



MERCHANDISING MANUAL

PET
+Vet
EXPO

PET
+Vet
CONGRESSO

AUGUST
13-15
2025

📍 **NEW VENUE** | 12PM to 9PM

DISTRITO ANHEMBI



@petvetexpo

petvetexpo.com.br

THE MOST COMPLETE EVENT IN THE VETERINARY SECTOR | CONTENT CREATED BY VETERINARIANS, FOR VETERINARIANS.

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 it is possible to learn about industry trends and network with professionals from all over Brazil and Latin America.



AUDIENCE PRESENT OF



693 brazilian cities



8.664 m² total area



1000 present congress attendees



86% 0 of visitors are satisfied with the PET VET Expo



10.215 visitors

PET VET NUMBERS



7.511 SESSIONS

5.928 USERS

9.183 PAGE VIEWS

*Period: 01/04/2024 to 01/09/2024
Accreditation opening



618 FOLLOWERS

160.666 TOTAL REACH

194.312 TOTAL IMPRESSIONS

130 NUMBER OF POSTS



1.208 FOLLOWERS

5.993 TOTAL REACH

11.506 TOTAL IMPRESSIONS

130 NUMBER OF POSTS



18.837 FOLLOWERS

2.088.358 TOTAL REACH

3.769.887 TOTAL IMPRESSIONS

52.738 PROFILE VIEWS

130 NUMBER OF POSTS



Sponsored Article VET Conecta

Investment:
\$ 440,00

Rotating Banner 728x90

Investment:
\$ 300,00

Rotating Banner 300x250

Investment:
\$ 240,00

vetconectadigital.com.br



Pop-up on the website (800x400px)

Value: \$ 400,00



Banner in the Newsletter (300x250px)

Value: \$ 270,00

CONTENT COMBO

The content is structured as a written article, based on an interview with the content team about a previously agreed-upon topic.

The promotion is done through the VET Conecta blog, with a collaborative post between the brands and a highlight in our bi-weekly newsletter.

- Social media post (collaboration between brands)
- Promotion in bi-weekly newsletter (qualified base)
- Creation of article after alignment meeting

Investment **\$ 700,00**

FEATURED BRAND COMBO

Highlight your brand in our main content channels!

**Artwork is the responsibility of the exhibitor.*

Includes:

- Story post **(1080x1920px)**
- Banner on the website **(300x250px)**
- Promotion in our bi-weekly newsletter **(300x250px)**

Investment **\$ 700,00**





Individual Podcast Sponsorship

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

Investment **R\$ 240,00**

Podcast Participation

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

Investment **R\$ 440,00**

Podcast Recording at the fair

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

Investment **R\$ 550,00**

*For more information, including success stories, please contact our sales team.



VETCONNECT@ Studio

Have your brand featured in the studio set up during the PET VET Expo and reach the visiting audience, with the ability to engage with attendees and carry out sampling activations throughout the contracted day.

- **4 sponsored episodes** (QR code + video) *per day
- **1 guest appearance with choice of topic** *per day
- **Totem with logo for event public service** (Logo on event visual communication, highlighted during all 3 days of the event)

Investiment:

Daily rate **\$ 2.600,00**

3-day package **\$ 6.400,00**

VET CONECTA - LETICIA VISITA

Letícia Visita is a segment on the VET Conecta YouTube channel, where Dr. Letícia, a specialist in veterinary physiotherapy, visits various locations related to animal care. She explores both the behind-the-scenes of clinics and other important environments, addressing topics such as management, processes, treatments, and innovation in the veterinary field.

WHAT IS INCLUDED:

- On-site recording with Letícia and a representative from your company
- Video editing
- Promotion on PET VET's social media and collaboration between participating brands
- Promotion in our bi-weekly newsletter (100% veterinary sector audience)
- Promotion on the VET Conecta portal:

Investment \$500,00



LEARN MORE

Promotion in media (Meta ADS)

Sponsored posts about the event to impact an already warmed-up base (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 digital showcase page of the contracting exhibitor.
- Promotion will begin 30 days before the event.

