DOG LOVERS SHOW®

Sat 3 & Sun 4 August 2019

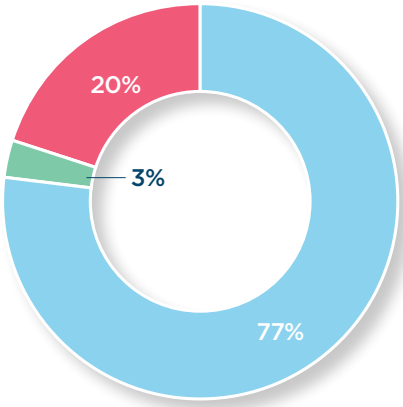
Sydney Showground

dogloversshow.com.au

A RECORD *30,772 VISITORS!

2019 SYDNEY POST SHOW REPORT

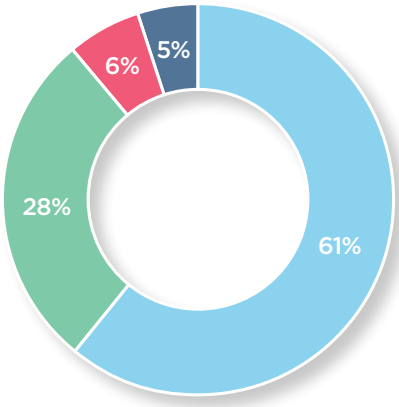
1. DO VISITORS CURRENTLY HAVE A DOG IN THEIR FAMILY?



97% of all visitors either own a Dog or are looking for a Dog.

2. HOW MANY DOGS IN THEIR FAMILY?

OVER 30,000 DOGS REPRESENTED!!!

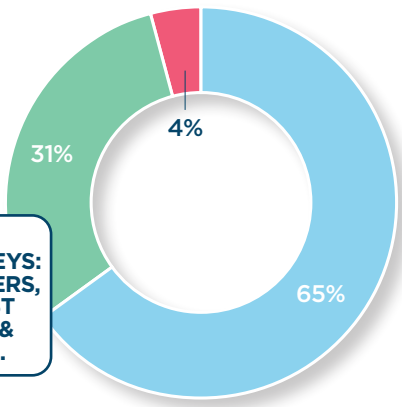


39% of all visitors have more than 1 Dog in their family and 39% have 2 or more

Yoga with your Dog led by the Rancan Sisters on the Main Stage (DOGA)

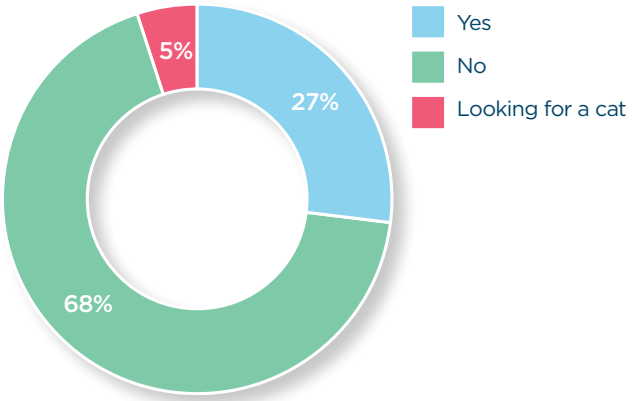
***DATA SOURCED FROM 15,000+ SURVEYS: ONLINE TICKET BUYERS, DOOR PRIZE & POST SHOW EXHIBITOR & VISITOR SURVEYS.**

3. DID THE SYDNEY DOG LOVERS SHOW MEET VISITOR EXPECTATIONS?

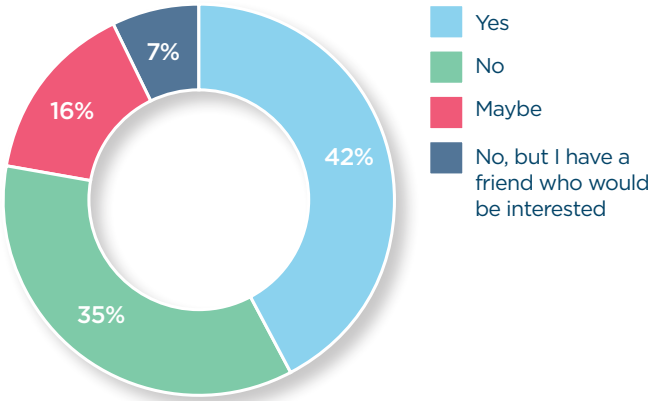


96% of all visitors had their expectations either met or exceeded.

