

DOG LOVERS FESTIVAL™

PROSPECTUS

Organised by Pet Projects International Pty Ltd



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**Bark
up the
right
tree.**





The Dog Lovers Festival is the must-attend experiential event in Australia for pet businesses and lifestyle brands.

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.

Over 100,000 visitors are expected to attend across our upcoming Sydney, Melbourne and Brisbane Festivals with a combined digital and database (B2C and B2B) audience of around 1 million dog lovers.

Our visitors are not just passionate pooch enthusiasts, their beloved dogs are cherished family members. They are eager to learn more about their dog and to be the best pet-parent they can be whilst creating an environment that will enrich their life.

Visitors come to celebrate the unconditional love they share with their best friend and to spend a weekend immersing themselves in everything and anything related to these wonderful creatures.

Align your brand with Australia's leading and most exciting dog-inspired festival, then get set to experience the power of face-to-face marketing. No other event in Australia can provide your best salespeople with direct contact to such a large, lucrative and highly targeted audience.

We look forward to the prospect of working together to drive sales and grow your business alongside our award-winning Festivals.

Paws sincerely

Jason Humphris
Founder + CEO



Visitor Profile

Reach, engage and sell to a highly targeted audience

27,502

visitors attended the 2022 Sydney Dog Lovers Show

*Excludes kids under 5 & Exhibitor staff

31,592

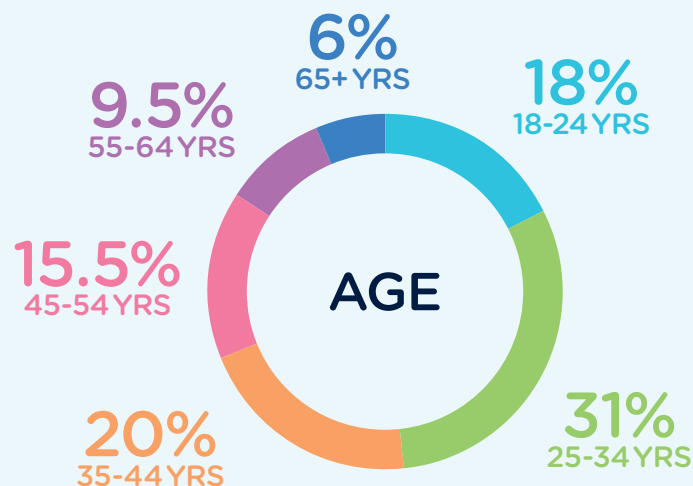
visitors attended the 2022 Melbourne Dog Lovers Show

*Excludes kids under 5 & Exhibitor staff

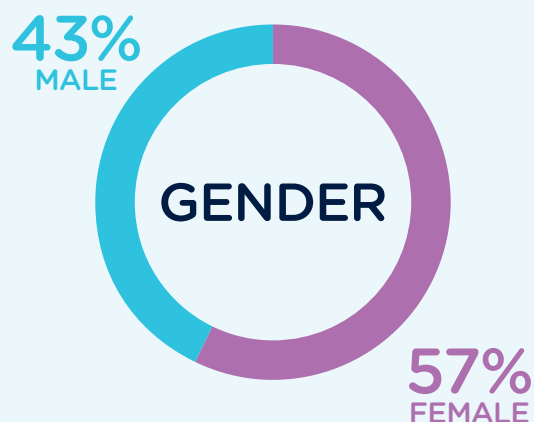
12,535

visitors attended the last Brisbane Dog Lovers Show in 2018

*Excludes kids under 5 & Exhibitor staff



*Please note: the data above represents the average age of people that responded to the 2022 Post-Show Sydney and Melbourne Surveys.