Advertisement | 07 days

(investment upon request)

Advertisement | 14 days

(investment upon request)

Advertisement | 21 days

(investment upon request)

For more information,
contact our sales team:
petvet@nmbrasil.com.br





CONAHV

Congress on Management for Veterinary Diagnostic Center Owners

- 1 minute of speech at the beginning of the event;
- 10 tickets for CONAHV;
- Logo on the Chair Cover (Production responsibility of the organizer - Up to 4 logos on the same chair cover);
- Distribution of Material and Sampling for all Participants (Production responsibility of the Sponsor);
- Logo on the entrance Boxtruss, reception counter, and stage backdrop;
- Institutional video of up to 1 minute at the event opening (Video production responsibility of the sponsor);
- Mailing list of CONAHV participants.



Investment:
partner ABHV: \$2.000,00
not a partner: \$3.000,00

HOSPITAL DESIGN

Sponsorship of the interest room;
(Production of the space is the responsibility of the sponsor.

Logo as a sponsor of Hospital Design on all materials in the space;

Mailing of all **visitors** to Hospital Design;

Social media post about the Hospital Design space mentioning the sponsors;

Stories on PET VET's social media
– Fixed artwork in the "Hospital Design" highlight.

Exhibitor

Investment
\$ 3.000,00

Not Exhibitor

Investment
\$ 4.800,00





PET VET PARTY

- Camarote Package (4 Packages) Exclusive space with capacity for 30 people, enclosed, within the event area;
- Logo at the Entrance Counter Institutional video of up to 2 minutes during the intermissions (Video production is the responsibility of the sponsor)
- 30 tickets for the party
- Logo on the stage backdrop and logo on all digital communications of the event.



Investment

partner ABHV: \$2.000,00
not partner: \$3.000,00

Institutional Package

Logo on the stage backdrop
10 tickets for the party

Investment

partner ABHV: \$240,00
not partner: \$300,00





BUSINESS MATCHMAKING

Have the opportunity to connect with the main buyers from Brazil and Latin America. Round of 15-minute meetings during the fair hours.

In addition, your company will receive support from a specialized company to provide all the necessary assistance.



In the 2024 edition, the Business Matchmaking generated over

R\$ 6.6 million

with 55 buyers

Exhibitor

Investiment **\$ 1.200,00**

Not Exhibitor

Investiment **\$ 2.400,00**



INDIVIDUAL ITEMS



Logo on the digital participation certificate of the Pet VET Congress 2023.

Investment **\$ 600,00**



Logo on the lanyard of the congress participants' badges.
Production is the responsibility of the organization.

Investment **\$ 2.200,00**

POCKET MAP

(Event Floor Plan)

1-Sheet Advertisement - A6

***Creation of the artwork is the responsibility of the exhibitor and requires approval from the marketing team.*

Investiment \$ 900,00



PET VET EXPO PAVILION



Floor Sticker
Registration Area

Investiment
\$ 1.000,00



Aerial Banner
Inside the fair

Investiment
\$ 1.500,00



Totem
Entrance or Exit of
the event

Investiment
\$ 1.200,00



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

Investiment
\$ 5.000,00



Totem
Inside the fair

Investiment
\$ 1.200,00



Floor Sticker
Inside the fair

Investiment
\$ 1.000,00



Logo on the master plan
Inside the fair

Investiment
\$ 1.200,00

SPECIALTIES MACRO THEMES

- 10 complimentary registrations for the Congress.
- Institutional video before the start of the lecture - maximum of 2 minutes.
- Logo on the online program - next to the macro theme.
- Full-page ad in the digital congress program.
- Half-page ad in the printed congress program.
- Custom chair covers for the lectures on the macro theme (*Production is the sponsor's responsibility – Organization will provide size guidance*).
- Post on PET VET's social media mentioning the sponsoring brand.
- Stories on PET VET's social media.
- Logo on the PET VET Congress page.
- Distribution of participant mailing list.
- Inclusion of the logo in sponsored content (on the VET Conecta platform).

