

 | **INDONESIA
INTERNATIONAL
PET EXPO**

BSD City / Jakarta, Indonesia

5 – 7 September, 2025

IPE Indonesia International Pet Expo 2025

Following a big successful 2024 edition with 5 halls and total area about 24.000 sqm, 60.000 visitors and 250 exhibitors. Indonesia International Pet Expo is back on calendar with its 2024 edition to delight pet lovers and enthusiasts!

Recognize as the leading platform for product and services in pet care, the expo is a veritable showcase of the complete value chain in pet care from pet food and pet accessory manufacturers to pet sitters

and from veterinary specialist to retail stores. IPE 2025 taking place from 5-7 September 2025. So save the date!



Organizer

PT Temali Indonesia

Europe, America & Australia Pavilion

MEREBO GmbH Messe International

Scope of Exhibits

- Pet Retail Stores
- Clothing & Accessories
- Veterinary Clinic
- Pharmaceutical Company
- Pet Food Manufacturers
- Breeders & Kennels
- Animal Trainers
- Pet Enclosures & Fencing Services
- Cleaning & Odor Control Products
- Bird Supplies Companies
- and many more

The Venue

ICE (Indonesia Convention Exhibition), BSD City / West Jakarta



IPE 2025 will be held at the Indonesia Convention Exhibition (ICE). It is a convention and exhibition centre located at BSD City (South Tangerang), west of Jakarta. It is newly built in 2015 and is now the biggest convention and exhibition center in Indonesia.

It has 10 exhibition halls with a total area of 50,000 sqm, 50,000 sqm outdoor exhibition space, 33 meeting rooms, one 4,000 sqm convention hall and one 12,000 sqm pre-function lobby. The halls are equipped to accommodate exhibitions, trade shows, conferences and other events. A four-star hotel is located within the ICE complex to facilitate for accommodation for those joining different events at the venue.

The Participation

All inclusive! The main attention of MEREBO is to provide you with full service and high standards to simplify your participation as much as possible. Our renowned partners for freight forwarding, individual stand design, travel, accommodation, etc. will also support you.

MEREBO and partners are always available on-site to ensure a smooth show process for you and your company.

Participation Costs within the Europe, America & Australia Pavilions

Full Package Stands		Space only (per m ²)	
9 m ² Row Stand	EUR 2900	Corner Stand (min. 18 m ²)	EUR 240
12 m ² Row Stand	EUR 3800	Head Stand (min. 36 m ²)	EUR 245
16 m ² Corner Stand	EUR 5200	Island Stand (min. 72 m ²)	EUR 245
18 m ² Corner Stand	EUR 5800		
36 m ² Head Stand	EUR 11200		

Please check the Early Bird Rates on the Application Form for bookings made until 31 January, 2025

Details of the Full Package Stands

The Full Package Stands contain all necessary items of a high-quality stand construction. They enable an attractive presentation of your company. Additional items such as machinery power connections, water supplies, show cases, kitchen units or any other special requirement can be ordered as well.

Please refer to the attached stand layouts for all details.

Full Package Stands contain:

- Exhibition space
- Stand construction in Octanorm System
- Carpet in different colours
- Company name on fascia panel
- 1 m² Lockable storage room
- 1 Information counter (18-36 m²: 2)
- 1 Power socket 220V
- 1 Paper basket
- 1 Spotlight each 3 m²
- 1 Table 70 x 70 cm (18-36 m²: 2)
- 4 Leather chairs (18-36 m²: 6)
- Exhibitor Badges
- Listing in the Catalogue
- Daily stand cleaning

Contact

Europe, America & Australia / New Zealand

MEREBO GmbH Messe International

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Rest of the World

PT Temali Indonesia

18 Office Park, 10th A Floor

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Jakarta 12520 / INDONESIA

Phone: +62-81-370707832

Web

Please visit IPE 2025 website for more details and always updated floor plans

www.iipe.merebo.com

Application Contract IIPE 2025 Indonesia International Pet Expo

IIPE 2025 - 7th Indonesia International Pet Expo
 5 - 7 September, 2025
 BSD City/Jakarta, Indonesia
 ICE (Indonesia Convention Exhibition)
 Application Deadline: 5 June, 2025
 Early Bird Rate valid until 31 January, 2025



MEREBO GmbH
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 22419 Hamburg
 Germany
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 Fax +49-40-3999905-25
 E-mail contact@merebo.com

Exhibitor

Company			
Address 1			
Address 2			
Telephone		VAT No.	
Contact Person		E-mail	

Option 1: Full Package Stand (please tick your choice)

Registration Fee EUR 150

Stand Size	Dimensions	Early Bird Rate	Normal Rate
<input type="checkbox"/> 9 m ² Row Stand	3 m x 3 m	EUR 2800	EUR 2900
<input type="checkbox"/> 12 m ² Row Stand	4 m x 3 m	EUR 3700	EUR 3800
<input type="checkbox"/> 16 m ² Corner Stand	4 m x 4 m	EUR 5000	EUR 5200
<input type="checkbox"/> 18 m ² Corner Stand	6 m x 3 m	EUR 5600	EUR 5800
<input type="checkbox"/> 36 m ² Head Stand	6 m x 6 m	EUR 11000	EUR 11200
<input type="checkbox"/> Corner Stand: EUR 150 for 9 or 12 m ²			

Including: Raw space, exhibitor badges, catalogue entry.