67%

of visitors attended the Shows for the first time

83%

of visitors purchased a product or service at the Show

79%

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

5-6

hours average time spent at the show

\$125

Average dollars spent with Exhibitors at the show

*around 20% spent over \$200

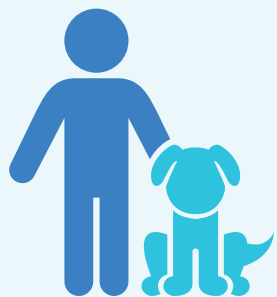
500+

Total number of Exhibitors

*2022 Sydney & Melbourne Dog Lovers Shows including Breed Clubs and Adoption shelters

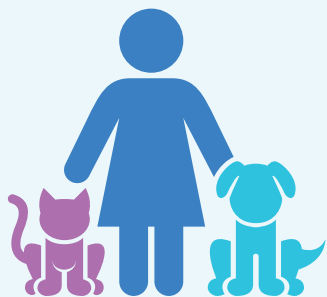
This show is amazing and engaging, full of positive energy and wagging tails.

- Ana from Frankston



83%

of visitors
own a dog



28%

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

27%

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

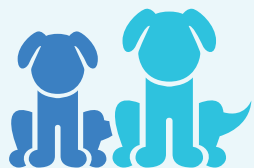
17%

of visitors
are looking
to welcome a
dog into their
home in the
next 6 months



87%

of Exhibitors said that
the 'Quality' of visitors
was either 'Excellent'
or 'Very Good'



33%

of visitors
own 2 dogs



11%

of visitors
own 3 dogs



52%

of visitors sourced
their dog from a
registered breeder



26%

of visitors sourced
their dog via an
adoption group
or rescue shelter



\$3.9M

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

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

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

1,035

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

2022 Highlight Videos & Editorial Coverage



[CLICK HERE](#) to view a Highlight Video from the 2022 Sydney Dog Lovers Show



[CLICK HERE](#) to view the Editorial Highlights from the 2022 Sydney Dog Lovers Show



[CLICK HERE](#) to view a Highlight Video from the 2022 Melbourne Dog Lovers Show



[CLICK HERE](#) to view the Editorial Highlights from the 2022 Melbourne Dog Lovers Show

flickr

[CLICK HERE](#) to view hundreds of high-quality images from our previous Dog Lovers Shows since 2014

The Stats

DIGITAL
STATS

770,000+
Unique Users per year

53% of audience aged
25 - 44

63%
female skew

Better than Xmas. A fun packed day of entertainment, petting cute dogs and checking out the latest treats and goodies for our dogs. Can't wait til next year. - Ebony from Somerville

Social Media Followers

*100% organic and engaged audience -
we don't buy fake followers

 **33,000**

 **61,000**

*Click social media icons above to visit our
Facebook, Instagram & YouTube pages

127,000+



Newsletter subscribers

*Consists of all previous visitors since 2013,
Door Prize Entrants and subscribers to our
VIP Loyalty Program nationally.

150,000+



Lead records generated by Exhibitors at 2022 Shows

*Average number of leads
captured per Exhibitor: 1,035



The Pet Industry at a glance

- **30.4 million** pets across Australia (69% of households, up from 61% only 2 years ago).
- **Over 1 million additional dogs** were welcomed into households **since 2019** with one fifth of all dogs in Australia acquired during the pandemic.
- On average, pet owners are spending **\$3,200 per dog** and **\$2,100 per cat** each year primarily on food, veterinary services and healthcare products.
- Dog owners have spent **\$20.5 billion** in the last year while cat owners have spent **\$10.2 billion**.
- **47%** of Australian households own a dog and **30%** own a cat.
- Estimated **6.3 million** pet dogs in Australia and **4.9 million** cats.
- Around **50,000** Australians are employed in the pet industry.
- **7.3 million** households would like to add a pet to their family, including **85%** of existing pet owners and **43%** of non-owners and the Dog Lovers Festival actively targets these audiences.
- **Companionship** is by far the top reason for wanting a dog, as well as positive mental and physical health, and unconditional love.



2024 Brisbane Dog & Cat Lovers Festival

The much-anticipated return to Queensland is happening at the Brisbane Convention & Exhibition Centre on Saturday 9 and Sunday 10 March.

