

Dried animal protein powders are generally more gently dried than traditional rendered protein meals. This improves their digestibility and the natural flavor (smell and taste) of the raw materials should also be better preserved. Our animal protein powders are typically concentrated sources of protein and, as a result, they are low in ash. IQI animal protein powders do not contain any by-products.

Animal protein powders can be produced from different species, using different kinds of raw material and therefore require different production technologies. Consequently, the final product may have different parameters in terms of technical functionality, palatability and digestibility.

Table 1: overview of different technologies, raw materials, species and final product characteristics

Technology	(partial) Enzymatic hydrolysis	Mechanical separation	Spray drying	Air drying	Contact drying
Raw materials	Meat trimmings	Skin	Meaty bones	Carcasses	MDM
Species	Chicken	Turkey	Duck	Beef	Lamb
Final product	Crude protein, ash, fat, etc.	Digestibility	Palatability	Water binding	Emulsification

White Paper Program Details \$4,950 per program*

TECHNOLOGY	CONTENT	PROMOTION	REPORTING
White Paper hosting on PetfoodIndustry.com	Repurpose existing content Writing, editing and creative services available	Sponsored link on website and in appropriate e-newsletters	Contact information of viewers provided monthly

* Additional costs may be incurred for writing, editing or creative services.

Discounts are available for print and online advertisers. Materials needed 15 days prior to the project start date.



AUDIENCE

TARGETED MESSAGE

What if you could reach the inboxes of targeted European pet food professionals to promote your trade show presence, launch a product or drive traffic to lead-generation content on your website?

Not every company maintains a GDPR-compliant, well-segmented database across Europe and building one internally can be time-consuming. Audience Targeted Messages offer a compliant, efficient way to deliver a customized email to a defined professional audience that meets your ideal customer criteria.

With Audience Targeted Messages, you can:

- » Build brand awareness with a niche or broader European industry audience
- » Drive qualified traffic to your website using educational, value-driven content
- » Support sales by connecting with the right buyers and influencers

Full Audience Targeted Message specifications are available at www.wattmediakit.com/pet-products/audience-targeted-message.

Audience Targeted Message Program Details \$4,500 per send*

SEGMENTATION	CONTENT	PRODUCTION	REPORTING
Select your ideal target audience from our advanced behavioral database	Provide your marketing message in finished HTML format	Digital Production Team handles testing and delivery in HTML and text formats	Report includes number of sends, open rate and click-thru rate Detailed analysis available upon request


* Additional costs may be incurred for copywriting, design and HTML creation. Contact your WATT Sales Manager if you need assistance and/or pricing.

Discounts are available for multiple programs and print/online advertisers. Materials needed 15 days prior to the project start date.



Petfood Industry Community
Sponsored · 🌐

Trouw Nutrition's functional pet food ingredient, Tasco®, the Superfood of the Sea, is harvested and processed in a unique way to retain all of the plant's nutrients.



TROUWPETNUTRITIONOUTLOOK.COM
Learn more about adding Tasco to your pet food [Learn More](#)

Like Comment Share

VF800/RC600
Rotary Cutting Solution



PROCESS EXPO
handtmann
LEARN MORE

AUDIENCE EXTENSION PROGRAM – EXPANDED OFFERINGS

How do you stay visible in a European pet food market where buying cycles are long, decision-makers are hard to reach and attention is fragmented across channels and countries?

The Audience Extension Program helps you extend your brand message beyond owned media and remain top of mind until prospects are ready to act. By leveraging a trusted industry publisher's audience, you can reach qualified pet food professionals across Europe, even when they are not actively visiting industry websites.

With an Audience Extension campaign, you reach professionals who have already engaged with PetfoodIndustry.com and/or match specific job functions, industries and geographic markets relevant to your objectives. An Audience Extension program helps you:

- » Reconnect with known website visitors as they browse the web, use social platforms, mobile apps or search engines
- » Reach a niche audience of pet food professionals at maximum scale without risk of wasting marketing expenditures on pet enthusiasts
- » Align campaign timing with business priorities, such as pre-event visibility, product launches or sustained traffic generation

How it works

1. Initial analysis is conducted to determine which channel(s) provides the best return on investment based on your objectives, timeline and budget.
2. Next, a targeted set of buyers, decision-makers and influencers is selected from the exclusive Petfood Industry audience database of more than 15,000 pet food professionals in Europe.
3. Then, our team executes the campaign on selected channels.
4. At the conclusion of your program, you receive an executive summary of easy-to-understand metrics for each channel including the number of clicks, impressions and views.

