

pët
South America

MERCHANDISING MANUAL

Contact: petsa@nm-brasil.com.br

13 - 15
august
2025

**Distrito
Anhembi**

New Venue



25
YEARS

Leading the
pet industry
for 25 years.

× × × × ×
× × × × ×

THE 2025 EDITION



It will bring together all the solutions, products, and services from the pet market in a 3-day immersion.

An event with a highly qualified business environment, where you can discover industry trends and connect with professionals from all over Brazil and Latin America.

AUDIENCE PRESENT OF



25 countries



27 brazilian states



+1.000 cities present



+33.000 visitation



25.438 m² total area



88% of the visitors are satisfied with PETSA

CONTENT JOURNEY



7.511 SESSIONS

5.928 USERS

9.183 PAGE VIEWS

Period: 04/01/2024 to 09/01/2024
Opening of registration



618 FOLLOWERS

160.666 TOTAL REACH

194.312 TOTAL IMPRESSIONS

130 POST NUMBERS



1.208 FOLLOWERS

5.993 TOTAL REACH

11.506 TOTAL IMPRESSIONS

130 POST NUMBERS



18.837 FOLLOWERS

2.088.358 TOTAL REACH

3.769.887 TOTAL IMPRESSIONS

52.738 PROFILE VIEWS

130 POST NUMBERS



ON AIR

PETCONNECT@



83.327
views



67.308
users

COLUMNISTS

Amanda Simões

Juliana Damasceno

Marcela Barbieri

Guilherme Martinez

PETCONNECT@ **cast**

65

Total episodes

12

Recorded episodes
during PET South America



10.000
VIEWS



780.000
views

61.400
likes

7.532
followers



13.000
likes

490.000
impressions

4.812
followers

petconnectadigital.com.br



@PETCONNECTA



Banner in the Newsletter (300x250px)

Investiment
\$ 270,00

Pop up no site (800x400px)

Insertion on petconnectadigital.com.br

Investiment
\$ 400,00



INSERTION ON PETA.COM.BR + PETCONNECTADIGITAL.COM.BR

Rotating banner 728x90

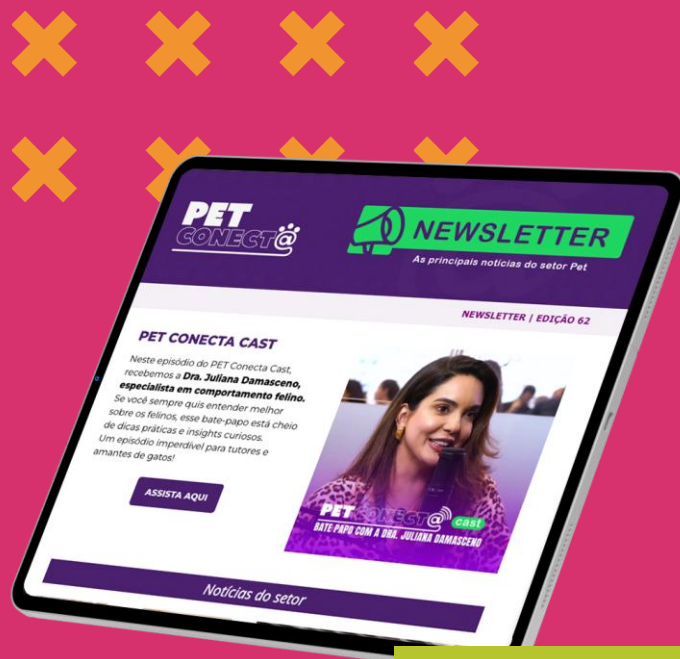
Investiment
\$ 300,00

Rotating banner 300x250

Investiment
\$ 240,00



CONTENT COMBO



The content is constructed in the form of a written article, created through an interview with the content team on a previously agreed-upon topic.

The promotion is done on the PET Conecta blog, with a collab post between the brands and highlighted in our bi-weekly newsletter.

- Post on social media (collab between brands)
- Promotion in bi-weekly Newsletter (qualified base)
- Article creation after alignment meeting

Investment \$ 700,00



HIGHLIGHTED BRAND COMBO

Showcase your brand in our main
content channels!