We are bounding back to the Sunshine State with our new multi-show format that has the Dog Lovers Festival running side by side with the Cat Lovers Festival over the same weekend (but in very separate venue spaces).

Queenslanders love the great outdoors, but they love their canine companions even more, so dog ownership has spiked over the pandemic years.

The Queensland Government estimates that over 40% of the 1.6m households in South-East Queensland own a dog, which equates to 3.8 million people living with around 650,000 pet dogs.

Around 70% of all people living in Queensland reside in South-East Queensland, which consists of Greater Brisbane, the Gold Coast and Sunshine Coast regions. The Brisbane Dog Lovers Show will be actively targeting dog owners from all these key regions but they will come from all across Queensland!

With massive growth in dog ownership and the fact that we have not run a show in Brisbane for over 5 years, we anticipate substantial growth in the volume of sales being transacted at the 2024 event compared to 2018.

Keen to reach South-East Queensland's most passionate dog lovers? Then you'd be barking mad to miss the Brisbane Dog Lovers Festival being held every two years.

So glad the Dog Lovers Show is back. It is my Christmas.

– Jessie from Melbourne



**DOG
LOVERS
FESTIVAL** | **CAT
LOVERS
FESTIVAL**

**Sat 9 & Sun 10
March 2024**

**Brisbane Convention
& Exhibition Centre**

[CLICK HERE to view website](#)



The Cat Lovers Festival: Australia's favourite feline-focussed festival!

Want to reach Cat Owners too?

In 2018 we launched Australia's first major feline-focussed event and since then the Cat Lovers Festival has grown to become one of the largest events in the world committed to educating and inspiring cat lovers.

Over 20,000 visitors attended our 2022 Melbourne event with a combined digital and database (B2C and B2B) audience of around 400,000.

Our visitors are not just passionate feline fanatics, their cats are family. They are eager to learn more about their often enigmatic kitty's and want to create an environment that will enrich their life. Around 27% of visitors to the Cat Lovers Festival also live with a dog.

It's all about celebrating the love we share with our feline friends and spending a weekend immersing yourself in everything and anything related to these wonderful creatures with like-minded cat people.

A limited range of cost-effective stand and sponsorship packages are available to reach tens of thousands of the most passionate, high-spending cat lovers who are attending to see, compare and buy from well-known brands and new start-ups.

To book your place see all the information and links on page 19.

Click logos below
to view websites



Visitor Profile: Cat Lovers Festival

Reach, engage and sell to a highly targeted audience

18,755

visitors attended the 2022
Melbourne Cat Lovers Show

*Excludes kids under 5 & Exhibitor staff

69%

attended
the Show for
the first time
in 2022

84%

of visitors
purchased
a product or
service at
the Show

76%

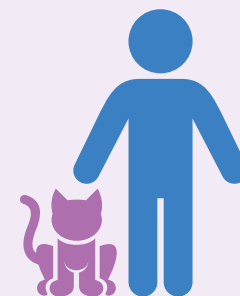
of visitors said
they will purchase
products & services they
discovered at the Show
after the event



*Click social media icons to visit
our Cat Lovers Festival Facebook,
Instagram & YouTube pages.

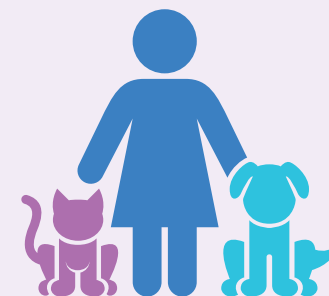
Thousands of visitors attend to make decisions on the brands they want to feed, reward and enrich their cat, so we deliver long-term, lucrative clients often for the life of their kitty i.e. 15+ years.

15+
YEARS



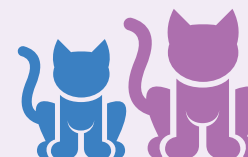
92%

of visitors
own a cat



26%

of visitors to the
Cat Lovers Show
also live with a dog



38%

of visitors
own 2 cats



21%

of visitors own
3 or more cats

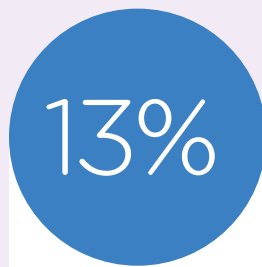
flickr

[CLICK HERE](#) to view hundreds
of high-quality images from our
previous Cat Lovers Shows
since 2018.