PRICING	Channels: Facebook, LinkedIn, YouTube, Google Display Network
\$4,500 net for 1 channel per program	
Contact a Sales Manager regarding discounts for purchase of multiple channels or additional campaigns.	

Monthly impressions served may vary.
Materials needed 15 days prior to the project start date.



NATIVE ADVERTISING

How do you build credibility and deeper engagement in a market where buyers are skeptical of overt promotion? Native advertising allows you to position your company as a knowledgeable partner by integrating your content naturally within trusted editorial environments. This approach is particularly effective in Europe, where decision-makers value context, relevance and substance.

With a Native Advertising program, you can:

- » Place sponsored content alongside trusted editorial coverage
- » Demonstrate expertise and reinforce thought leadership positioning
- » Drive qualified traffic to deeper content assets on your website
- » Validate audience relevance through reporting on engaged readers

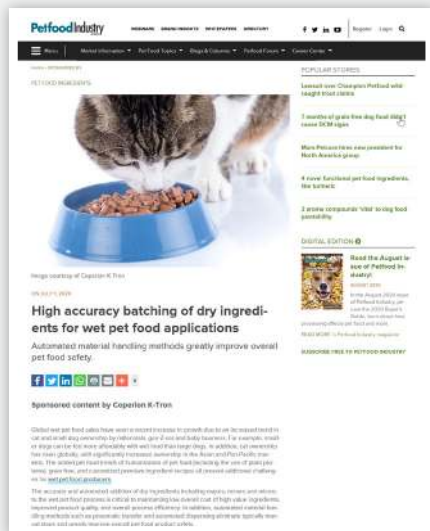
The Native Advertising program includes two options – Topic Pages and Article Pages:

Native Article Topic Page	Native Article Page
Dedicated topic page driving traffic to 3 or 4 high-value articles on your site	Your single article lives on our site with your byline
Host all articles or supplement headlines with trusted Petfood Industry content you choose	Develop or repackage article into editorial style with an optional embedded YouTube video or SlideShare
Article headline and first few sentences labeled “sponsored content” with links to your full articles for great SEO	Author byline labeled as “brand insights from [your name]” with up to 4 keywords linked to your site for great SEO
Weekly updates with your new content or rotating popular articles	Does not change, but you can purchase additional articles

TOPIC PAGE



ARTICLE PAGE



How is Native Advertising promoted?

Both options include extensive promotion on numerous media channels to drive audience and lead traffic to your site:

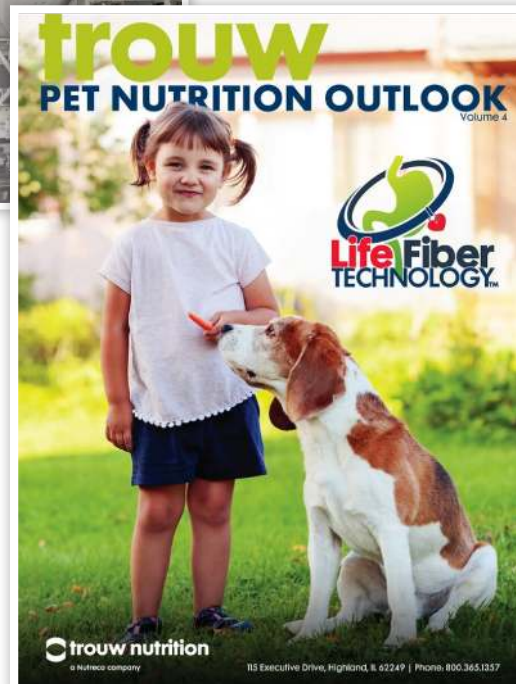
- 2 exclusive banner ad positions (leaderboard and medium rectangle) on dedicated page with no other ads appearing
- Headline is promoted as sponsored content adjacent to featured editorial on Home page of PetfoodIndustry.com
- Sponsored links in Petfood Industry e-newsletter
- Editorial promotions in Petfood Industry e-newsletter once a week each month

Native Advertising programs are available starting at \$6,900 per program.

