

CANADIANPETEXPO.CA



Canada's Largest Family Pet Show

2022 SPRING

CANADIAN PET EXPO

Friday April 15th 10 am - 6 pm
Saturday April 16th 10 am - 5 pm
Sunday April 17th 10 am - 4 pm

The International Centre, Halls 2,3 & 4
6900 Airport Rd, Mississauga ON



Who is the CPE Family?

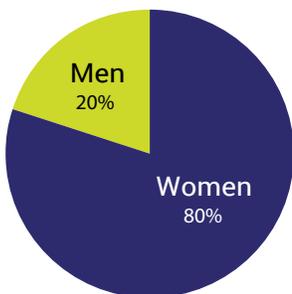
For over 25 years, the CPE family has proudly presented the largest, and most inclusive pet expos throughout Canada. Our events, which are currently held in Toronto, Niagara Falls, Montreal, and Ottawa, offer current and potential pet owners with a unique opportunity to learn, shop, and engage under one roof!

We strive to connect pet families and pet lovers with experts in the industry, provide them with the greatest 'pet-focused' shopping experience, and ensure they receive valuable information and advice that promotes responsible pet ownership, a keystone value of every CPE event.

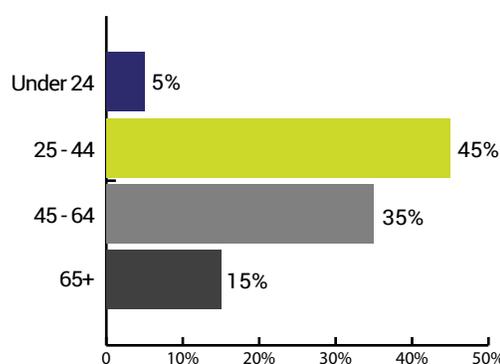
Through our extensive marketing plan, and vast connections in the pet industry, including herpetoculture, the CPE family has created opportunities for brands to reach qualified consumers, generate leads, launch products, and much more! Join the CPE family today!



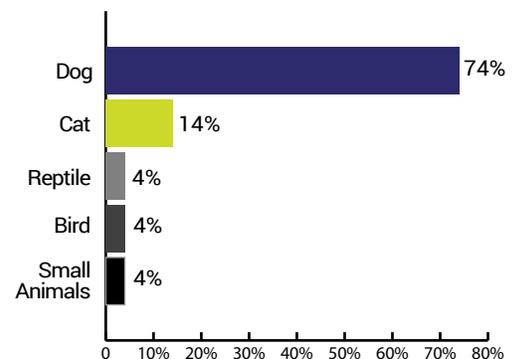
Attendee Demographics For Spring CPE



GENDER



AGE



PET TYPE

34,000-37,000 attendees coming from the top five, pet family cities
Toronto, Hamilton, Mississauga, Brampton, London

Why Exhibit?

Reach qualified consumers in a format that allows you to generate deeper leads than other digital marketing opportunities – cut through the clutter and ensure that your brand is talking to your target consumers!



Brand Visibility



Product Launches



Targeted Leads



Networking



Connect Face-to-Face

Exhibitor Categories & Booth Pricing

\$1375 General Exhibitor

For all pet products, services, and other pet industry focused vendors.

\$475 Dog and/or Cat Breeder *

Canadian breeders of purebred dogs and/or cats. Breeders must be recognized by groups such as TICA and or the CKC.

\$925 Reptile Exhibitor * (Hydro Included)

For all vendors offering live captive produced reptiles, reptile products, and other reptile industry services.

\$925 Aquatic Exhibitor *

For all vendors offering live aquatic, corals, aquatic industry services, and aquatic industry products.

\$625 Groomer Exhibitor *

Vendors with a focus on grooming services.

\$450 Rescue/Club *

Not for profit exhibitors that are fundraising or bringing awareness to their clubs' efforts in re-homing of breed specific or general pets.

Contact For Details Canadian Pet Small Business Vendor *

This opportunity is for small businesses owners of Canadian Pet related products and services to capture the energy of Canada's largest pet family event.

***Limited Booths Available**

All booth pricing is based on full 3-day participation and is all applicable to HST. No booth will be secured without a deposit placed at the time of booking. All booths are 10'x10' (100 Square feet).

Not included in your booth space:

Hydro connection for your booth (Extra add-ons for \$255 +HST)
Internet service (Encore Canada, contact directly)
Carpet, furnishings, tables and chairs (Extra add-ons)
Shipping of material (Please contact us directly at info@canadianpetexpo.ca)
Booth Cleaning (Caldas Building Services, contact directly)

Marketing Opportunities

1



GOLD & SILVER SPONSORSHIPS

Setup a time with the CPE family and learn more about the traction that your brand can gain with sponsorship - it will include radio recognition specific to the event sponsored, booth placement in a high traffic location, banner hanging, banner placements, pre event product showcase, Free Passes to distribute, and CPE website branding associated with the event of choice.

2



VIP PET BAG SUBMISSION

Each pet attending the Canadian Pet Expo is presented with an event bag that includes the necessities for them and their owners to enjoy the show. A bottle of water dish, clean up bags, hand sanitizer and a toy to occupy them. To participate in this bag of goodies the CPE will require 5000 items of samples, print, promotional materials etc to us one week before the show. These will be submitted into the bags for each pet accompanied by their families to go home with. It's a great opportunity to get your marketing items directly into the hands of the pet families.

3



SOCIAL MEDIA

By sending in the following, your company has the opportunity to be promoted across our social media channels - Facebook, Instagram and Twitter. Please note, content is not guaranteed.

- A high-quality jpeg image of your business and/or it's services.
- A paragraph describing your business, products, services and/or offerings at the show (Please note, content will be tweaked to fit word count and tone for each social platform).
- Your social media account handles and any hashtags associated with your business or show offering.

Want guaranteed social coverage?! Contact us for pricing.

905-659-3113

info@canadianpetexpo.ca

www.canadianpetexpo.ca

Contact Us Today!