26%

of visitors welcomed a cat into their home less than 12 months ago



13%

of visitors are looking to welcome a cat into their home in the next 6 months



21%

of visitors sourced their cat from a registered breeder



63%

of visitors sourced their cat via an adoption group or rescue shelter



89%

of Exhibitors said that the 'Quality' of visitors was either 'Excellent' or 'Very Good'

5-6

hours average time spent at the show

\$125

Average dollars spent with Exhibitors at the show

*more than 20% spent over \$200



\$3.2M

worth of purchases were made on the show floor at the 2022 event

WEBSITE
USER
STATS

302,000

Unique Users per year

53% of audience aged

25-44

65%

female skew

We expect the Visitor Profile for the inaugural Sydney and Brisbane Cat Lovers Festivals to be similar to the 2022 Melbourne Cat Lovers Show above.

[CLICK HERE](#) to view a Highlight Video from the 2022 Melbourne Cat Lovers Show

[CLICK HERE](#) to view the Editorial Highlights from the 2022 Melbourne Cat Lovers Show

25,769,639

Total reach for PR campaign

*the approximate total audience across all editorial and social media coverage

Why get involved?

Drive sales and spark new B2B relationships

You can't beat the effectiveness of face-to-face engagement and two-way conversation when it comes to driving sales. No other event in Australia can provide you with direct access to this many dog owners. Exhibitors transact large volumes of sales on-site at the event, but also experience an uplift in sales across their retail and online channels for months after each Festival.

It's also the best opportunity all year to network with key decisions makers from throughout the pet sector and we run a dedicated Trade Registration campaign to maximise the B2B connections made at the event.

Connect and engage with Dog Owners – no tyre kickers

Take part in other general public shows or broad-based pet events and your staff will need to screen every visitor to seek out the dog owners. If you're lucky 4 out of 10 visitors might be a prospect for your dog products and services.

But at the Dog Lovers Festival, you can be assured that virtually every visitor that walks past your stand either owns a dog or is looking to welcome a pup very soon. So, you are being connected with a highly targeted, receptive and passionate audience and only engaging with genuine prospects where you have a chance of converting a new customer.

And this in turn delivers more 'bang for your marketing bucks' and ensures every dollar spent at the Dog Lovers Festival is not wasted.

You couldn't ask for a better platform to get your product in front of – this is a world class show!"

- Adrian from Catlas



Why get involved?

Reach households about to welcome a dog

Our marketing strategy is committed to attracting people that are looking for a new dog, or have just welcomed a best friend into their household.

New and prospective dog owners need to embark on the process of deciding which products, services and brands they want for their new pooch including food, treats, toys, beds, insurance, training, accessories, their trusted vet and more.

By actively targeting and attracting these new and pre-puppy parents, we deliver the most lucrative, long-term clients for our Exhibitors that can become customers for the entire life of their dog. And this in turn helps generate a more positive return on your investment.

And as Australia's leading Dog Lovers Festival, visitors trust the brands taking part.

Turbocharge your digital and other marketing activities

Dog owners love talking about their dogs with other dog lovers – at their local park, at the vet, with friends and family, walking down the street and especially at our Festival.

If your marketing mix does not include a strong element of face-to-face then you risk losing touch with your potential and existing customers. One face-to-face interaction is more powerful than 10 phone calls or 1,000 website impressions!

The digital landscape is overcluttered with literally tens of thousands of pet products and it's now very costly to get any share of voice online.

At the Dog Lovers Festival your brands will stand-out, and a human presence will help support your digital campaigns as you will be seen by those hard-to-reach 'early adopters' and 'word-of-mouth spreaders' in the dog community.