Investment **\$ 3.400,00**



MULTIDISCIPLINARY MACRO THEMES

- 10 Complimentary Registrations: Access to the Congress for ten participants.
- Institutional Video: Presentation of an institutional video of up to 2 minutes before the start of the lecture.
- Logo on Online Program: Display of the logo next to the macrotheme in the online program.
- 1-Page Ad: A full-page ad in the digital program of the Congress.
- Half-Page Ad: A half-page ad in the printed program of the Congress.
- Social Media Post: Posts on PET VET's social media mentioning the sponsoring brand.
- Social Media Stories: Additional stories on PET VET's social media highlighting the sponsorship.
- Logo on Congress Page: Inclusion of the logo on the PET VET Congress page.
- Participant Mailing List: Access to the mailing list of participants.
- Logo Inclusion in Sponsored Content: Display of the logo in sponsored content on the VET Conecta platform.

Investiment **\$ 3.400,00**





***Image for illustrative purposes only*



CONGRESS PARTICIPANT KIT

- 10 complimentary registrations for the PET VET Congress;
- Logo on the digital participation certificate for the PET VET Congress 2025;
- Distribution of the Brand Kit to all participants;
**The sponsor is responsible for the creation of the kit and alignment with the organization;*
*** Must include a bag, pen, and notepad or notebook;*
- Banner on the PET VET website – 300x250px – for 3 months.

Investiment **\$ 3.000,00**

CONGRESS PARTICIPANT LOUNGE



The congress participant lounge is an exclusive area for rest and networking for attendees of the PET VET Congress 2025, a highly qualified audience whose participation aims at professional development and updates.

SPONSORSHIP CONGRESS PARTICIPANT LOUNGE

- Setup of the Space and Included Furniture *(any customization costs are the responsibility of the sponsor).*
- Security and Receptionist included.
- Activation and catering are the responsibility of the sponsor.
- Exclusive kit/gift for visiting congress participants *(production is the responsibility of the sponsor).*
- 20 tickets for the PET VET Congress 2024.
- Logo on digital materials as the official sponsor of the PET VET Congress 2024.
- Logo on the official website of the PET VET Congress 2024.

Investment **\$ 13.000,00**

LUNCH WITH SPEAKERS

Selected congress attendees will have the opportunity to have lunch on one of the event days with some of the leading speakers and industry figures, and your brand can be present:

- 20 Participants Delivery of Kits (Production responsibility of the sponsor). 3 Packages

Investment **\$ 1.600,00**

SPEAKER LOUNGE SPONSORSHIP

More information: Upon request

LUNCH BOX

Personalized lunch box that will be delivered to all congress attendees during the 3-day event
(Production under the responsibility of the organization. Artwork under the responsibility of the sponsor);

- Voucher for the personalized lunch box pick-up
(Production under the responsibility of the organization. Artwork under the responsibility of the sponsor).

Investment **Upon request**



**Lunch Box: Image for illustrative purposes only"



NMB
ON
DEMAND

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 HOSPITALITY CLASS

Networking and celebration after the end of the trade show for your guests. 2 Sponsorship packages available (1 Cocktail Action per night of the trade show).

Take advantage of the most exclusive space at the PET VET Expo with strategic activities such as product launches, press conferences, and relationship-building actions 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

Networking and celebration after the end of the trade show for your guests. 2 Sponsorship packages available (1 Cocktail Action per night of the trade show).

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

Included

- Rental of space for 50 people;
- 2 hours of event (before the trade show, from 9 AM to 11 AM);
- 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 breakfast menu for 50 participants and exclusive use of the space during the event;
- Company logo displayed on the HC screen as a sponsor during the 3 days of the trade show.

Investment **Upon request**



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