

# SALES KIT

THE WORLD'S GREATEST  
FESTIVAL FOR DOG LOVERS



**Fri 3 - Sun 5 May**

Melbourne 2019

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**Sat 3 & Sun 4 Aug**

Sydney 2019

[dogloversshow.com.au](http://dogloversshow.com.au)



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# An Invitation

## Drive sales and grow your business at the Dog Lovers Show in Melbourne, Sydney and Brisbane.

The 2018 Dog Lovers Show in Melbourne, Sydney and Brisbane will attract over 75,000 passionate, high-spending dog-lovers delivering exceptional results for our exhibitors and sponsors.

The Dog Lovers show is a unique opportunity to get up-close-and-personal with the Dog loving public to promote, sell and educate Dog owners about your products & services.

We look forward to the prospect of working with your company on this multi-award winning show!

Book your stand and discover the power of **face-to-face** marketing...



Jason & Sally Humphris  
Dog Lovers Show Founders  
(Sunday & Betty – our inspiration)

Finalist 2017 Most Outstanding Marketing Campaign

Finalist 2017 Best Consumer Show

Winner 2015 Best Consumer Show (Sydney)

Winner 2014 Best Australian Show (Melbourne)

Winner 2013 Best New Show (Melbourne)

Winner 2013 & 2014 Best Consumer Show (Melbourne)

***Exhibition & Event Association of Australasia  
(EEAA) Awards for Excellence***



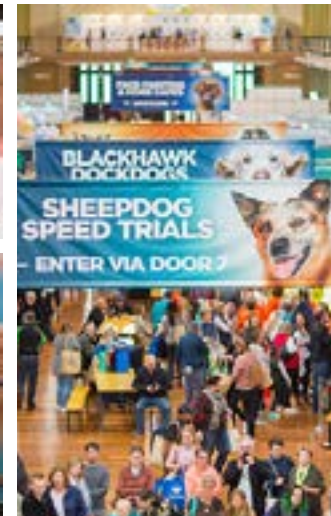
# Show overview and key links



[CLICK HERE](#) TO VIEW MELBOURNE WEBSITE

[CLICK HERE](#) TO VIEW SYDNEY WEBSITE

[CLICK HERE](#) TO VIEW BRISBANE WEBSITE



**Around  
600+ Dogs  
on Show at  
each event**

THE TEAM



BILLBOARD

**DOG LOVERS SHOW**

**THE WORLD'S GREATEST FESTIVAL FOR DOG LOVERS**

[dogloversshow.com.au](http://dogloversshow.com.au)

**Fri 4 - Sun 6 May** Royal Exhibition Building

**FETCH DISCOUNT TICKETS ONLINE NOW!**

SPONSORS: ROYAL CANIN, CRISTO, BlackHawk, Furbo, DOGS Life, OSCAR'S LAW

**Over 600  
Exhibitors,  
thousands of  
products &  
services across  
3 events**

“We have been going to this event since the beginning and it keeps getting better...”

– Georgie Hall, Bondi Beach

POSTER

**DOG LOVERS SHOW**

[dogloversshow.com.au](http://dogloversshow.com.au)

THE WORLD'S GREATEST FESTIVAL FOR DOG LOVERS

**A FUR FILLED FUN DAY OUT!**

Experience the most exciting festival in the world dedicated to Dog lovers. Meet your heart as you meet over 500 beautiful Dogs. Marvel at the nation's most talented K9s. Thrill to the exploits of high diving Dogs. Learn about hundreds of breeds and find the right Dog for you. Delight in the Common Woof Games. Hear from expert speakers & celebrity vets. Discover new tricks to teach your pooch. Shop & save with hundreds of exhibitors and thousands of Dog products & services. Feel the energy of live Dog shows. Laugh at K9 antics on stage. Engage with other passionate Dog lovers. Get your annual fur-fix. Come share the love!

**FETCH DISCOUNT TICKETS ONLINE NOW!**

**Friday 4 - Sunday 6 May** Royal Exhibition Building

OPEN DAILY 9:30AM - 5PM | [@dogloversshow](#) | [@thedogloversshow](#) | [@dog\\_lovers\\_show](#) | [#DogLoversShow](#)



\* Visitors are not permitted to bring their Dogs due to health & safety reasons see website for details including the range of heavily discounted parking options.