Materials needed 15 days prior to the project start date. Full native advertising specifications are available at www.wattmediakit.com/pet-products/native-advertising.



CONTENT MARKETING SERVICES



Did you know...

- » 73% of B2B organizations use content marketing
- » Less than half of B2B organizations have a documented content marketing strategy
- » Content marketing helps generate revenue and sales: about 58% of B2B marketers say their content marketing contributed to revenue growth in the past year.
- » Half of B2B organizations outsource at least one content marketing activity

Source: Semrush / DemandSage / Wellows / Naratto (2024–2025 content marketing trend reports).

How do you support a buyer-led purchasing process in a fragmented European market and motivate action across borders, languages and regulations?

Capturing attention and maintaining it across multiple touchpoints is increasingly difficult. Our Content Marketing Services help European marketers overcome limited internal resources, time constraints and content fatigue by combining editorial expertise, deep industry knowledge and proven distribution tactics. We help you:

- » Develop and execute a content strategy that addresses real operational and regulatory challenges
- » Reach the right European audience segments with relevant, localized messaging
- » Collaborate closely throughout the process to ensure content supports commercial goals

Capabilities

- » Custom publications
- » White papers
- » Custom e-newsletters
- » Advertorials
- » Case studies
- » Custom webinars
- » Roundtable events
- » Educational symposiums
- » Videos and blogs
- » Subscriber development campaigns

Contact your Petfood Industry Sales Manager to explore how your existing expertise and proprietary content can be repurposed into a customized European content marketing program.

Materials needed 30 days prior to the project start date.



PETFOOD FORUM CONFERENCES & EXHIBITIONS – 2026

What if you had a way to gain better brand awareness, find new clients and hear the latest information about products and trends?

The pet food market is expanding rapidly around the world, and it can be complicated to keep up with developments and be seen.

The Petfood Forum group of conferences, workshops and exhibitions are unique, exclusive events serving the global pet food manufacturing industry. They deliver opportunities to learn the latest research and innovative information on pet nutrition, ingredient technology, global pet food market growth, pet food safety, processing technologies, packaging and much more – all from leading, recognized pet food industry experts.

Petfood Forum's group of events benefit pet food professionals from around the world:

- » Provide opportunities to interact and do business with companies serving the global pet food manufacturing industry all in one location
- » Share the latest pet food research, technological developments, market data and consumer trend analysis
- » Offer an ideal time and location for pet food professionals to network, exchange ideas and conduct business face to face
- » Present unique agendas, speaker lineups and learning takeaways to help improve businesses

Find your solutions to market challenges and opportunities to stay on the cutting edge of the industry at these events:

Annual Global Event



Petfood Forum – April 27-29, 2026

Kansas City Convention Center – Kansas City, Missouri USA

Seminar



Petfood Essentials – April 27, 2026

Kansas City Convention Center – Kansas City, Missouri USA

One-day Conference



Petfood Forum Brasil – Coming August 2026

São Paulo, Brasil

One-day Conference



Petfood Forum Asia – Coming October 2027

Co-located at Pet Fair South East Asia

One-day Conference



Petfood Forum Europe – May, 11, 2026

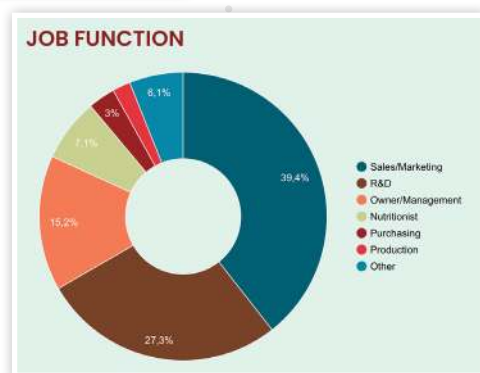
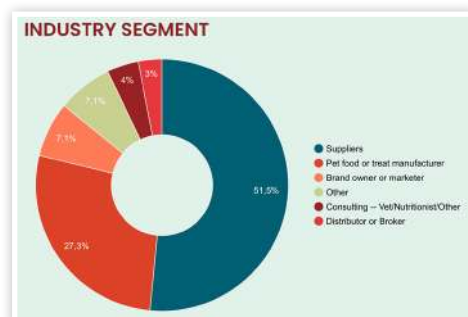
Co-located with Interzoo 2026 – Nuremberg, Germany