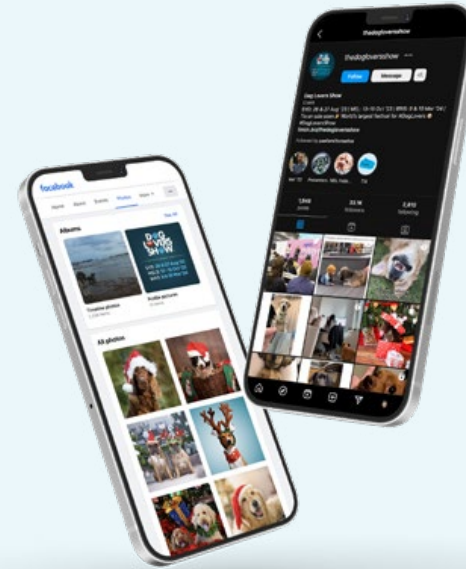
You will also gain a deeper understanding of the perceptions and values of the most passionate dog owners right now, and it's a great way to demonstrate that the team behind your business is just as passionate about dogs as they are.



Marketing/PR Campaign

The marketing campaign is developed with one sole focus: to inspire thousands of passionate dog owners and soon to be dog owners to attend the Festival.

We have successfully marketed some of the largest public events ever staged in Australia and overseas and have the expertise to attract the audience your business needs to reach, and lots of them!

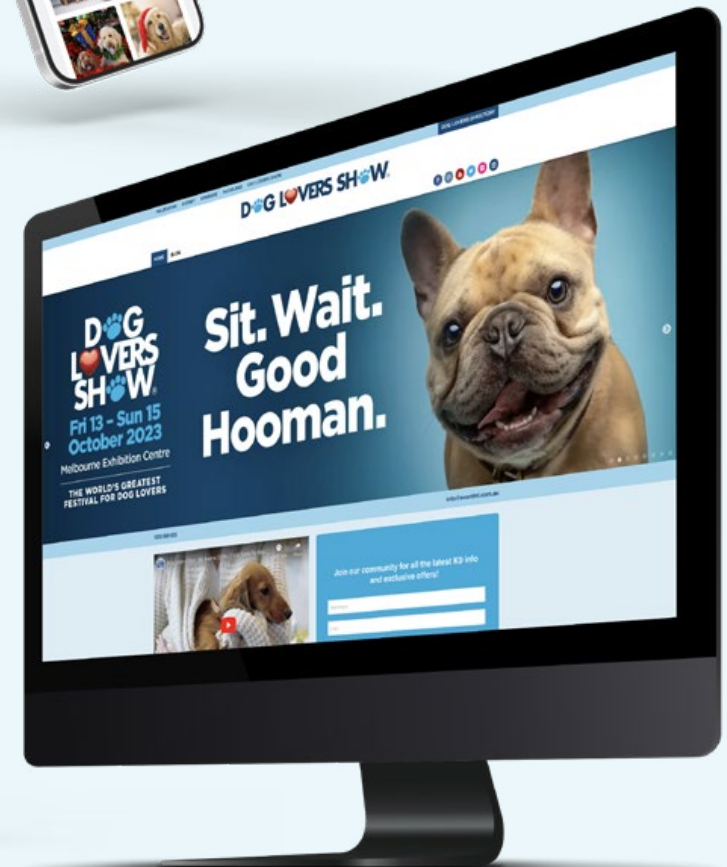


How do we get them to the Festival?

- Visually arresting, high-impact creative design that inspires dog lovers to attend.
- **Radio** – saturation campaign across leading FM/AM stations with live reads and listener promotions.
- **Catch-up (BVOD) TV** on targeted pet and dog related programs that also re-markets our own data.

