

PERTH PET EXPO

Media Kit 2018

Pets Welcome!
HOUSE RULES APPLY



A woman with long brown hair, wearing an orange shirt, is smiling and holding a small, fluffy white dog. She is standing in front of a display of pet products, including boxes of pet food and a large orange dog-shaped inflatable. In the background, there are several posters featuring a red dog's face and the text "KIND DOGS". The scene is decorated with white triangular bunting. Large orange quotation marks are positioned on the left and right sides of the text.

Australia has one of the highest rates of pet ownership in the world, with almost two-thirds of households having at least one pet.



Celebrating the 5th Anniversary

The **Perth Pet Expo 2018** will be held on **Saturday 17th & Sunday 18th November.**

A great entertaining weekend for pet owners and animal lovers of all ages!

Visitors are welcome to bring their pet along too!

Growing in popularity, the **Perth Pet Expo** is the only event of its kind in WA – don't miss out!

Visitors will be introduced to and be able to purchase the latest products, services, attractions and technologies available, and see presentations from animal experts, and enter competitions.

Be part of THE PetWorking event in WA!

Reach your targeted audience

11,000+ SOCIAL MEDIA FOLLOWERS

6,000+ VISITORS

80+ VENDORS AND EXHIBITORS



/PERTHPETEXPO



@PERTHPETEXPO



@PERTHPETEXPO



/BARBARAMCNAUGHT

Kelvin Chong

Exhibitor & Sponsor Testimonials



Karen Gardner – Silver Pet Prints

*"We thoroughly enjoyed it. It's great to see a lot of **new exhibitors** here! **A lot of new people** and **a lot of people** that we saw last year as well, coming back to revisit us."*

City Farmers / GreenCross Vets

*"It's been an amazing experience. ... **lots of people** here, lots of animals, **lots of pets**. It's great bonding time for your animals and the pet owners; and for the pets to socialize with each other. It's been a fantastic year, and we look forward to a greater year ahead!"*



Pet Industry Association of Australia

*"The grooming competitions this year have been fantastic! ... **Everyone's loved watching** it and seeing the amazing stuff these groomers have been doing for the dogs. We will definitely be back!"*

Dr Rick Fenny – Pets + Vets Group

*"It's been wonderful to be here, yet again. The Perth Pet Expo is getting **bigger and better than ever!** What struck me is that it's **becoming a real institution**, and it'll go on for many, many years. I believe that the public are accepting it very firmly and **I can't wait for next year!**"*



Exhibitor & Sponsor Testimonials



Farmer Dave Graham – Farmer Dave Dog Centre

*"I can't wait to come back next year! There was something for everyone. This is definitely **THE pet event in the entire Western hemisphere of Australia.**"*

Dr Kate Lindsey – Kalmpets Animal Behaviour Centre

*"It's absolutely fantastic! We've had a **huge turnout**. It's a huge testament to the human-animal bond, with lots of people interested in the different types of things you can do with your pets now."*



Celeste Holtzhausen – Pets + Vets Group

*"The Pet Expo this year is great! So many **new and exciting ventures** happening, for us it's always a fun day out! Love meeting our clients that come visit us, **all the different pets**, the dogs, the snakes..."*

Yvonne Sitko – WA Birds of Prey

*"It's great to see the number of people coming through, and I love the fact that there's different dogs and **we've seen all sorts of animals**. The response to the birds has been fantastic!"*



Watch full highlights of the Perth Pet Expo 2017 here:

http://bit.ly/PPE17_Highlights

An extensive marketing campaign leading up to the expo will include:

TV, Radio & Print advertising



Interviews & editorials on selected major metro radio stations



Targeted direct marketing campaign – **20,000+ event flyers** distributed



Fortnightly e-newsletters to followers and subscribers (10,000+)



Company name and logo for sponsors featured on the **Perth Pet Expo website** with active “do-follow” link to your website to help improve SEO

Social media and online campaigns including Facebook, Twitter, Instagram and LinkedIn (11,000+), including paid advertising

Promotional partnerships with key industry stakeholders

Direct social media campaigns, including post(s) featuring your products/services and tagging your company

The **number one** radio
station in WA,

nova 93.7

supports the
Perth Pet Expo 2018



A man with glasses and a beard, wearing a white shirt, is holding a white cat. The background is a blurred indoor setting, possibly a pet store or a home.

