

CANADIANPETEXPO.CA



Canada's Largest Family Pet Show

## 2023 SPRING CANADIAN PET EXPO

Friday April 7th 10 am - 6 pm  
Saturday April 8th 10 am - 5 pm  
Sunday April 9th 10 am - 4 pm

The International Centre, Halls 2,3 & 4  
6900 Airport Rd, Mississauga ON



# Who is the CPE Family?

For over 25 years, the CPE family has proudly presented the largest, and most inclusive pet expos throughout Canada. Our events, which are currently held in Toronto, Montreal, and Ottawa, offer current and potential pet owners with a unique opportunity to learn, shop, and engage under one roof!

We strive to connect pet families and pet lovers with experts in the industry, provide them with the greatest 'pet-focused' shopping experience, and ensure they receive valuable information and advice that promotes responsible pet ownership, a keystone value of every CPE event.

Through our extensive marketing plan, and vast connections in the pet industry, including herpetoculture, the CPE family has created opportunities for brands to reach qualified consumers, generate leads, launch products, and much more! Join the CPE family today!



# Why Exhibit?

Reach qualified consumers in a format that allows you to generate deeper leads than other digital marketing opportunities – cut through the clutter and ensure that your brand is talking to your target consumers!



Brand Visibility



Product Launches



Targeted Leads

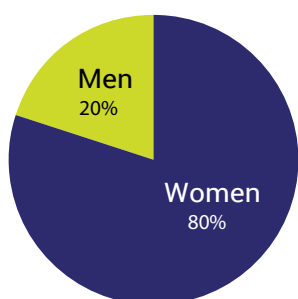


Networking

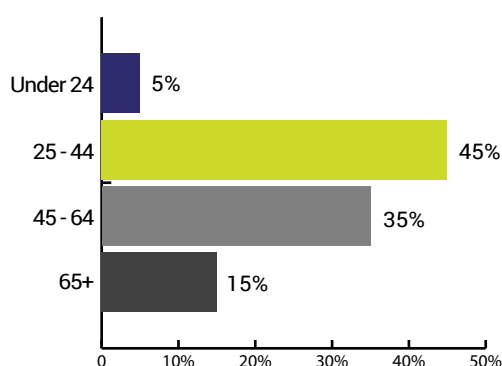


Connect Face-to-Face

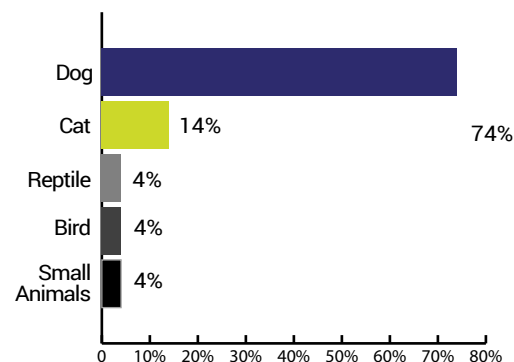
## Attendee Demographics For Spring CPE



GENDER



AGE



PET TYPE

**34,000-37,000** attendees coming from the top five, pet family cities  
Toronto, Hamilton, Mississauga, Brampton, London