EXHIBITING AT PETFOOD FORUM EUROPE 2026

MAY 11, 2026 | CO-LOCATED WITH INTERZOO 2026

In a competitive and fast-evolving market, visibility is more important than ever. Engaging existing customers while building new relationships is essential for sustained growth across Europe's pet food industry.



Exhibiting at Petfood Forum Europe Allows You To:

- » Gain valuable visibility at Europe's only dedicated conference and exhibition focused exclusively on pet food manufacturing
- » Become part of a growing European business ecosystem driven by innovation, regulation and market change
- » Connect directly with decision-makers who attend Petfood Forum Europe each year to conduct business and explore new solutions, technologies and services

Secure Your Tabletop Sponsorship

Planning ahead helps ensure optimal tabletop placement and visibility within the conference area. Tabletop sponsors join a curated group of solution providers showcasing technologies, ingredients, equipment and services to European pet food and pet treat manufacturers actively seeking solutions to current business challenges. For further details on tabletop sponsorship opportunities, visit <https://www.petfoodforumevents.com/europe/sponsor-opportunities/>

Petfood Forum Europe attendees come from across Europe and beyond.



Why Exhibit at Petfood Forum Europe?

- » Meet face-to-face with key European decision-makers, customers and prospects in a focused, education-driven environment
- » Connect with more than 280 industry professionals from 23 European countries
- » Support business growth by educating your team and building relationships through educational sessions, networking events and targeted business meetings – all in one location



SPONSORSHIP OPPORTUNITIES

Petfood Forum Europe sponsorships position your company as a trusted industry leader by:

- » Maximizing brand exposure before, during and after the conference, extending your visibility well beyond the event itself
- » Providing access to a broad range of promotional options designed to build awareness, engagement and response among qualified decision-makers
- » Demonstrating your company's direct support of industry education and program development at Europe's only dedicated pet food manufacturing conference
- » Strengthening thought leadership positioning through association with high-level speakers, strong educational sessions and co-located events

Your Petfood Industry Sales Manager will work closely with you to develop a comprehensive, integrated marketing strategy aligned with your specific communication and business objectives.

For more information, visit <https://www.petfoodforumevents.com/europe/sponsor-opportunities/>.



Tabletop Sponsorship Opportunity

- » Tabletop Sponsorship: \$3,950

A tabletop sponsorship includes a 6-foot table located in the conference area near the session rooms, providing your company with the opportunity to:

- » Maintain a visible presence throughout the event without the scale or cost of a full exhibition booth
- » Engage directly with attendees between sessions
- » Display literature and marketing materials

Additional sponsorship options keep your brand visible at key touchpoints throughout the event. Opportunities include branded attendee bags, coffee breaks, networking lunches and the popular happy hour reception, as well as branding on lanyards, notebooks, pens and the official Petfood Forum Europe show guide. Digital options include logo placement on the Petfood Forum Europe presentation landing page, extending your visibility beyond the live event.

EXHIBITING AT PETFOOD FORUM EUROPE

Europe's Dedicated Conference & Exhibition for Pet Food Manufacturing.

Petfood Forum Europe is the only Europe-based event dedicated exclusively to the pet food industry. It brings together decision-makers who attend with a clear intent: to evaluate suppliers, explore partnerships and identify solutions – not simply to build general market awareness.

Why Exhibit at Petfood Forum Europe?

- » High concentration of senior decision-makers, including professionals from R&D, purchasing, production, quality management and executive leadership
- » Active supplier evaluation and shortlisting takes place on-site, enabling meaningful commercial conversations
- » Highly efficient event format, with focused networking, minimal distraction and strong ROI compared to large, broad-based trade fairs
- » Strong performance when combined with digital visibility before and after the event, extending reach and impact beyond the show floor





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