4. DO VISITORS OWN A CAT?

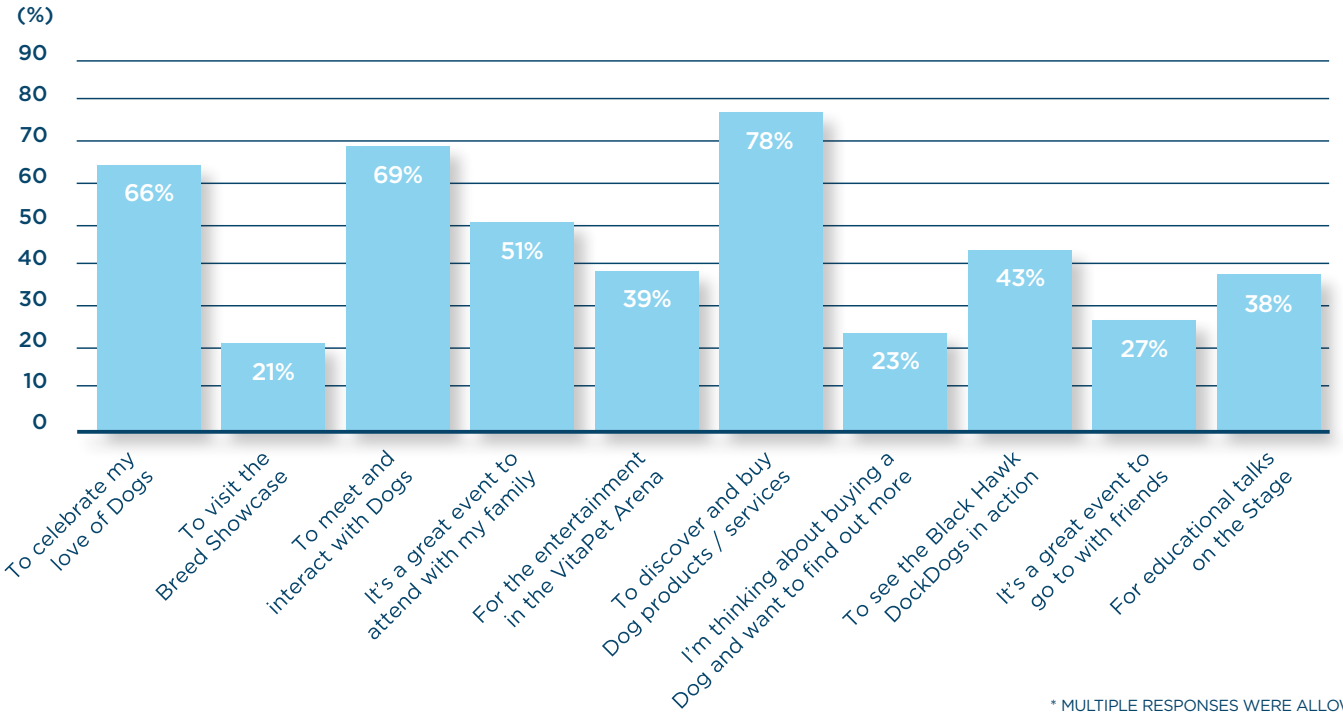


5. ARE VISITORS LIKELY TO BE INTERESTED IN ATTENDING A COMBINED DOG AND CAT LOVERS SHOW IN SYDNEY IN 2021?



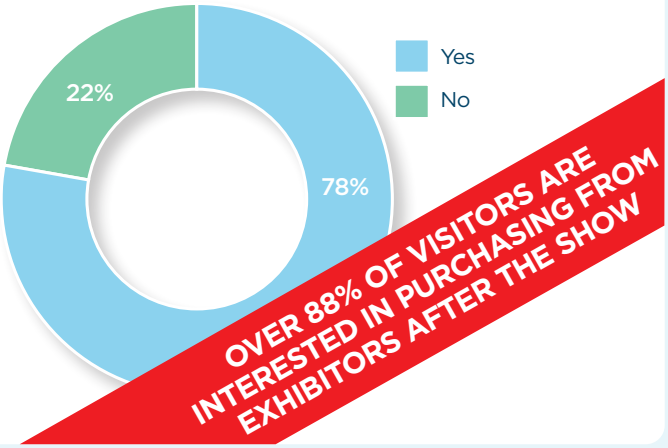
Crowds streaming into The Dome at the Sydney Showground on Day 1

6. WHAT WERE THE PRIMARY REASONS VISITORS ATTENDED THE SHOW?



* MULTIPLE RESPONSES WERE ALLOWED

7. DID VISITORS PURCHASE ANYTHING WHILE AT THE DOG LOVERS SHOW?



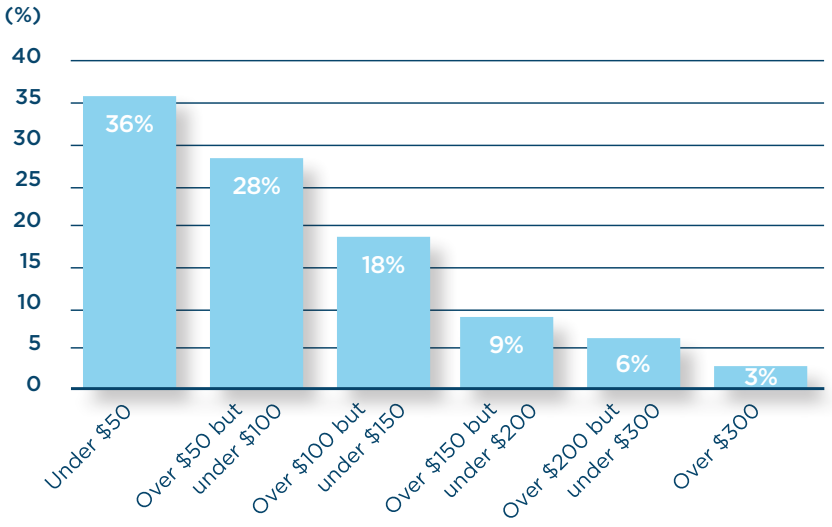
The collective pulling power of Australia's leading Dog dedicated festival, coupled with a massive paid advertising campaign and huge editorial coverage all combined to deliver over 30,000 passionate, high-spending Dog owners - and exceptional results for our Exhibitors and Sponsors.