**Artwork is the responsibility of the exhibitor.*

Includes:

- Post in Stories (1080x1920px)
- Banner on the website (300x250px)
- Promotion in our bi-weekly Newsletter (300x250px)

Investment **R\$ 700,00**





MERCHANDISING IN MEDIA

(Meta ADS)

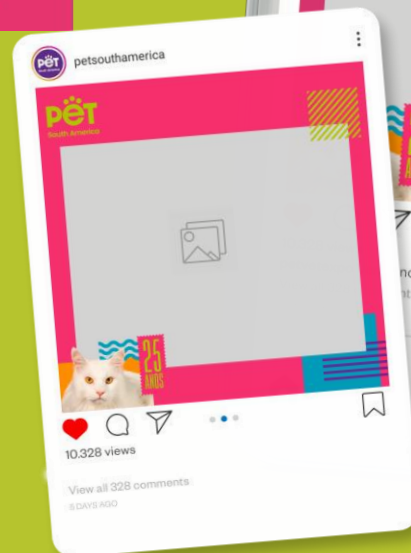


Advertisement | 7 days (investment upon request)

Advertisement | 14 days (investment upon request)

Advertisement | 21 days (investment upon request)

For more information, contact our sales team:
petsa@nm-brasil.com.br



**Sponsored post about
the event to impact
an already warmed-
up audience
(qualified leads)**

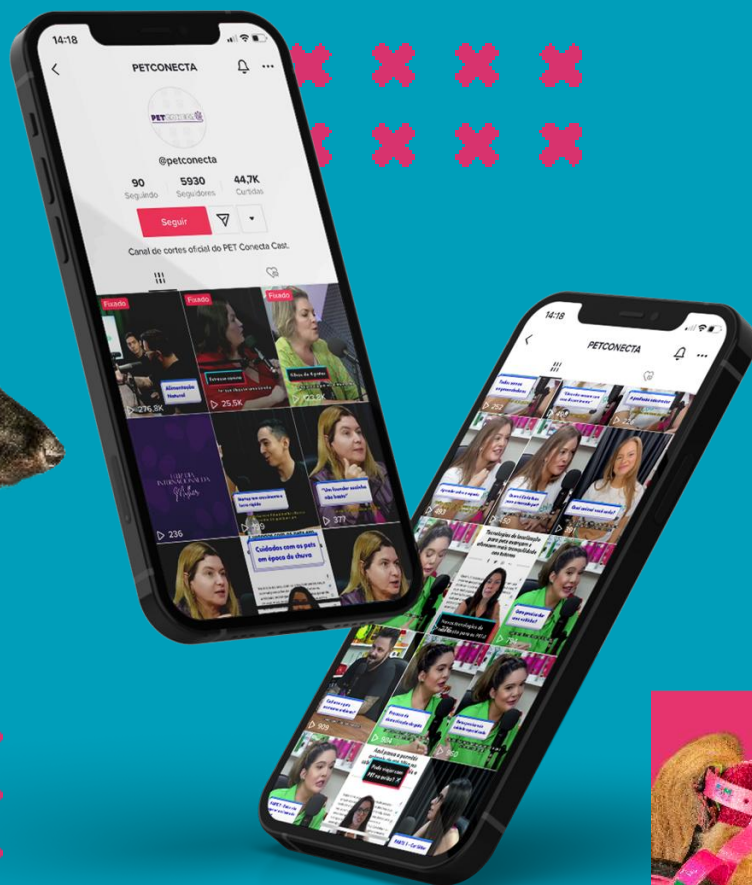
- Creation of the artwork is the responsibility of the exhibitor and requires approval from the marketing team.
- The post will redirect to the contracting exhibitor's digital showcase page.
- Promotion will begin 30 days before the event.