## Show overview and keylinks

FACEBOOK AD



**DOG LOVERS SHOW®**

**Fri 4 – Sun 6 May**  
Royal Exhibition Building

**CLICK HERE TO  
FETCH DISCOUNT  
TICKETS!**

OUTDOOR DIGITAL BILLBOARDS



ONLINE AD



**DOG LOVERS SHOW®**

**Fri 4 – Sun 6 May**  
Royal Exhibition Building  
[dogloversshow.com.au](http://dogloversshow.com.au)  
THE WORLD'S GREATEST FESTIVAL FOR DOG LOVERS

**FETCH DISCOUNT  
TICKETS  
ONLINE  
NOW!**

**Passionate, targeted  
& high spending audience  
of Dog owners**

METROLITE



**DOG LOVERS SHOW®**

**A FUR  
FILLED  
FUN DAY  
OUT**

**dogloversshow.com.au**  
AUSTRALIA'S GREATEST FESTIVAL DEDICATED TO DOGS

**FETCH DISCOUNT  
TICKETS  
ONLINE  
NOW!**

PRESS AD



**DOG LOVERS SHOW®**

**BOUNDLESS FUN  
FOR EVERYONE!**

LOVE DOGS? Then join us to celebrate & learn more about our best friends at the greatest festival in the world dedicated to Dogs. Meet over 500 beautiful Dogs & more than 120 breeds, Marvel at the nation's most talented K9s, Thrill to the exploits of high diving aquatic Dogs, Delight in the Common Woof Games, Hear from expert speakers, Shop & save with thousands of Dog products & services, Get your annual fur-fix and Come share the love!

\* Visitors are not permitted to bring their Dogs due to health & safety reasons. See website for details including the range of heavily discounted parking options.

**dogloversshow.com.au**  
THE WORLD'S GREATEST FESTIVAL FOR DOG LOVERS

**Friday 4 - Sunday 6 May** Royal Exhibition Building

**OPEN DAILY 9:30AM – 5PM**

LIKE US ON FACEBOOK @dogloversshow FOLLOW US ON INSTAGRAM @thedogloversshow

SYDNEY SHOW



**27,832  
Visitors  
(2-legged!)  
in 2 days**

**2017 Sydney Show  
27% increase on 2016**

MELBOURNE SHOW



**37,295 Visitors  
(2-legged!) in 3 days**

**2018 Melbourne Show 12% increase on 2017**

COMPLIMENTARY TICKETS



**DOG LOVERS SHOW®**

**Fri 4 – Sun 6 May**  
Royal Exhibition Building  
[dogloversshow.com.au](http://dogloversshow.com.au)  
THE WORLD'S GREATEST FESTIVAL FOR DOG LOVERS

**DOG LOVERS SHOW®**

**Fri 4 – Sun 6 May**  
Royal Exhibition Building  
[dogloversshow.com.au](http://dogloversshow.com.au)  
THE WORLD'S GREATEST FESTIVAL FOR DOG LOVERS

**ADMIT ONE  
Complimentary**

## Show overview and keylinks

### KEY LINKS

[Click here](#) to view 2017 Melbourne Post Show Report

[Click here](#) to view 2017 Sydney Post Show Report

[Click here](#) to view 2017 Brisbane Post Show Report

[Click here](#) to view 2018 Melbourne PR Report

[Click here](#) to view 2017 Sydney PR Report

[Click here](#) to view 2017 Brisbane PR Report

[Click here](#) to view example of Show Guide provided upon entry

[Click here](#) to view 2018 Melbourne A3 Poster

[Click here](#) to view 2018 Melbourne Flyer

[Click here](#) to view sticker art (I LOVE DOGS)

[Click here](#) to view complimentary tickets

[Click here](#) to view outdoor billboards (2018 Sydney)

[Click here](#) to view Bute mobile billboards

[Click here](#) to watch TV commercial (30 sec)

[Click here](#) to watch online TV commercial (1 min 41 sec)

[Click here](#) to hear radio advertisement

[Click here](#) to view Facebook page

[Click here](#) to view Instagram page

[Click here](#) to view Twitter page

[Click here](#) to view YouTube page

[Click here](#) to view Flickr 2018 Melbourne Album

[Click here](#) to view Flickr 2017 Sydney Album

[Click here](#) to view Flickr 2017 Brisbane Album

[Click here](#) to view 2018 Melbourne Essential Marketing Tips for Exhibitors



#### 1. Maximise the impact of your Exhibitor Page

[Click here](#) to submit your website form if you have not already done so.

