



The Pet Industry's international Trade Show

Your opportunity to exhibit at the industry-leading VPI

Virtual Petindex (VPI) is the pet industry's leading global virtual exhibition. It is organised and delivered by the Pet Industry Federation, the UK trade association for pet businesses.

VPI provides a unique platform for exhibitors to reach a global audience without the associated costs and travel to a traditional trade show. It is an interactive digital environment that engages pet industry professionals in one virtual venue.

Reasons to exhibit at VPI

- Two weeks of online exposure for your business and brand
- Two 'live days' with real-time webinars
- Fully branded and customisable virtual trade stand, with prices much less than a traditional trade show
- Engage with prospects, generate leads and take orders
- Know exactly who has visited your stand with unrivalled post-show data
- Excellent ROI



To get a better idea of what exhibiting at Virtual Petindex is all about, you can view our short video about the show:



Don't just take our word for it!

'As we had only been trading for around four months, we were very cautious around the logistics and costs associated with exhibiting at trade shows. We enrolled in VPI 2021 as a way of us to showcase our new products to industry buyers, speak to buyers from across the world and do business with organisations which we simply would not have been able to otherwise meet. The experience was hugely successful for us and this encouraged us to book spaces at future trade shows, both live and virtual. We're already signed up for next year's VPI.'

Gemma Connolly, Scoff Paper

'Two thumbs up to the team at PIF for successfully creating Virtual Petindex. We are now following up with all our stand visitors and feel positive that we were able to achieve our initial goals of creating sales and raising brand visibility.'

Mark Hirschel, HOWND

'The information we have received about visitors to our stand has been really detailed and we can use it to follow up on with individuals and generate new business. We had more visitors to our virtual stand than we would have at any other show, so the return on investment is likely to be excellent therefore, and we look forward to taking part in a future event.'

David Alton, Little Big Paw

'You could really show your brand off to its full potential. There was a good online spirit between the exhibitors and a lovely follow up list of contacts at the end of the show. At Aqueos we had numerous new account requests and we saw a spike in our web site visits. Overall, we were thrilled.'

Tracy Richards, Aqueos Care Ltd

If you are a new business that has been operating for less than 2 years and haven't participated in VPI before, get in touch as we have a special offer just for you!

How do I sign up?

PIF Members - £600.00 + VAT

Non-Members - £750.00 + VAT

Early-Bird Rate Available*

Stand price includes support to build your stand and technical help during the live days.

***Sign up by 7th January 2022 to obtain your £100 discount on the stand prices and your free entry into the Product Discovery Zone.**

Virtual Petindex – statistics from March 2021

Total Registrations	3,279
Stand Visits	14,699
Webinar Views	1,370
Document Views	6,859

To register your interest in exhibiting or sponsoring VPI, get in touch with us in one of the following ways:

daniel.everett@petfederation.co.uk

+44 (0) 01234 224507

www.petindexshow.com