[CLICK HERE](#) to view our **2022 Dog Lovers Show TV commercial (30sec)**

[CLICK HERE](#) to watch our **2022 Dog Lovers Show TV commercial (15sec)**



Marketing/ PR Campaign

- **Outdoor** – large format billboards on major arterials in/out of suburbs with high dog ownership.
- Paid campaigns across **Social Media**, **Google AdWords** and various **3rd party websites** targeting a range of key audiences especially dog owners, animal lovers, those in-market for a new dog and households interested in adoption.
- Extensive **programmatic display campaigns** across major news media websites and pet industry-based sites.
- **Festival promotions** to our own extensive Facebook and Instagram audiences.
- **EDM campaigns** to our extensive database of previous visitors, door prize entrants, our VIP Loyalty Club members and various 3rd party databases.
- **Massive PR campaign** led by leading agency TidePR, for months leading into each show targeting national, metro and regional outlets including press, lifestyle and digital media.
- Media and influencer partnerships to hit key audiences.
- Range of incentive-based **ticket promotions** to important segments.
- Various promotions with specialist pet retailers and vets.
- Promotions via the extensive marketing platforms of our Exhibitors, Sponsors, Breed Clubs, Adoption Groups and Presenters with incentives to encourage promotional support.
- **B2B trade campaign** to attract pet industry professionals via free registration.



Don't just take our word for it...

Loved the Dog show; it was such a great event for networking with other stallholders and meeting new customers. People came to the event to see their favourite brands in action – we will definitely be back.

- Maxine from Hemp Collective

As the Arena Sponsor, VitaPet received enormous brand exposure across mainstream media, social/digital channels and face-to-face at the show. The shows are a lot of fun but also an exceptional platform to drive retail sales, meet with trade clients, build valuable data and engage with new and existing customers.

- Anna Wong, Senior Brand Manager, VitaPet

I loved every minute participating at the 2022 Melbourne Dog Lover's Show. Professionally run, and such a fun event to exhibit at – I had a smile on my face the entire time. Wanted to take home every dog that passed by!

- Karen from Vertigo Designs

We just love the Dog Lovers Show. Our business has been exhibiting each year since its inception and this has become our only marketing exercise. With new innovations, the Show just keeps getting better and better. We wouldn't miss it!

- Kim from Blue the Grey

Really happy with our experience at the Dog Lovers Show in Melbourne this year. We blitzed our previous sales from 2019 and exceeded our goals for this year by almost \$5k. Big thanks!

- Tatum from Pupstyle

The Dog Lovers Show is worth travelling interstate to attend. There was a variety of different products for every dog and their human. Great presentations, informative and something for everyone.

- Bronwyn Johnston from Adelaide, SA

Exhibitor Options

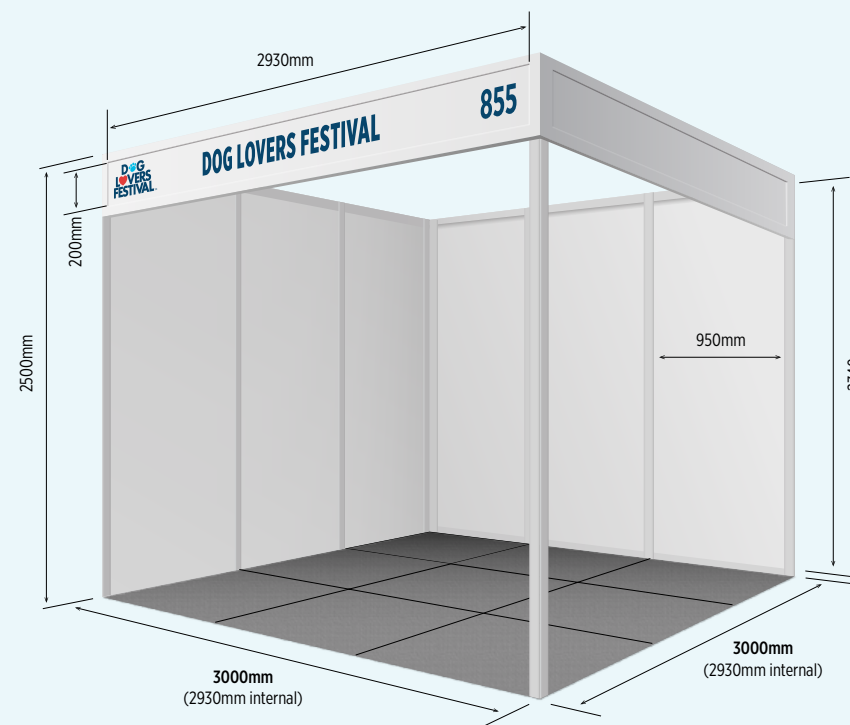
To take part in the Dog Lovers Festival you can either book an expo stand or become a sponsor where a stand is included in your package of benefits.

