



PROPET 2014 ANNOUNCES 1st GALLERY OF FEATURED PRODUCTS

BRANDS SELECT THEIR OWN BEST PRODUCTS... *A Gallery which is its own best advertisement.*

The **Gallery** will be used by participating companies to showcase their most outstanding products; those with characteristics that make them 'interesting' for professional veterinarians, pet stores and canine grooming specialists visiting the fair; as well as the specialist media as they visit the area where the products will be on display and the general public via a catalogue on the website and other special initiatives.

The Gallery will be located inside the **PROPET 2014** hall, which will be accessible to all professionals visiting the fair.

TERMS AND CONDITIONS

1. PARTICIPANTS

All **PROPET 2014** exhibitors wishing to present their products may participate in accordance with the requirements defined in these terms and conditions. The company will be responsible for ensuring that the presented product fully complies with all applicable legislation and safety requirements

2. SCOPE

Products must belong to one of the sectors participating in **PROPET 2014**:

Pet products and accessories; Fashion and accessories; Accessories and toys; Food; Pharmaceutical and sanitary products; Hygiene and beauty; Aquariums and terrariums; Equipment for pet stores; Equipment for veterinary clinics (to be indicated on the registration form).

The company must indicate **the main sector** to which the product belongs.

3. PARTICIPATION PROCEDURE

- It is essential to be an exhibitor at **PROPET 2014** and to hold the marketing rights or patent for the product presented, or to have the express written permission of the patent holder. A maximum of **one product per brand** may be presented. In the event that a company holds the rights for various brands, it may present one product per brand. IFEMA reserves the right to refuse admission.
- Each product must be presented via the corresponding form, clearly highlighting the outstanding feature of the product as well as providing all other requested information.
- Each Product Presentation Form must be accompanied by material providing an explanation or description of the product (printed or audiovisual information, or on a computer memory device), written in Spanish or with a translation if it is in another language. Participating companies will be notified by the Management of **PROPET** regarding the date and location for delivery/collection of the product to be presented in this area.
- Each company may present one product per brand - on separate forms - provided they meet all the requirements.
- **PROPET** will decide the overall set-up of the Gallery, as well as the design and organisation.
- In addition, the location of the product within the fair will be decided by the fair organisers according to the best use of space.

Registration Fee: €200 + 10% VAT per registered product.



4. BENEFITS TO BE GAINED FROM PRESENCE IN THE GALLERY OF FEATURED PRODUCTS

- This Gallery will have a guaranteed presence on social networks and in the specialised and general media
- A special section will be created on the **PROPET 2014** website
- A specific catalogue in digital format will be available for download from this section of the website.
- Presentation of the product in an area specially designed for the purpose inside the fair.
- Significant visibility in the sector
- Before the start of **PROPET 2014**, a specific newsletter on the Gallery and its products/brands will be distributed to a database of over 25,000 potential buyers and professionals in the sector .
- Special mention will be included in the Trade Fair Press Pack to be distributed to all accredited media

5. REGISTRATION DEADLINE FOR PARTICIPATION IN THE GALLERY OF FEATURED PRODUCTS:

10 FEBRUARY 2014.

- A list of the products to be included in the Gallery of Featured Products will be published before **PROPET 2014**.
- By registering for the Gallery of Featured Products, **PROPET 2014** exhibitors automatically express their knowledge and acceptance of these terms and conditions.
- All products registered for the Gallery of Featured Products must comply with current regulations in at least one Member State of the European Union.
- The fair reserves the right to suspend, postpone, modify or cancel this event for any reasons it deems necessary, notifying participants of this and refunding any sums they may have paid to register products.