[Click here](#) to check-out the dedicated website listings on the Exhibitor List section of the Dog Lovers Show website. The Exhibitor Listing pages enjoy a lot of traffic from Dog owners in the lead up to the Show as visitors want to know what they can see, compare and buy at the event.

So here are some tips on how to get the best results from this page and remember it's free:

- Stay up to date: Make sure all the information on this page is up to date and that you outline what you are actually doing, selling and promoting at the Dog Lovers Show. Give people compelling reasons why they must visit your stand with genuine incentives to do so. Simply cutting and pasting the **ABOUT US** page from your own website is not necessarily going to get people excited about visiting your stand at the show. So get creative!
- Text: Keep the text short and punchy - as a general rule you don't want to load more than one page of text.

Image: Make sure you add your company logo and visually arresting images to make the page come to life.

Add key links: Ensure that you add links to your Social Media pages and your Website.

Add wow factor: Add an exclusive Show Special and any New Products you are launching at the show on this page and this will also be included on these dedicated pages on the website (more free exposure!).

Categories: Make sure you tick all the relevant product and service categories that relate to your business as many visitors search for Exhibitors this way.

Research clearly shows that Exhibitors who promote their participation BEFORE the event substantially increase their stand traffic, sales results and return on investment. If you require any further assistance with your Exhibitor Listing page then please email Theo on [theo@eventml.com.au](mailto:theo@eventml.com.au) or call on (03) 9696 9961.

YOUR NAME  
STAND NUMBER: XXX

ADD A SHOW SPECIAL HERE WITH AN IMAGE

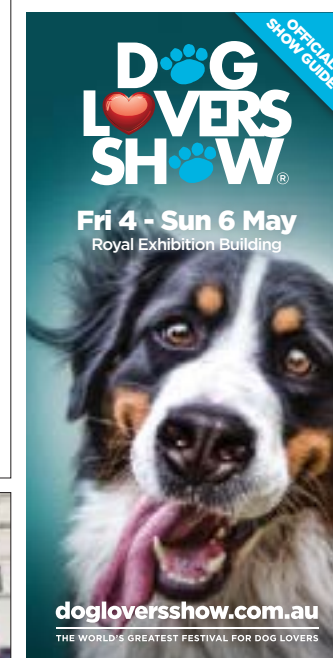
ADD A NEW PRODUCT HERE WITH AN IMAGE

ADD YOUR COLOUR LOGO HERE

ADD SOCIAL MEDIA LINKS HERE

ADD YOUR WEBSITE LINK HERE

Sample of an Exhibitor Listing page.



# FOR THE LOVE OF DOGS



# Visitor Profile

*...this was our first ever Dog Lover's Show as an exhibitor. We didn't expect too much from our sales at the show and only aimed to cover the costs. Our final results more than tripled this and we were so incredibly busy that we needed to get extra help to manage all the sales. It well and truly exceeded our expectations and we're now looking at doing the Sydney and Brisbane shows.*

- Tatum Murison, Founder & Director from PUPSTYLE

## Our 76,000+ visitors had only one thing in common...

Over seven days, the 2018 Melbourne, Sydney and Brisbane Dog Lovers Show will welcome over 75,000 people through the doors in Carlton, Moore Park and Bowen Hills.

Young, old, men, women, inner suburbs, outer suburbs, inner city, country, families, toddlers, kids, teenagers, married, singles, dog owners and people who are looking for their next pooch.

A really wide and varied crowd, but they all have one thing in common.

**They all love Dogs.**

## Quick Facts:

- 🐾 36% of Australian households own a dog
- 🐾 Over 820,000 dogs are registered in Victoria, and around 460,000 in South East Queensland over 1,000,000 in NSW
- 🐾 Around 50,000 Australians are employed in the pet industry
- 🐾 The Dog Lovers Show is the largest and most comprehensive event in Australia dedicated to Dogs and the humans who love them.



# Marketing Campaign

The marketing campaign for the Dog Lovers Show is developed with one sole focus: to attract thousands of Dog Owners and Lovers to the event. Our messaging highlights the great things to see, do, learn and buy that make it so much better to own and love a dog.

