

Web Session

Production and Packaging of Pet Food

12. November 2025

Presentation language: German
Time zone: CET/CEST



Contents

Where can I find details?



- 3 [What is this Web Session about?](#)
- 4 [Why should you Book a Lecture Slot?](#)
- 5 [What does a Booking include?](#)
- 6 [What Data is required for the Web Session?](#)
- 7 [Your personal Contacts](#)



What is this Web Session about?

The Topics



Web Session: Production and Packaging of Pet Food

In Germany, around 57% of German Citizens own at least one Pet.* This corresponds to around 33.9 Million Animals, including Dogs, Cats, Small Mammals and Ornamental Birds, all living in German Households.

Accordingly, the market for Pet Food and Accessories is growing exponentially. For their favourite Dogs, Cats, Rabbits, Birds and other Small Animals, Germans spent around 4.3 Billion Euros on Pet Food alone in 2024. An impressive figure that continues to increase, year over year.

The Web Session "Production and Packaging of Pet Food" will focus on this Topic, exploring the Plants, Processes and Components required for the successful Production and Packaging of Pet Food.

Top-class Keynote Speakers will provide valuable insight into the Requirements and Regulations for Pet Food Production.

Showcase your Expertise on these Topics and participate in the Web Session as one of several select Partners.

The Editorial Team Moderators



Dr. Bernd Rademacher

Editorial Office

Phone +49 711 7594-290

E-Mail bernd.rademacher@konradin.de



Daniela Held

Editorial Office

Phone +49 711 7594 284

E-Mail daniela.held@konradin.de

*Source: [Splendid Research](#)

Why should you Book a Lecture Slot?

Your Key Benefits



With a Presentation, you will have the opportunity to convey your Specialist Knowledge in your chosen Subject Area directly to your Target Group.

This will position you as a Qualified Expert Partner for existing Customers alongside potential Brand New Customers.



Qualified Lead Generation

You will receive the Leads of the Participants who have Registered for the Websession in addition to detailed Reporting to identify potential New Customers. GDPR Compliant.



Long Range

Address your Target Group throughout Germany and beyond and benefit from our unparalleled Network.



Long-term Impact

We take care of the Technology and Project Management and generate additional Leads through the on-demand Webcast.



Increased Visibility

With participation prior, during and after the Websession, as a Partner you will receive additional profile within our Network and benefit from increased Brand Awareness.



Clear Positioning

As one of several select Partners, you will present yourself as an Expert within your Industry and will stand out in the Target Group due to your relevance and influence.

What does a Booking include?

Services and Prices



Showcase your Expertise to the Target Market!

With your Products and Services, you will be an excellent fit for this Web Session if you offer Solutions, Systems or Components for the Production, Processing or Packaging of Pet Food – from Raw Material Management to Mixing and Extrusion Technologies to Filling, Packaging and Labelling Solutions.

In addition to the complete Registration List, you will also receive High Reach through our extensive Webinar platform.

The number of available Lecture Slots is strictly limited. We therefore recommend booking early to avoid disappointment and ensure you benefit from all of the associated marketing activity.

Event Date: 12.11.2025

Booking Deadline: 12.09.2025

Data Delivery Deadline: By 19.09.2025

After Booking, you will receive a detailed Schedule for all requested Data Delivery *

* A summary of the required Data can be found on Page 6.

Benefits	
20-minute Lecture Slot inc. Questions and Answers	✓
Moderation of the Topic / Speaker by the Editors of dei – Prozesstechnik für die Lebensmittelindustrie	✓
Organisation and implementation of the Web session by Konradin Industrie	✓
List of all Registrations (fully GDPR Compliant) following the Web Session	✓
Reporting inc. Registration Time and Attendance Duration	✓
Cross-media application and acquisition of Participants	✓
Price	€3,200
Recording of your Presentation for publication via your own Channels	+ € 500
1/1 Page Advertorial in Print	+ € 1,950
2/1 Page Advertorial in Print	+ € 3,200
Leads (after live Webinar), per Lead	+ € 70 Each

What Data is required for the Web Session?



Data Delivery for the Web Session

✓	Required Content	Format	Scope	Further Details
	Name and Job Function of the Speaker, Company	DOC, TXT		To be Published in the Programme on the Website Landing Page.
	Company Logo	402 x 402 pixels		The Company Logo is used for the Logo Sliders on the Landing Page and within the Newsletters.
	Telephone, E-Mail	DOC, TXT		The Contact Details will be used for direct communication with your Speaker.
	Portrait Image	JPG, RGB		The Presenter Image should be created in Landscape mode. Format: 200 x 120 pixels (wide x high), 19:6
	Lecture Title	DOC, TXT		The title of the Presentation should be as specific as possible in order to solicit the direct interest of the potential Participants.
	USP/Quintessence for the Landing Page	DOC, TXT	Max. 200 Characters*	The Text describes the benefits of the Lecture for the Participants.
	Teaser for Promotion in Newsletters	DOC, TXT	Max. 300 Characters*	The Teaser Text describes the benefits and should attract attention. It must be clear to the potential Participants what your presentation is all about.
	Icebreaker Questions for the Q&A, following your Presentation	DOC, TXT	3 Questions	With the Icebreaker Questions we can "break the ice" should Questions not arise directly from the Audience during the Q&A. In addition, you have the opportunity to fully prepare yourself for the Answer in the very best possible way.

* Characters, including spaces.

Do you have any questions?

Whether it is classic Print Media or comprehensive online marketing solutions – working together with you, we can develop bespoke measures that are individually adapted to meet your precise communication goals.

We would be delighted to advise you with a personal conversation.

We look forward to your enquiry!



Konradin Verlag Robert Kohlhammer GmbH
Ernst-Mey-Straße 8,
70771 Leinfelden-Echterdingen



Andreas Hugel

Sales Director

Phone +49 711 7594-472

Mobil +49 173 353 92 59

E-Mail andreas.hugel@konradin.de



Olena Kondrashova

Project Management

Phone +49 711 7594 - 523

E-Mail olena.kondrashova@konradin.de