PawS

The NEW Pet Care Event

SPONSORING BOOKLET

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SOFW

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PawS 2027
„The NEW Pet Care Event“

PawS - A focused, high-impact B2B event dedicated to the future of animal-centric pet care innovation. This congress brings together R&D leaders, product developers, industry and regulation expertsto explore advancements in pet health, grooming, hygiene, nutrition and wellbeing.

Special focus on **regulations, compliance, and evolving frameworks**, providing critical insights into standards, safety requirements, and market access — always with the animal at the center.

The Hub for the Future of Pet Care

Alongside the conference, a curated exhibition showcases leading raw material suppliers, offering direct access to innovative ingredients, materials, and technologies. A unique platform where science meets business — designed to spark collaboration, accelerate development, and shape the next generation of pet care solutions for animals worldwide.

Don’t miss the new B2B event for the future of animal-focused pet care.

Save the Date!
PawS "The NEW Pet Care Event"
4 + 5 Mai 2027
Location: Leonardo Hotel,
Augsburg, Germany

Questions?
events@sofw.com

OUR SPONSORSHIP PACKAGES

Gold-Sponsor

5.000 €

Benefits:

- ✓ Gold Sponsor recognition on all event materials
- ✓ Premium company logo placement on:
  - o Event website
  - o Conference programme
  - o Digital marketing
  - o On-site signage
- ✓ Complimentary exhibition table
- 2 full conference registrations
- ✓ Company profile in the conference programme
- ✓ Opportunity to include promotional material in delegate bags
- ✓ Recognition during the opening session
- ✓ Social media acknowledgement before and during the event
- ✓ Priority booking for future PawS events

Silver-Sponsor

4.000 €

Benefits:

- ✓ Silver Sponsor recognition on all event materials
- ✓ Premium company logo placement on:
  - o Event website
  - o Conference programme
  - o Digital marketing
  - o On-site signage
- ✓ Complimentary exhibition table
- 1 full conference registrations
- ✓ Company profile in the conference programme
- ✓ Opportunity to include promotional material in delegate bags
- ✓ Recognition during the opening session
- ✓ Social media acknowledgement before and during the event
- ✓ Priority booking for future PawS events

Bronze-Sponsor

3.000 €

Benefits:

- ✓ Bronze Sponsor recognition on all event materials
- ✓ Premium company logo placement on:
  - o Event website
  - o Conference programme
  - o Digital marketing
  - o On-site signage
- 1 full conference registrations
- ✓ Company profile in the conference programme
- ✓ Opportunity to include promotional material in delegate bags
- ✓ Recognition during the opening session
- ✓ Social media acknowledgement before and during the event
- ✓ Priority booking for future PawS events

ADDITIONAL SPONSORSHIP OPTIONS

Exhibition Table Display Availability

1.500 €

Includes:

- ✓ One exhibition table (approximately 180 × 80 cm)
- ✓ Two chairs
- ✓ Power supply
- ✓ Coffee breaks and networking access
- ✓ Opportunity to meet delegates throughout both conference days

Poster Display

500 €

Includes:

- ✓ Dedicated poster board
- ✓ Poster displayed throughout the conference
- ✓ Company or research identification
- ✓ Listing in the conference programme
- ✓ Opportunity to discuss the poster during networking sessions

Recommended poster size:

DIN A0 (Portrait)

Why Sponsor PawS 2027?

- Reach a highly targeted international B2B audience
- Present innovations directly to decision makers
- Increase brand visibility before, during, and after the event
- Generate new business opportunities
- Support scientific exchange and innovation within the pet care industry

Sponsorship Booking

Gold Sponsorships and exhibition spaces are allocated on a first-come, first-served basis. For sponsorship enquiries and reservations, please contact the PawS 2027 organizing team. We look forward to welcoming you as a valued partner of PawS 2027 in Augsburg.

- Ingredient suppliers
- Contract manufacturers
- Testing laboratories
- Packaging companies
- Pet care technology providers
- Service providers

Contact Us!

You have your own sponsoring idea?

Contact Michelle Nann to discuss your options:

+49 8281 79940-27
paws@sofw.com

For more information, visit:

www.sofw.com/en/events-en/latest-events/paws

General Terms and Conditions

All prices are quoted in euros, plus VAT where applicable. All sponsorship opportunities are subject to change. Confirmation or approval by email is binding and constitutes a booking. Once a booking has been made, cancellations and refunds are not possible. The full amount (100%) is due upon receipt of the invoice.

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