



CLASSIC



**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 50,000 attendees, 10,000 pets, 300+ supporting exhibitors and countless participants expected. Held annually 3 times a year in the state of the art 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.

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!

# BOOK YOUR BOOTH WITH AS LITTLE AS 25% DOWN

All exhibitors are supported with social media eticket giveaways, opportunities to share radio ad space, print advertisement opportunities and celebrity meet greets. Vendor space is just the start of the commitment in the working partnership that the CPE enjoys and grows with each vendor. We look forward to working with all vendors and encouraging growth of the your brand!



# 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 re-homing 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 10,000

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





# PACKAGES

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

## 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

## 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



**TO SECURE YOUR SPONSORSHIP**

PLEASE CALL 1 (866) 299-5699



OR EMAIL [GRANT@CANADIANPETEXPO.CA](mailto: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**



"The CPE believes in enhancing the pets lives whether its a dog, snake or rabbit they really bring vendors like us to the front of the line to engage. Engagement is key in any industry and look at all the pets here there is no better engagement"

- **Bryan Green Simply Pets**



"Our treats have only grown thanks to the CPE. Being a small business we thought we would be swallowed by others. Instead Grant and his team supported us from day one and helped us at the Canadian Pet Expo and event after!"

- **Nicole Candid K9 Treats for Dogs**



"WOW just simply WOW. From the time we arrive to the time we leave the support and positive energy is second to none in the pet show world. The events speak for themselves each show the attendance grows and grows. So many pets and their families"

- **Trevor Rae Earthbath Shampoo**







# 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 lets work together in continuing the promotion of responsible pet ownership.

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

**1 (866) 299-5699 or [GRANT@CANADIANPETEXPO.CA](mailto:GRANT@CANADIANPETEXPO.CA)**