All Exhibitors will be provided with the following comprehensive Exhibitor Package:

- If required a Shell Scheme Display stand which includes (see image):
 - Carpet tiles laid throughout the entire stand area
 - Back & side walls
 - Fascia signage with your company name and stand number on every aisle faced
 - 1 power point plus lighting per stand
- Your own dedicated listing on the 'Exhibitors' section of the website.
- Inclusion on New Products & Show Specials website pages (content provided by Exhibitor).
- Listing in the official Festival Guide distributed to all visitors upon entry.
- Exhibitor Information Manual to assist your participation before, during and after Festival.
- Essential Marketing Tips Manual with all the Festival marketing assets to use for promotions.
- Dedicated Festival Coordinator to assist in lead up to the Festival and on-site.
- Exhibitor name badges and lanyards for all your stand staff.
- Public, unsecured storage areas for stock on-site (limited).

Please note:

- To view the detailed Stand List, individual stand prices and which stands are sold, on hold or available, please visit the links on page 19
- A one-off 5% corner loading fee applies to stands located on one or more corner locations
- The Exhibitor Package above does not include an iPad data capture solution, but this can be booked via the Dog Lovers Festival, just ask our team for details



Stand Prices

2024 Brisbane Dog Lovers Festival

\$450 +GST per every square metre of expo space booked

2024 Sydney Dog Lovers Festival

\$520 +GST per every square metre of expo space booked

2024 Melbourne Dog Lovers Festival

\$490 +GST per every square metre of expo space booked

2024 Brisbane Cat Lovers Festival

\$450 +GST per every square metre of expo space booked

2024 Sydney Cat Lovers Festival

\$520 +GST per every square metre of expo space booked

2024 Melbourne Cat Lovers Festival

\$490 +GST per every square metre of expo space booked

How to book your Stand & Sponsorship

Please see here full details on each upcoming Dog and Cat Lovers Festival including links to the Stand Lists and Floor Plans.

To book now, just review the Floor Plans, pick out your preferred stand at each Festival, then contact us.

[CLICK HERE](#) to send our Sales Team an email now to receive a call back to assist with stand selection or to request a tailored proposal or to finalise your booking.

We can walk you through all the available stand and sponsorship options and email you the final completed Booking Form for you to sign and return to book your space.

[CLICK HERE](#)
to view the Dog Lovers
Festival Sponsorship
Opportunities

[CLICK HERE](#)
to view the Cat Lovers
Festival Sponsorship
Opportunities



**Sat 9 & Sun 10
March 2024**

Brisbane Convention
& Exhibition Centre

[CLICK HERE](#) to view the 2024
Brisbane Dog Lovers Festival **Stand List**
detailing all the available stands and
confirmed Exhibitors.

[CLICK HERE](#) to view the 2024
Brisbane Dog Lovers Festival **Floor Plan**
detailing the stands that have been
booked, reserved or are available.



**Sat 9 & Sun 10
March 2024**

Brisbane Convention
& Exhibition Centre

[CLICK HERE](#) to view the 2024
Brisbane Cat Lovers Festival **Stand List**
detailing all the available stands and
confirmed Exhibitors.

[CLICK HERE](#) to view the 2024
Brisbane Cat Lovers Festival **Floor Plan**
detailing the stands that have been
booked, reserved or are available.