## Our Media Strategy

### Newspapers

A high-impact paid and editorial campaign will appear in the Herald Sun, The Age, Daily Telegraph, Sydney Morning Herald, Courier Mail and local newspapers in the weeks leading into each show.

### Television

Our TV commercial has become incredibly popular and we will continue to run paid spots on all the major free-to-air networks combined with editorial support across News, Weather and Morning show programs for mass coverage.

### Radio

Extensive coverage on leading AM and FM radio across metropolitan and regional stations in the weeks leading up to each Show including celebrity interviews on-air promotions, traffic report sponsorship, competitions and activity during pet-based programs.

### Brochures & Posters

Promotional brochures and posters will be provided to Exhibitors and Sponsors free of charge to distribute via direct mail, for display in retail outlets and anywhere where Dog lovers will see them!

### Magazines

Full page, full colour advertisements, editorial, features and front cover promotions will run in high profile, Dog, pet and consumer magazines including Dogs Life, WOOF and Mama Mag.





# Marketing Campaign

## Internet Promotions

[www.dogloversshow.com.au](http://www.dogloversshow.com.au) is the primary source of information about the show for Dog lovers. It contains detailed information and an option to pre-book discount tickets. We will also actively promote the show on other leading websites with targeted messages, giveaways, promotions and banner ads.

## Social Media

Our Facebook, Twitter, Instagram, Flickr and YouTube pages will run extensive activity and promotions including ticket offers, exhibitor promotions, surveys, Dog stories, photo comps, speaker plugs and news updates.

## Exhibitor, Industry and Association Marketing

Every stakeholder plays a key roll in promoting the event via their databases, websites and regular communications channels. We provide our Exhibitors with everything they need to help promote the show, including our event logo, EDMs, social media graphics and free tickets which greatly expands the scope and reach of our marketing campaign.

## Best in Shows

No other event in Australia comes close to comparing with this 'Festival of the Pooch'. It's heaven for dog lovers with education,

interaction and entertainment on a grand scale and this will ensure the show always attracts a large, high-spending and passionate audience of dog lovers.

## Below-the-line & Other Promotions

- **PR** – Along with our PR company Hot House, we work closely across all media in driving editorial and interest across mainstream and below the line outlets throughout metropolitan and regional areas of Victoria, NSW, Queensland and qthroughout Australia.
- **Email & Newsletter Marketing** – Regular high impact EDM's will be widely distributed via our stakeholders' and our own database of previous visitors, with promotions across numerous industry and consumer based newsletters.
- **Celebrity Ambassador Program** – We already have a number of well-known dog loving celebrities supporting the Show (see website) and assisting us to spread the word via their social media channels and we will grow this support leading up to each show.



# Why Exhibit?

## The Power of Event Marketing

*“Loved the experience of being at the Show. It was a great opportunity to meet all sorts of dog lovers and dog businesses.”*

- Sacha Pascalis from Canine Cuisine

## 7 reasons to get involved



### Drive sales

The Show gives you immediate access to your target market so you can sell direct on-site at the event as well as driving retail and online sales before, during and after the event. The Dog Lovers Show can also help substantially build your database and brand, is a platform to research your market, educate consumers and recruit followers on social media.



### Unique and targeted marketing

This one-of-a-kind show gives your company access to a highly receptive group of passionate, high-spending Dog owners and lovers, so you get more 'bang for your buck' - no wasted ad dollars!



### Generate new business

Reap the benefits of exposure to thousands of potential new clients with your own, targeted, retail pop-up store and 75,000+ visitors in just seven days across Melbourne, Sydney & Brisbane!



### The power of conversation

Experience the results when your best sales & marketing people talk one-on-one with the exact people they are trying to reach.



### Permission marketing

Visitors to the Dog Lovers Show want to know what you've got to sell. It's a big part of the reason why they have attended. It means a receptive ear is receiving your sales marketing messages.



### Compliment your other marketing & pr

Support your marketing strategy with face-to-face exposure in a high-volume foot traffic environment. Show your target market the friendly, Dog-loving people behind your company and website.