Stand construction in Octanorm System, carpet in different colours, company name on fascia panel, 1 table (18-36 m²: 2), 4 chairs (18-36 m²: 6), 1m² lockable storage room, 1 information counter (18-36 m²: 2), 1 power socket 220V, 1 paper basket, 1 spotlight each 3 m²

Option 2: Space only (please tick your choice)

m² with own stand construction

	Stand Size	Early Bird Rate	Normal Rate
<input type="checkbox"/> Corner stand (2 sides open)	min. 24 m ²	EUR 240 / m ²	EUR 250 / m ²
<input type="checkbox"/> Head stand (3 sides open)	min. 48 m ²	EUR 245 / m ²	EUR 255 / m ²
<input type="checkbox"/> Island stand (4 sides open)	min. 72 m ²	EUR 245 / m ²	EUR 255 / m ²

Including: Raw space, exhibitor badges, catalogue entry.

Place & Date	Name	Authorised signature

The Participation Terms are recognized as legally binding in all parts.

Terms of Payment: 50% of total charges to be paid upon receipt of the invoice. Remaining balance to be remitted before 5 June, 2025.

Terms of participation

1. Application to participate in the exhibition

Applications are to be made on the enclosed form, which should be returned to MEREBO GmbH at the earliest opportunity, filled in and signed with a legally binding signature. The rental contract comes into force once MEREBO GmbH has informed the applicant in writing that he is admitted.

The exhibitors shall not be entitled to withdraw from the exhibition after admission. Notice of withdrawal shall be made in writing to the MEREBO GmbH, and shall take effect only when written consent is given by MEREBO GmbH and the exhibitor agrees to pay compensation in accordance with the sliding scale that follows. The cancellation charge is calculated as a proportion of the participation fee, depending on how long before the start of the event the withdrawal is received: 1. 6 months or more 25%, between 4 and 6 months 50%, between 0 and 4 months 100%.

MEREBO GmbH is entitled to rescind the application contract or to terminate the application contract if the exhibitor opens insolvency proceedings or bankruptcy proceedings or if the company of the exhibitor goes into liquidation. However the full participation fees must be paid.

2. Participation fees and terms of payment

The participation fees are calculated in accordance with the clauses set out in the application form. The fee to be paid by the exhibitor to MEREBO GmbH includes the rent for the space as well as the wide range of services offered by MEREBO GmbH. The deadlines for payment given in the application form or the invoice must be observed. If the stand is allocated within 90 days of the start of the fair, then the full amount is due immediately. If the terms of payment are not met by the exhibitor, MEREBO GmbH reserves the right to cancel the application. If the application is cancelled, the exhibitor is liable for 50% of the participation fees. In case of cancellation within 90 days before the exhibition begins, the full participation fees must be paid.

3. Co-exhibitors and additionally represented organisations

Co-exhibitors and additionally represented organisations must be applied for separately in writing, together with the application for the main exhibitor, and specifying their full addresses.

4. Cancellation or curtailment of the exhibition

MEREBO GmbH shall not be required to refund the participation fees or any part thereof to the exhibitor or be liable for any loss or damage suffered by the exhibitor in the event that the exhibition is cancelled or suspended or the duration of the exhibition is reduced owing to such circumstances beyond MEREBO GmbH's control as may be: - outbreak of war or civil unrest - orders of governmental or statutory authorities - fire, floods and other acts of God strikes by workmen; lockouts.

5. Non-liability

MEREBO GmbH assumes no liability for exhibition items or display material and something like that just as consequential damages. MEREBO GmbH moreover excludes all liability for disadvantages and damages suffered by exhibitors as the result of incorrect catalogue entries and additional services. This does not affect liability on the basis of wilful or gross negligent misconduct. Any liability for ensuring unhindered setting up and taking down of stands is excluded. Non-liability is valid for damage direct or indirect independent of legal ground. Non-liability refers to material, property and personal damage, i. e. damage to body and life. It is valid for the exhibitor as well as for any other persons participating in the exhibition. The non-liability mentioned above is also valid for the other exemptions and limitations of liability of these terms of exhibition which will be effective without restrictions.

6. Warranty

Complaints about any deficiencies in the stand or exhibition area are to be made in writing to MEREBO GmbH immediately on taking over the stand, and at the latest on the last day for setting up stands, so that MEREBO Messe Marketing can remedy such deficiencies. Subsequent complaints cannot be considered, and cannot lead to claims against MEREBO GmbH.

7. Legal venue

The legal venue and place of fulfilment for contractual payments is Hamburg/Germany. Federal German law shall apply to any disputes arising from the contract. This translation is intended only for guidance and information. To the best of our knowledge and belief it is a faithful representation of the German original; however, in the event of divergence between the English and the German text, the German takes precedence.