# Exhibitor Categories & Booth Pricing

Early Bird Price*	Regular Price	*Early bird rate is valid until February 5th, 2023.
\$1295	\$1395	<b>General Exhibitor</b> For all pet products, services, and other pet industry focused vendors. (That's the equivalent of only \$432/day and \$12.95/sqft)
\$695	\$749	<b>Cat Exhibitor</b> For all vendors offering cat specific products and services. (That's the equivalent of only \$232/day and \$6.95/sqft)
\$450	\$525	<b>Dog and/or Cat Breeder</b> Canadian breeders of purebred dogs and/or cats. Breeders must be recognized by groups such as TICA and or the CKC. (That's the equivalent of only \$150/day and \$4.5/sqft)
\$500	\$549	<b>Small Animal village *Limited Booths Available</b> Vendors of small animal supplies, feed, accessories as well as Small Animal Breeders
\$750	\$795	<b>Reptile/Aquatic Exhibitor (Hydro Included)</b> For all vendors offering live captive produced reptiles, reptile products/ industry services, live aquatic, corals, aquatic industry/products. (That's the equivalent of only \$250/day and \$7.5/sqft)
\$650	\$695	<b>Groomer Exhibitor</b> Vendors with a focus on grooming services. (That's the equivalent of only \$217/day and \$6.5/sqft)
\$495	\$529	<b>Rescue/Club *Limited Booths Available</b> Not for profit exhibitors that are fundraising or bringing awareness to their clubs' efforts in re-homing of breed specific or general pets. (That's the equivalent of only \$165/day and \$4.95/sqft)
\$650	\$695	<b>Canadian Small Business Market</b> <b>SOLD OUT</b> This opportunity is for small businesses owners of Canadian Pet related products and services to capture the energy of Canada's largest pet family event. (That's the equivalent of only \$217/day and \$6.5/sqft) <i>Please contact us to be added to the waiting list.</i>

## \*Limited Booths Available

All booth pricing is based on full 3-day participation and is all applicable to HST. No booth will be secured without a deposit placed at the time of booking. All booths are 10'x10' (100 Square feet).

## Not included in your booth space:

Hydro connection for your booth (Extra add-ons for \$255 +HST)  
Internet service (Encore Canada, contact directly)  
Carpet, furnishings, tables and chairs (Extra add-ons available via your ExpoFP account.)  
Shipping of material (Please contact us directly at [info@canadianpetexpo.ca](mailto:info@canadianpetexpo.ca))  
Booth Cleaning (Caldas Building Services, contact directly)

# Marketing Opportunities

1



## **GOLD & SILVER SPONSORSHIPS**

Setup a time with the CPE family and learn more about the traction that your brand can gain with sponsorship - it will include radio recognition specific to the event sponsored, booth placement in a high traffic location, banner hanging, banner placements, pre event product showcase, Free Passes to distribute, and CPE website branding associated with the event of choice.

2



## **VIP PET BAG SUBMISSION**

Each pet attending the Canadian Pet Expo is presented with an event bag that includes the necessities for them and their owners to enjoy the show. A bottle of water dish, clean up bags, hand sanitizer and a toy to occupy them. To participate in this bag of goodies the CPE will require 5000 items of samples, print, promotional materials etc to us one week before the show. These will be submitted into the bags for each pet accompanied by their families to go home with. It's a great opportunity to get your marketing items directly into the hands of the pet families.

3



## **SOCIAL MEDIA**

By sending in the following, your company has the opportunity to be promoted across our social media channels - Facebook, Instagram and Twitter. Please note, content is not guaranteed.

- A high-quality jpeg image of your business and/or it's services.
- A paragraph describing your business, products, services and/or offerings at the show (Please note, content will be tweaked to fit word count and tone for each social platform).
- Your social media account handles and any hashtags associated with your business or show offering.

Want guaranteed social coverage?! Contact us for pricing.

905-659-3113

info@canadianpetexpo.ca

www.canadianpetexpo.ca

## **Contact Us Today!**

2023 SPRING

# CANADIAN PET EXPO

April 7th - 9th

## Floorplan



HALL 3

HALL 4

HALL 2

EXIT HALL 2

ENTRANCE HALL 2

**ARENA**  
GRANDSTAND

**LURE COURSE**  
**LURE COURSE 1**

**Dock Diving**

Event

Event

Event

OPAWZ/PUPPY LOVE SPA DEMO

ODGA DEMO

EXIT HALL 4

**catit.**  
**CPE CAT CLUB**  
**WORLD'S BEST CAT LITER**

**cat Exhibitors**

**110**  
111 112 113 114 115 116 117 118 119

**108**  
109 110 111 112 113 114 115 116 117 118 119

**171**  
172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315

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**CONCESSIONS**  
CPE KIDS CLUB  
SMALL ANIMAL VILLAGE  
EASTER BUNNY  
CPE CARES - RESCUES AND CLUBS  
CPE KIDS CLUB