

Book your stand at the 2024 event now!

In 2013 we launched Australia's first major dog-dedicated event and it's grown to become one of the largest festivals in the world committed to educating, entertaining and inspiring dog owners and future pet-parents.

To celebrate our 10th event in 2024, we are relocating to the Melbourne Showgrounds, Victoria's most animal friendly venue. With 19 hectares of space including 32,500 square metres of purpose built indoor spaces, it allows us to expand and re-imagine the Dog Lovers Festival.

Our objective is to take our event to the next level, greatly improve the experience for visitors, provide a more dog-friendly environment and deliver a true Festival atmosphere in keeping with our new brand commitment.

The 2024 Festival will be the must-attend experiential event in Australia for pet businesses and lifestyle brands.

Book your expo stand and/or sponsorship now at the 2024 Dog Lovers Festival and align your business with Australia's leading and most exciting dog-dedicated event.

How to Book your expo stand or sponsorship

Visit the staff on **stand 501** at the Festival and ask for more details on our 2024 event.

Contact the Pet Projects International Sales Team: Telephone: 1300 889 655
Email: info@eventmi.com.au

31,592

visitors attended the 2022 Melbourne Dog Lovers Festival

12,535

visitors attended the last Brisbane Dog Lovers Festival in 2018

26,704

visitors attended the 2023 Sydney Dog Lovers Festival

67%

of visitors attended the Festivals for the first time

83%

of visitors purchased a product or service at the Festival

79%

of visitors will purchase products & services they discovered at the Festival after the event

5-6

hours average time spent at the Festival

\$125

Average dollars spent with Exhibitors at the Festival
*around 20% spent over \$200

500+

Total number of Exhibitors
*2022 Sydney & Melbourne Dog Lovers Shows including Breed Clubs and Adoption shelters



83%

of visitors own a dog



28%

of visitors to the Dog Lovers Festival also live with a cat



\$3.9M

worth of purchases were made on the Festival floor of each 2022 event

Over \$12m is projected in total across the next Sydney, Melbourne & Brisbane Festivals

1,035

average leads generated by Exhibitors via official data capture technology, with some businesses collecting over 4,000 leads

27%

of visitors welcomed a dog into their homes less than 12 months ago

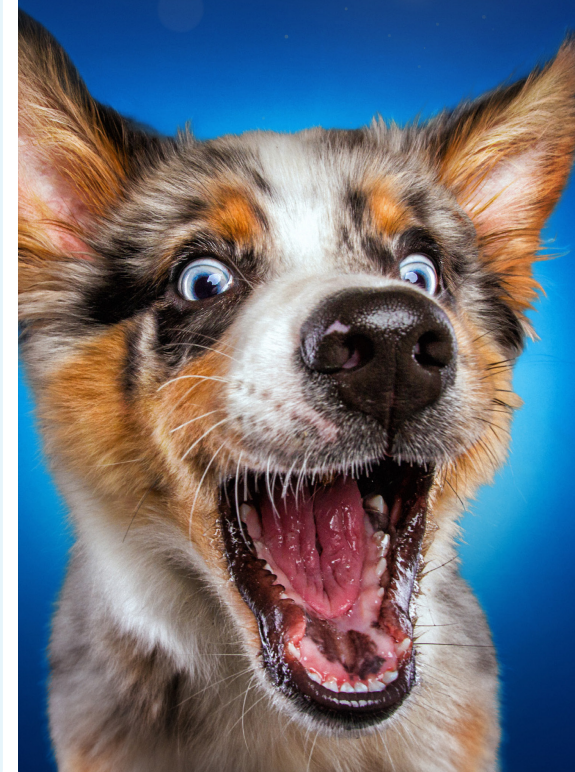
Thousands of visitors attend to make decisions on the brands they want to feed, reward and enrich their dog, so we deliver long-term, lucrative clients often for the life of their dog. i.e. 15+ years

15+ YEARS

DOG LOVERS FESTIVAL™

Sat 26 & Sun 27
October 2024

Melbourne Showgrounds







D^{OG} LOVERS FESTIVAL™

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Aerial site map

KEY

-  BOX OFFICE
-  FOOD & DRINKS
-  CAR PARKING
-  SHUTTLE BUS DROP OFF/PICKUP



LANGS ROAD

SHOWCASING AUSTRALIA'S
MOST TALENTED ASSISTANCE,
SERVICE AND WORKING DOGS



ENTRY/EXIT

- > EXPO STANDS
- > DOCK DOGS
- > NEW ADOPTION ALLEY
- > ADOPTION STANDS
- > KIDS ZONE & FACE PAINTING
- > NEW ATTRACTIONS
- > CAFE



DOG'S
BAR



VIP
BAR



FLEMINGTON RACECOURSE
WITH FREE SHUTTLE BUS

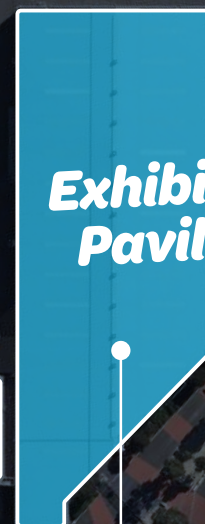


SHOWGROUNDS
TRAIN STATION



ENTRY/EXIT

- > EXPO STANDS
- > VITAPET ARENA
- > ADVANCE STAGE
- > BREED INFO HUB
- > PAT A POOCH
- > BREED CLUB STANDS
- > INFO BOOTH
- > ASK-THE-BREEDER STAGE
- > NEW ATTRACTIONS
- > CAFÉ



EPSOM ROAD