



CLASSIC

PRESENTED BY THE OAKVILLE
& DISTRICT KENNEL CLUB



PARTNERSHIP OPPORTUNITIES
CONNECTING BUSINESSES WITH PET FAMILIES

THE CANADIAN PET EXPO

PET SHOWS HOSTED BY PET PEOPLE

The Canadian Pet Expo is Canada's largest consumer pet show with over 24,000 attendees, 4500 pets, 300+ exhibitors and countless participants expected. Held over 3 days in 3 massive halls at the International Centre in Mississauga, this is the ultimate pet show to expose your product, launch your business, or gain market share to pet people in Canada.

265,000+ Square Feet, 3 Massive Halls, 3 Incredible Days

Groomers World
Rabbit Show
Ask the Vet
Pet Talent Show

Interactive Pet Family Fun
Best Dressed Contest
Dock Diving
Cavy Show

Flyball
Celebrity Pets
Door Prizes
...and MUCH MORE!

BOOTH PRICING

**BOOK YOUR BOOTH WITH
AS LITTLE AS 25% DOWN**

10 X 10 EXHIBITOR \$959

10 X 5 SMALL BUSINESS \$475

10 X 10 DOG/CAT BREEDER \$395

10 X 10 RESCUE/CLUB \$395

All exhibitors can participate in our eticket partner program which earns you a portion of ticket sales that you refer. Funds are deposited into your account after the completion of the show, and you can use these towards the booth fees of any future show! Booths include pipe and drape. Tables, chairs, electricity and other rental items are available. Corner booths have a \$125 premium. Special 20 x 20 booth pricing is available. Please ask!



WHY PARTNER WITH US?

CONNECTING BUSINESSES WITH **PET FAMILIES**



Get Your Brand and Products in Front of the Pet Families

Our shows attract the most important and influential decision makers in the billion dollar Canadian pet industry.

These are passionate pet owners who have come from across Canada and the Northern USA to seek out inspiration and ideas, to connect with fellow pet owners and to find products that they can take home on the spot or in the immediate future.

As a vendor partner, you have the opportunity to align your brand with the expo experiences and memories as you also...

- Maximize your company's visibility on a global level
- Drive traffic to your booth
- Reach new buyers and social media influencers
- Gain global media exposure
- Set your brand apart from the competition
- Grow confidence in your brand with future pet buyers
- Support the efforts of education, research and rehoming of pets
- Build long-lasting relationships



OUR REACH

CONNECTING BUSINESSES WITH **PET FAMILIES**

LAST YEAR WE HOSTED

OVER 500

BRANDS

OVER 50,000

ATTENDEES

OVER 6,000

PET ATTENDEES

OVER 100,000

WEBSITE VISITORS



OVER 2,000,000

SOCIAL MEDIA USER REACH

FEATURED ON OVER 200 MEDIA OUTLETS SUCH AS





PAST EVENTS

CONNECTING BUSINESSES WITH PET FAMILIES





PRICING

CONNECTING BUSINESSES WITH PET FAMILIES

BASIC SPONSORSHIP

PRE-SHOW MEDIA

Your brand will be represented in:

All print advertising material in secondary positions
All social media headers

Two pre-show facebook mentions

Guest post (written by sponsor) on our blog and social media release

You will receive:

250 Two for one tickets

5 Free tickets

ON SITE SHOW FEATURES

One 10x10 booth

Placement of one 10x10 banner

Brand featured on all of our handouts

Option to have a product sample or flyer handed out to attendees

One brand mention during the show per day over the P.A.

POST SHOW SUMMARY

A summary of the events analytics that include:

Detailed show analysis

Attendance numbers

Marketing effort analysis

Website statistics

Two for one ticket redemption numbers

PRICE
\$2,497

PRO SPONSORSHIP

PRE-SHOW MEDIA

Your brand will be represented in:

All print advertising material in secondary positions

All social media headers

Four pre-show facebook mentions

Guest post (written by sponsor) on our blog and social media release

You will receive:

250 Two for one tickets

25 Free tickets

ON SITE SHOW FEATURES

Two 10x10 booths

Placement of one 10x10 banner

Brand featured on all of our handouts

Option to have a product sample or flyer handed out to attendees

Two brand mention during the show per day over the P.A.