Age Group	Percentage
18-24	15%
25-34	20%
35-44	25%
45-54	20%
55-64	15%
65-74	10%
75-84	5%
85+	5%



(Logo in the event's visual communication – highlighted during all 3 days of the event)





Individual Podcast Sponsorship

Insertion of QR Code + mention during the episode + information in the description + promotion on social media and newsletter

Investment \$ 240,00

Podcast Participation

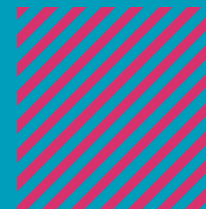
Participation during the episode + theme selection + insertion of QR Code + mention during the episode + information in the description + promotion on social media and newsletter

Investment \$ 440,00

Podcast Recording at the fair

Promotion of the logo in the studio set up at the fair + participation during the episode + theme selection + insertion of QR Code + mention during the episode + information in the description + promotion on social media and newsletter

Investment \$ 550,00



PET CONECTA VISIT

The PET Reporter will visit your factory, showcasing your featured products and revealing the production process directly to the fair audience. Additionally, the coverage will include an exclusive interview with the brand representative, ensuring qualified and differentiated exposure.

- **Post on social media**
(collab between brands)
- **Promotion in bi-weekly Newsletter**
(qualified base)

Investiment \$ 500,00



INFLUENCERS SPACE



An Instagrammable space exclusively designed for content creators at the fair to relax, work, and network.

The project for activation with influencers (pets + owners) must be approved in advance by the organization for safety and logistics reasons.



+14 MILLIONS OF ACCOUNTS REACHED

+150 INFLUENCERS PRESENT

- Internet
- Data collector
- Reception
- Security
- Activation space
(interaction with pets and owners)

Investiment **\$ 10.000,00**

Pet COMPOR TAMENTO



Focused on the most innovative and relevant techniques in animal behavior, PET Comportamento is aimed at professionals providing services in the pet market, such as trainers, dog walkers, caregivers, and recreation staff in daycares and hotels, among others.



PATROCÍNIO MASTER (SINGLE QUOTA)

Customized chair covers in the room

(production is the responsibility of the organizer);

Distribution of materials and sampling for all participants

(production is the responsibility of the sponsor);

Customized counter inside the PET Comportamento room for the congress attendees over the 3 days;

Logo on the website and materials of PET Comportamento as the official event sponsor;

Logo on the backdrop box truss of the event stage;

Institutional video of up to 1 minute at the opening of the event

(video production is the responsibility of the sponsor).

Investment \$ 6.600,00

SPONSORSHIP LUNCH BOX(3 QUOTAS)

Lunchbox with customized box

(production is the responsibility of the organization);

Printed materials inside the kit delivered to participants

(production of the materials is the responsibility of the sponsor);

Logo on the website and materials of PET Comportamento as the official event sponsor;

Logo on the backdrop box truss of the event stage;

Institutional video of up to 1 minute at the opening of the event
(video production is the responsibility of the sponsor).

Investment for 1 day: \$2.400.00 (3 quotas)

Investment for 3 days: \$5.600.00 (single quota)





INSTITUTIONAL SPONSORSHIP (5 QUOTAS)

Printed materials inside the kit delivered to participants
(production of the materials is the responsibility of the sponsor);

Logo on the website and materials of PET Comportamento as the official event sponsor;

Logo on the backdrop box truss of the event stage;

Institutional video of up to 1 minute at the opening of the event
(video production is the responsibility of the sponsor).

Investiment **\$ 1.200,00**



The first summit entirely dedicated to promoting the dog daycare niche, within the largest pet industry event in Latin America.

MASTER SPONSORSHIP (SINGLE QUOTA)

Customized chair covers in the room

(production is the responsibility of the organizer);

Distribution of materials and sampling for all participants

(production is the responsibility of the sponsor);

Logo on the website and materials of PET Creche as the official event sponsor;

Logo on the backdrop box truss of the event stage;

Institutional video of up to 1 minute at the opening of the event

(video production is the responsibility of the sponsor).

Investiment \$ 3.000,00





LUNCH BOX SPONSORSHIP (3 QUOTAS)

Lunchbox with customized box

(production is the responsibility of the organization);

Printed materials inside the kit delivered to participants

(production of the materials is the responsibility of the sponsor);

Logo on the website and materials of PET Creche as the official event sponsor;

Logo on the backdrop box truss of the event stage;

Institutional video of up to 1 minute at the opening of the event
(video production is the responsibility of the sponsor).

Investment \$ **2.400,00**

INSTITUTIONAL SPONSORSHIP (5 QUOTAS)

Printed materials inside the kit delivered to participants
(production of the materials is the responsibility of the sponsor);

Logo on the website and materials of PET Comportamento as the official event sponsor;

Logo on the backdrop box truss of the event stage;

Institutional video of up to 1 minute at the opening of the event
(video production is the responsibility of the sponsor).

