



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





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**