POST SHOW SUMMARY

A summary of the events analytics that include:

Detailed show analysis

Attendance numbers

Marketing effort analysis

Website statistics

Two for one ticket redemption numbers

MOST POPULAR!

PRICE
\$4,997

PARTNER SPONSORSHIP

PRE-SHOW MEDIA

Your brand will be represented in:

All print advertising material

All radio commercials

All social media headers

All online ads

10 pre-show Facebook mentions

Feature segment (written by sponsor) on canadianpetexpo.ca

Guest post (written by sponsor) on our blog and social media release

You will receive:

500 Two for one tickets

50 Free tickets

ON SITE SHOW FEATURES

One 20x20 booth or four 10x10 booths

Placement of four 10x10 banners

Placement of pop-up banner at main entrance

Brand featured on all of our handouts

Option to have a product sample or flyer handed out to attendees

Four brand mentions during the show per day over the P.A.

Opportunity to promote your brand on stage before a presentation

POST SHOW SUMMARY

A summary of the events analytics that include:

Detailed show analysis

Attendance numbers

Marketing effort analysis

Website statistics

Two for one ticket redemption numbers

PRICE
\$19,987

ONLY 4 AVAILABLE!

EXCLUSIVE SPONSORSHIP OPPORTUNITIES:

(AVAILABLE FOR SPRING CPE ONLY)

HOST THE CPE CELEBRITY PET - \$500

Celebrity pet booth placed next yours

Photo opportunities with brand logo and celebrity

HOST THE PET GROOMING EVENT - \$2,500

HOST THE RABBIT & CAVY SHOW - \$3,500

HOST THE CAT SHOW - \$5,000

HOST THE DOG AND CAT BREEDERS' VILLAGE - \$5,000

HOST THE MAIN STAGE - \$5,000

HOST THE FLY BALL AND DOCK DIVING ARENA - \$10,000

HOST THE CPE ARENA - \$10,000

TO SECURE YOUR SPONSORSHIP



PLEASE CALL 1 855 532 3976



OR EMAIL GRANT@CANADIANPETEXPO.CA

PACKAGES ARE LIMITED



REVIEWS

CONNECTING BUSINESSES WITH PET FAMILIES

"The Canadian Pet Expo was our best and most profitable show to date in the six years we've been attending shows across Canada, and we do a LOT of shows. The fact that dogs were welcomed to the show was a huge bonus for our sales. I'll definitely be back next spring and plan on doing their big Fall Show, too!"

- Niki Geroni, Owner, Peachy Keen Pets



"We launched our business at the Canadian Pet Expo, if it weren't for them we wouldn't be around today. In addition to the sales it's also a great chance to connect with customers face to face and shake paws. We do many shows and the CPE is always well run. You can't beat the team that puts on the events."

- Lucas Walker & Riley Wallbank, Treats Happen.



I find that the CPE has the best staff that I have come across in all the shows I have done. It is always a pleasure to deal with you and your staff and look forward to doing many more of your upcoming shows.

- Jill Morgan, JK Morgan Pets





HOW TO SPONSOR

CONNECTING BUSINESSES WITH **PET FAMILIES**



Understanding the economics of promoting a new startup company or revitalizing your brand, I am excited to work with any participating vendor to accommodate a sponsorship package that will benefit you along with the attendees of the Canadian Pet Expos.

The Canadian Pet industry has grown to the level of passion by pet owners and pet enthusiasts working together. As we are pet people let's work together in continuing the promotion of responsible pet ownership.

**PLEASE SEND ALL QUESTIONS AND
SPONSORSHIP RESERVATIONS TO:**

1 855 532 3976 or GRANT@CANADIANPETEXPO.CA