



CONTACTS

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INTERNATIONAL EXHIBITION
OF ZOO INDUSTRY

MIRZOO
#pet-friendly

APRIL 23-25

2026

Minsk, Belarus
20, avenue Pobediteley
(Falcon Club)

«MirZoo» is the first and only Belarusian specialized exhibition of goods and services of the zoo industry, which unites industry professionals - from breeders and groomers to suppliers and veterinarians.

Your participation is unique opportunity:

- Meet your potential clients face to face;
- Remind about yourself and strengthen relationships;
- Increase brand awareness;
- Identify potential new markets;
- Bring new products and services to market;
- Determine the market attitude to the company;
- Execute dealer's support;
- Determine the position of the company in a competitive environment;
- Determine the state and demands of the market;



THEMATIC SECTIONS:



Nurseries,
tribal centers



Aquarium
and terrarium



Feed and goods
for domestic
and decorative animals,
birds



Specialized literature
and periodicals



Veterinary medicine:
clinics, equipment,
medicines



Pet
services



Professional and amateur
public associations,
unions



Entertainment shows,
contests, giveaways

AS PART OF THE EXHIBITION:

- Products and services presentation from domestic and foreign companies;
- Business contact center is opportunity to directly conclude contracts with pet manufacturers and make sure of purchased goods quality;
- Business block: conferences, workshops, lectures;
- Discussion about worldwide trends in the industry, the state and prospects of development of the belarusian pet industry;
- Direct sales, meetings with the end user;
- Breeders meeting;
- Specialized competitions.

COST OF PARTICIPATION:

The cost of participation in the exhibition is formed from:
registration fee, exhibition area, additional equipment and services.

Registration fee - 150 EURO

Required for full-time participants. Include general advertising service of the exhibition, 5 one-time invitation cards, accreditation for three company representatives with the provision of permanent passes to the exhibition and invitations to formal events, entering brief information in the exhibition information booklet and on the event website.

Equipped area 1m² - 132 EURO

Closed exhibition area: wall blocks, fascia panel with an inscription of up to 20 characters, one lamp for every 3 m² of stand area, wall hanger, one table 80x80 cm, 2 chairs, a paper basket.

Unequipped area 1m² -100EURO

Open exhibition area: one table 80x80 cm, 1 chair.

Absentee participation - 300 EURO

Involves the placement of advertising printing materials, placement of roll ups in the exhibition hall, the work of one promoter.

Depending on the location of your stand, the price of the area increases by:

10% - corner stand (open on both sides)

15% - stand open on three sides

20% - standing separately

Participation in business program for exhibitors is free.

Additional services and equipment are provided for a surcharge according to the price list (sent on request).