“ Nova has more listeners who are pet owners than any other station

- 367,000 Pet Owners*
- 96,000 Dog/Cat Owners ”*

“ Nova has more listeners 18-54 than any other station

- 446,000 people*
- 29% ”*

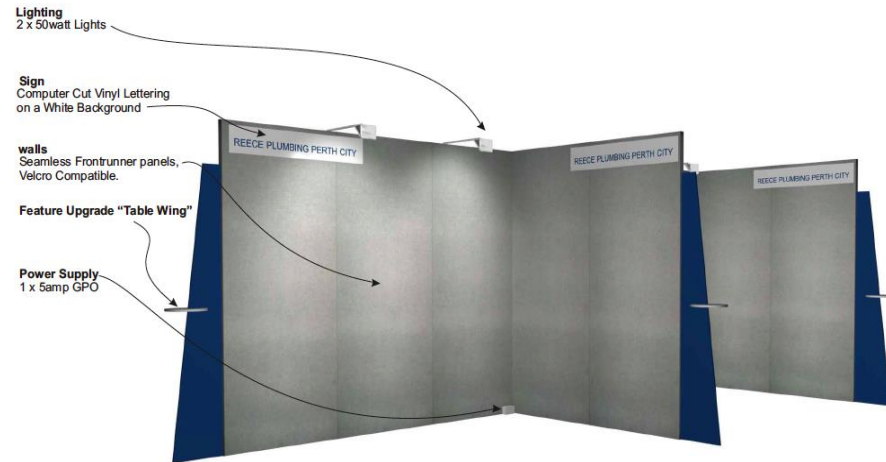
Kelvin Chong

The **Perth Pet Expo 2018**
is supported by



Select your booth size

Pricing details overleaf



3x4m LARGE Exhibition Booth



3x2m MEDIUM Exhibition Booth



3x1m SMALL Exhibition Booth

Booth Sizes & Pricing

- **3x4m LARGE Exhibition Booth**
\$2250 +GST
- **3x2m MEDIUM Exhibition Booth**
\$1500 +GST
- **2x2m Exhibition Booth (NEW)**
\$990 +GST
- **3x1m SMALL Exhibition Booth**
\$850 +GST
- **3x1m Exhibition Booth (NFP/Rescue Only)**
\$500 +GST

Bookings & Enquiries

info@perthpetexpo.com.au
1300 175 388

www.perthpetexpo.com.au



Select the best booth size for your business

Perth Pet Expo 2018 Ambassadors



Dr Kate Lindsey

Dr. Kate Lindsey, BSC (Hons) BVMS (Hons)
MANZCVS (Animal Behaviour) CMAVA,
Founder of the **Kalmpets Animal Behaviour Centre**



KALMPETS
Animal Behaviour Centre
Creating calm for all



Dr Rick Fenny

Dr Rick Fenny, Founder/chairman
of **Pets & Vets Group**,
vet for the famous “Red Dog”



Courtesy Dustytracks Photography

2017 Attractions included:

Pets Welcome!
HOUSE RULES APPLY



Cat show by **ANCATS**
(Australian National Cats Inc.)



Live Presentations by a variety
of animal experts



Dog Grooming Competitions
presented by PIAA



Swan Valley Animal Cuddly Farm
to entertain the kids



WA Birds of Prey



Enjoy **Camel Rides** with Humpy
Camels and kids can ride the
“camel train” around the expo!

2017 Attractions included:

Pets Welcome!
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Reptiles on show by
The Snake Whisperer



Get up close and personal with a
Koala, or pat a dingo at the **West Oz
Wildlife** educational wildlife display



Have your pooch pampered at the
City Farmers Dogwash



Food Trucks and coffee stands
for your human and your pet



Visit **Pets + Vets Group** for all your
pet's health and wellness needs



And much MUCH more!

Which dog will be the most beautiful of them all?

The **Perth Pet Expo 2018** will host a two-day grooming competition run by the **Pet Industry Association of Australia**, the leading pet body in Australia, to award WA's top groomer and the most beautiful canine.



Groomers will compete for cash prizes, sashes and trophies, and the title of Best in Show!
An exciting event not to be missed!

WA's Cutest Pet COMPETITION

Every year the Perth Pet Expo searches for **WA's Cutest Pet!**
The competition is open to pets of all shapes and sizes!
Winners are determined by the general public, event officials and ambassadors.

Competition will open later in 2018.



Jack the one-eyed pug
WA's Cutest Pet 2016



Moon
WA's Cutest Pet 2017

Be part of the Perth Pet Expo 2018!

Bookings & Enquiries

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