Investment \$ **600,00**



BUSINESS MATCHMAKING

Take the opportunity to connect with key buyers from Brazil and Latin America. There will be a series of 15-minute meetings during the fair. Additionally, your company will receive support from a specialized firm to provide all the necessary assistance.



Product display in the International Lounge located at PET South America. This space, created in partnership with COMMPAZZ, is the meeting point for key LATAM buyers, and your product can be showcased in the displays available on-site.



In the 2024 edition, the Business Matchmaking generated over

R\$ 11.5 million

with 23 buyers.

Investment

Exhibitor: \$ 1.000,00

Non-exhibitor: \$2.400,00

PRODUCT SHOW CASE PET SOUTH AMERICA 2025

The Product Showcase places your product in the outdoor entrance area of PET South America. As over 30,000 industry professionals access the event, your brand will already be present, attracting people to your booth.



**COMBO
PRODUCT
SHOW CASE
+ BUSINESS
MATCHMAKING
\$1.700,00**

Investment **\$ 1.200,00**

POCKET MAP

(5 quotas available)

1-Sheet Advertisement - A6

***Artwork creation is the responsibility of the exhibitor and must be approved by the marketing team.*

Investiment **\$ 900,00**



PAVILION PET SOUTH AMERICA



Sky Banner
Inside the fair

Investiment
\$1.500,00



Totem
Inside the fair

Investiment
\$1.200,00



Totem
Entrance or Exit
of the event

Investiment
\$1.200,00



Floor Sticker
Inside the fair

Investiment
\$ 1.000,00



Floor Sticker
Registration
Area

Investiment
\$ 1.000,00



Inflatable
Production and placement
are the responsibility of the
sponsor, with the location
defined in collaboration with
the organization.

Investiment
\$ 5.000,00



Logo on the Mega Plan
Inside the fair

Investiment
\$ 1.200,00



SPECIAL ROOMS:

These are 3 unique days of the year for the market! Maximize your time and resources during the trade show.



Discover the perfect space for your event! With exclusive rooms equipped with state-of-the-art technology, dedicated reception, selected cocktails, and buffet, ensuring a memorable experience for your guests, you can host:

- Workshops
- Sales conventions
- Meetings with distinguished clients
- Meetings for directors and leaders
- Product launches/positioning
- Cocktails and various celebrations.

Investment **Upon request**



HOST YOUR COCKTAIL IN



HOSPITALITYCLASS


**Post-fair relationship and celebration
for your guests.**

2 Sponsorship slots available
(1 Cocktail event per night of the fair)



**Take advantage of the most exclusive space
at PET South America** with strategic initiatives
such as product launches, press conferences,
and relationship-building activities with your
key guests.

INCLUDES

- Rental of space for 50 people;
 - 2 hours of event (after the trade show ends);
 - Reception team to welcome your guests and manage access;
 - Dedicated service and operational team for the event;
 - Audio and visual system for presentations with a dedicated technician;
 - Premium menu: cocktail for 50 participants with alcoholic beverages included (Red and White Wines and Beers);
 - Company logo displayed on the HC screen as a sponsor during the 3 days of the trade show.
- 

Investment **Upon request**





HOST YOUR WELCOME COFFEE IN HOSPITALITY CLASS



**Post-fair relationship and celebration
for your guests.**

2 Sponsorship opportunities available
(1 Cocktail event per night of the fair)

**Make the most of PET South America's most
exclusive space** with strategic initiatives such as
product launches, press conferences, and relationship-
building activities with your top guests.

INCLUDES

- Space rental for up to 50 people; 2-hour event (after the fair ends);
- Welcoming team for guest reception and access control;
- Dedicated service and operations team for the event;
- Audio and video system for presentations with a dedicated technician;
- Premium cocktail menu for 50 participants, including alcoholic beverages (Red and White Wines, Beers);
- Company logo displayed on the main screen in rotation as a sponsor during all 3 days of the fair.
- Cocktails and various celebrations.

Investment **Upon request**

pët
South America



**LEADING THE
PET INDUSTRY
FOR 25 YEARS.**



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