Act.3.1.14

ORGANISED BY



MADRID

13 - 15
March

2014

Edition
7th

IFEMA LINE

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 28042 Madrid
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Colaborated by:



www.propet.ifema.es

GALLERY OF FEATURED PRODUCTS



BRANDS SELECT THEIR OWN BEST PRODUCTS

The Gallery will be used by participating companies to showcase their most outstanding products, those with characteristics that make them 'interesting' for visitors to PROPET: experts, vets, stores and canine grooming specialists visiting the fair, as well as the media as they visit the area where the products will be on display and the general public via a catalogue on the website and other special initiatives.

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DETAILS OF THE APPLICANT COMPANY

Use one form per product and brand

Company: _____ CIF/Tax Nº: _____

Indicate main sector only: _____

Contact: _____

Telephone: _____ Fax: _____

Mobile: _____ E-mail: _____

Brand: _____

Trade name of the product to be presented: _____

SECTOR TO WHICH THE PRODUCT BELONGS:

Indicate main sector only

<input type="checkbox"/>	Pet products and accessories	<input type="checkbox"/>	Hygiene and beauty
<input type="checkbox"/>	Fashion and accessories	<input type="checkbox"/>	Aquariums and terrariums
<input type="checkbox"/>	Accessories and toys	<input type="checkbox"/>	Equipment for pet stores
<input type="checkbox"/>	Food	<input type="checkbox"/>	Equipment for veterinary clinics
<input type="checkbox"/>	Pharmaceutical and sanitary products	<input type="checkbox"/>	Other (please specify): _____
<input type="checkbox"/>	Services and Management		



Company name _____

BRIEFLY EXPLAIN WHY YOU WANT TO PRESENT THIS PRODUCT

This text may be used for advertising purposes.

PARTICIPATION FEE AND CONDITIONS

All PROPET 2014 exhibitors that submit an application before **10 February 2014** may participate in this space (subject to availability). A maximum of one product per brand may be presented.

The fee for participating in the Gallery of Featured Products is €200 + VAT ⁽¹⁾ per product presented. This fee includes a sign bearing the name of the product and a short description. A specific catalogue on the area in **digital format** will be produced.

The Sales Department of IFEMA will notify participating companies of the date and location for delivery of the product. PROPET will decide the overall set-up of the Gallery, as well as the design and organisation. The location of the product within the Gallery will be decided by IFEMA organisers according to the best use of space.

Participation by companies/brands in the Gallery is voluntary and limited to PROPET 2014 exhibitors.

The Gallery of Featured Products will be located inside the PROPET 2014 hall.

(1) For companies based in Spanish territory (excluding the Canary Islands, Ceuta and Melilla), VAT (10%) will be applied to these prices.

For all other companies, this operation is not subject to Spanish VAT.

For companies based in the European Union, the exhibitor shall be liable for VAT and may, if applicable, claim it back in the country where the company is domiciled.

SIGNATURE OF THE LEGAL REPRESENTATIVE AND DATE

_____, on the _____ of _____ (Signature of the applicant)

LEGAL TERMS AND CONDITIONS

The data provided by exhibitors in the contracting material will be included in a file held by IFEMA, with address at Avda. del Partenón, 5 (28042), Madrid, for the purposes of managing their relationship with IFEMA and their participation in the fair. By providing your details, you expressly authorise their use for periodic communication (including by electronic means) in order to provide information on fair activity - activities, content and services. Accordingly, you authorise that your professional details (company name or trade name, postal and email addresses, telephone and fax numbers, and contact person) can be communicated, subject to maintaining confidentiality, to companies that work with IFEMA, whether it be in the organisation of the fair or providing auxiliary or value-added services to the fair, with the aim of providing you with information on their activities and services and dealing with your orders. Rights to access, correction, opposition and cancellation of this information may be exercised by writing to IFEMA:

You may exercise your right to access, amend, challenge and cancel those details by writing to IFEMA: Data Protection, Apartado de Correos 67067 (28080) Madrid, or by sending an email to: protecciondedatos@ifema.es, in both cases stating "Exhibitor" in the subject line, along with the name and ID number of the sender. Help us to keep your information up to date by informing us of any relevant changes.