**Sat 24 & Sun 25
August 2024**

Sydney Showground

[CLICK HERE](#) to view the 2024
Sydney Dog Lovers Festival **Stand List**
detailing all the available stands and
confirmed Exhibitors.

[CLICK HERE](#) to view the 2024
Sydney Dog Lovers Festival **Floor Plan**
detailing the stands that have been
booked, reserved or are available.



**Sat 24 & Sun 25
August 2024**

Sydney Showground

[CLICK HERE](#) to view the 2024
Sydney Cat Lovers Festival **Stand List**
detailing all the available stands and
confirmed Exhibitors.

[CLICK HERE](#) to view the 2024
Sydney Cat Lovers Festival **Floor Plan**
detailing the stands that have been
booked, reserved or are available.



**Sat 26 & Sun 27
October 2024**

Melbourne Showgrounds

[CLICK HERE](#) to view the 2024
Melbourne Dog Lovers Festival **Stand List**
detailing all the available stands and
confirmed Exhibitors.

[CLICK HERE](#) to view the 2024
Melbourne Dog Lovers Festival **Floor Plan**
detailing the stands that have been
booked, reserved or are available.



**Sat 26 & Sun 27
October 2024**

Melbourne Showgrounds

[CLICK HERE](#) to view the 2024
Melbourne Cat Lovers Festival **Stand List**
detailing all the available stands
and confirmed Exhibitors.

[CLICK HERE](#) to view the 2024
Melbourne Cat Lovers Festival **Floor Plan**
detailing the stands that have been
booked, reserved or are available.

Who are we?

Pet Projects International Pty Ltd (PPI) is more than just one of the country's leading professional event management companies.

We are passionate about staging truly unique events, delivering unforgettable experiences for our visitors and exceptional results for our exhibitors, sponsor and stakeholders.

We pride ourselves on our creativity and with an innovative and disruptive approach to event management and marketing.

Whether that entails engaging new technologies to deliver memorable experiences for our visitors or incorporating the latest data capture opportunities to exceed the expectations of our commercial partners – we like to go the extra mile to be great.

What else have we done?

Our Executive team has over 100 years' experience delivering some of the largest and most successful consumer and trade events since 1966 – here's just a sample:

- **Home Buyer & Property Investor Show**
(Sydney/Melbourne/Brisbane/Perth)
- **Australian International Motor Show** (Sydney)
- **Channel 9 Money Show**
(Sydney/Melbourne/Brisbane)
- **Trading & Investing Expo**
(Sydney/Melbourne/Brisbane/Perth)

- **National 4X4 Show**
(Sydney/Melbourne/Brisbane)
- **Fishing Show & Outdoors Expo**
(Sydney/Melbourne/Brisbane)
- **Holiday & Travel Shows**
(Sydney/Melbourne/Brisbane/Adelaide/Perth/Canberra)
- **London Wine Show** (UK)
- **Evening Standard Homes & Property Show**
(London)
- **Australian Construction Equipment Expo**
(Melbourne/Perth)
- **International Liquefied Natural Gas Exhibition**
(Perth/Seoul/Barcelona/Doha/Oran)

What else are we passionate about?

Providing our stakeholders with unrivalled experiential platforms where they can interact with a highly targeted audience outside the mass-media landscape in a very personal but effective way.

Presenting events that deliver cost-effective sales and marketing platforms for our stakeholders with measurable results and a positive return on investment.

Choosing kindness in everything we do is at the core of our brand DNA. We are also driven by a commitment to improve the lives of as many dogs and cats as humanly possible.



Contact our team

Sales & Sponsorship Enquires

Alana Cook alana.c@eventmi.com.au

For display requirements including
custom stand enquires contact ExpoNet at
esd@exponet.com.au or call (02) 9645 7000

To book or request a quote for data capture terminals
contact Lup at: exhibitor.sales@lup.events

Pet Projects International Pty Ltd

Level 16, 414 La Trobe Street, Melbourne VIC 3000
T: 1300 889 655 | E: info@eventmi.com.au

dogloversfestival.com.au | catloversfestival.com.au