### Engage all FIVE senses

The Dog Lovers Show provides the ultimate “experiential marketing” platform. Bring touch, taste and smell into the equation so your target market can really get a feel for your products and services. And by that we mean the reaction of the visitors' Dogs when they get home and reward their pooch with the best K9 offering on the market today.



Wayne & Tom from Googlebox enjoying the entertainment in the Royal Canin Arena!



# The Comprehensive Exhibitor Package

*"The organisation of the show and the communications were just brilliant. We knew just what we were doing and were swamped with people who had looked us up on the event website and found us easily."* – Allison Dane, President ABS Inc

## We'll help you maximise your success with the following inclusions for all exhibitors:

### Shell Display Stand (optional)

If required, we provide your lighting, powerpoint, signage with company name and stand number on each aisle faced, back and side walls. Carpet included in Sydney and Brisbane only.

### Your own dedicated page on the event website

Leverage our marketing with your own editorial page on our website, then link Dog lovers to your own website and social media platforms and promote your show activities, specials and new products.

### Dedicated Event Co-ordinator and Marketing Manager

Helping manage your participation so that our Show can become your own Show.

### Essential Marketing Tips

Maximise your pre- and post-event marketing and PR effectiveness with our comprehensive Essential Marketing Tips document that is full of proven tips, ideas and strategies for success.

### PR opportunities

Our pre-show PR is very extensive and we're always looking for newsworthy stories from our exhibitors. If you've got a good story to tell before the Show, our PR team can help get it out there.

### Discount travel and accommodation packages

All exhibitors can access the special travel and accommodation deals we line up to coincide with each Show.

### Use of Dog Lovers Show logo

All exhibitors are licensed to use our logo on your pre-event marketing activity.

### Industry networking day

We also run initiatives to encourage networking so the industry can maximise the B2B opportunities.

### Promotional Brochures & Posters

Promotional brochures and posters provided to Exhibitors and Sponsors free of charge to promote the show and your involvement.

### Exhibitor Information Manual (EIM)

To ensure your pre-event planning is smooth and successful with recommended suppliers for all your event needs.

Stand prices: \$480/sqm+GST for the Melbourne & Sydney Shows, \$380/sqm for Brisbane Show.



# 2018/19 Sponsorship Packages

A wide range of high-profile, cost-effective Sponsorship opportunities can be secured at the next Dog Lovers Shows with packages starting from around \$5,000 (+GST), plus the cost of your stand.

All the packages include prime expo space branding and sampling rights, plus extensive marketing exposure for your brand before, during and after the event.

Each sponsor is normally provided with naming rights for a specific 'attraction' zone – for example, the Royal Canin Arena.

The key features are actively promoted across key elements of the above and below-the-line marketing campaigns providing extensive exposure for the sponsor.

## Arena

The Arena will present a wide range of high-energy, entertainment based performances highlighting the wonderful talents of our Dogs. The Sponsor will have exclusive naming rights and ownership of the Arena with opportunities to distribute promotional material, theme the area, work with the MC, run your own TVC on the Big Screen and much more.

## Breed Showcase

One of our most popular features where visitors can see, compare, pat and learn more about a wide range of well-known and not so well known Dog breeds. It's an exciting sponsorship opportunity upon which to leverage your brand and products with unprecedented signage opportunities covering a large section of the Show on every breed stand.

## Dog Adoption Zone

The Dog Adoption Zone provides visitors with all the re-homing info they need, with experts on hand and Dogs ready to adopt now at the show to meet. Visitors can even fill out the application form at the event to start the process. It presents a unique opportunity for a company to align their brand with rescue and gain extensive exposure in doing so, plus working closely with our team to help find loving homes for as many homeless Dogs as possible.





# 2018/19 Sponsorship Packages



## Ask-A-Vet

Visitors will be provided with free vet advice at the show to help answer some of those common medical problems Dog owners have with their pooch. It's a great opportunity for a company to position themselves as a market leader when it comes to education and vet advice with strong branding and engagement opportunities. (Vets must be supplied by sponsor)



## Ask-A-Trainer

Visitors will be provided with free Dog training advice at the Show to help answer some of those common behavioural problems Dog owners have with their pooch. It's a great opportunity for a company to position themselves as a market leader when it comes to training with strong branding and engagement opportunities. (Sponsor to provide qualified, positive reinforcement based trainers)



## Ask-A-Groomer

Visitors will be provided with free dog grooming advice at the Show to help answer some of those common questions dog owners have with regards to maintain their fur-kid. It's a great opportunity for a company to position themselves as a market leader when it comes to grooming with strong branding and engagement opportunities. (sponsor to present grooming demonstrations).



## Pat-A-Pooch

Kids and grown-ups alike will love the opportunity to get up-close-and personal with Dogs of all shapes, sizes and breeds from puppies to adults with experts on-hand to provide info on each Dog. Take ownership of one of the most popular features at the Show and work with our team to run pre-show and on-site activations to raise brand awareness and sales.



## Perfect Match

Visitors looking for their next fur-kid will benefit greatly from our Perfect Match Zone where we provide all the info they need to make an informed decision on their next Dog. We present a detailed questionnaire, large information posters and experts help them to compare the best breeds for their lifestyle and home. The exclusive Sponsor of Perfect Match will receive exceptional brand exposure before, during and after the Show with lots of opportunities to get creative at the event with regards to interacting with Dog lovers.



## Cafe Sponsor

Take ownership of the main cafes at each event with opportunities for signage display, distribution of promotional material and sampling.



# 2018/19 Sponsorship Packages



## Stage

The Main Stage provides visitors with expert tips for a healthier, happier Dog with talks on training, behaviour & preventative healthcare. The 2018 program featured Dr Chris Brown, Dr Katrina Warren and Dr Harry Cooper with another huge line-up planned for future shows. It's a great opportunity to own the Main Stage with exceptional branding and sampling opportunities on-site.



## Kids Zone

Kids love the Show and we present lots of activities for them including a Funny Photo Wall and the opportunity to get their face-painted as popular Dog breeds. It's a great opportunity for a company to sponsor and brand the kids activities at the show 2018 and reach families with kids of all ages.



## Dock Dogs

DockDogs will WOW visitors again at the 2017 events as it's Australia's most exciting Dog entertainment and competition with a wide range of breeds launching themselves off a dock into a massive pool! Own this feature and gain unparalleled exposure before, during and after the Show as it will again draw enormous publicity that would include the sponsors brand.



## Door Prize

The Door Prize sponsor has the opportunity to brand all the entry counters around each show, provide promotional staff and conduct sampling on-site as well as providing the major prize and gaining access to all people who entered after the show.



## Sheepdog Speed Trials

The inaugural Sheepdog Speed Trials in 2018 were a great success as it showcased some of the most talented working dogs in Australia. It's a rare chance for city-folk to see just how invaluable these wonderful animals are for farmers in the country and a great opportunity for a naming rights sponsor to align their brand across the extensive coverage this feature enjoys.



## Vehicle Sponsor

The vehicle sponsor would provide the official cars for the event, shuttle VIP speakers, gain substantial brand exposure before, during and after the show and enjoy a category exclusivity.



## Lanyard Sponsor

Unique opportunity to present your brand on the lanyards for every Show which are worn by literally thousands of people including Exhibitors, Media, Volunteers, Staff and all our Speakers.

Please let us know if you would like a tailored proposal for any of the sponsorship opportunities available [here](#).

**Two year sponsorship opportunities are available.**

For more information or to request a tailored proposal, please contact our Show Director, Jason Humphris on (03) 9696 9961 or [jason@eventmi.com.au](mailto:jason@eventmi.com.au).





# Our Credentials

Event Management International Pty Ltd (EMI) is one of the most qualified and committed Professional Exhibition Organisers (PEO) in Australia, with the experience and expertise to ensure the continued success and expansion of the Dog Lovers Show.

Very few other PEO's in Australia have the credibility and proven track record of delivering large scale and highly successful exhibitions across a variety of industry sectors.

Our Executive team (all Dog lovers!) has over 100 years combined experience and has been directly responsible for running some of the largest and most successful exhibitions in Australia and around the world since 1966 including:

## Our other howling successes

- 🐾 Australian International Motor Show (Sydney)
- 🐾 Channel 9 Money Show
- 🐾 National 4X4 Show
- 🐾 Fishing Show & Outdoors Expo
- 🐾 Holiday & Travel Shows
- 🐾 London Wine Show
- 🐾 Home Buyer & Property Investor Show
- 🐾 International Liquefied Natural Gas Exhibition



## Event Management International

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