Expert advice from Melanie Newman in the Ask-A-Groomer Zone

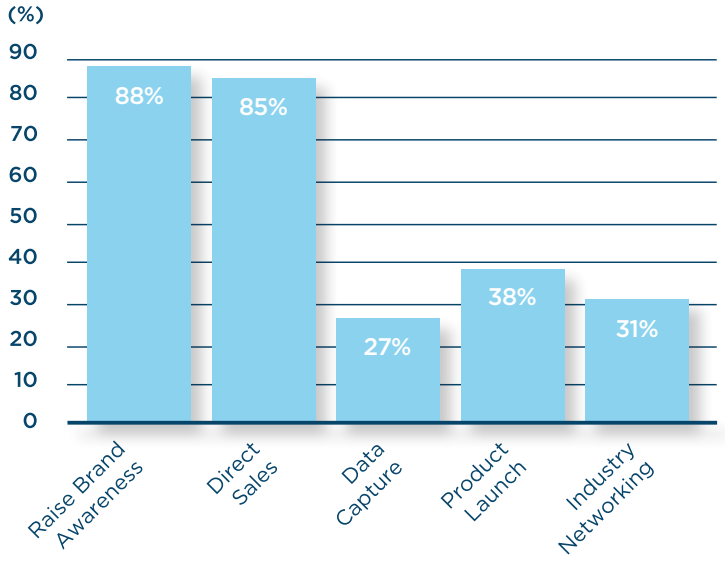
The Dog Lovers Show breaks the barrier of digital shopping and allows Dog lovers to wander around and communicate in person.

JENNY FROM CHATSWOOD

8. WHAT WAS THE APPROXIMATE VALUE OF THE PRODUCTS OR SERVICES THAT VISITORS PURCHASED AT THE SHOW?



9. WHAT WAS THE PRIMARY REASON FOR EXHIBITING AT THE SYDNEY SHOW?



* MULTIPLE RESPONSES WERE ALLOWED

A great day out for a Dog lover - with plenty to watch, purchase and peruse. If you own a Dog, are thinking of getting one or just genuinely love them you'd be silly to miss the Dog Lovers Show!

MEL FROM TELOPEA

Dr Harry Cooper & Farmer Dave cracking Dog jokes poolside...

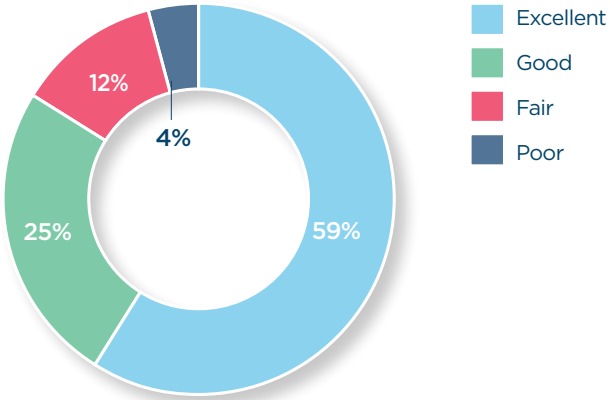
Dr Harry Cooper

This is our first year with the Dog Lovers Show promoting our XPOWER range of domestic and commercial pet dryers and the new venue blew us away! We had thousands of visitors with genuine enquiries at our stand which gave us great feedback and really invigorates our sales staff and our sales! This is the main promotional event for us and is not to be missed.

Ginny Bebbington Customer Service Manager | Cleanstar

Sheepdog Speed Trials in the Australia Working Dog Rescue Arena

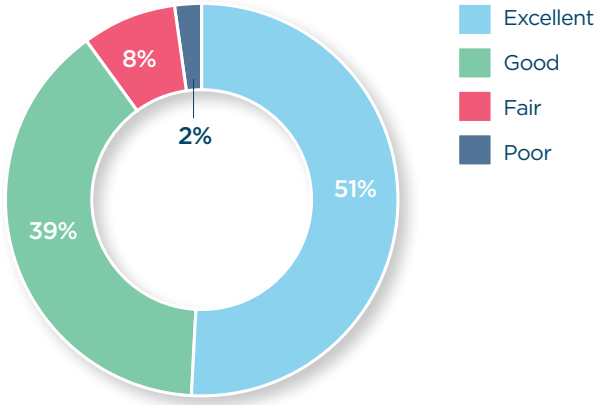
10. HOW SUCCESSFUL WAS THE SHOW FOR EXHIBITORS?



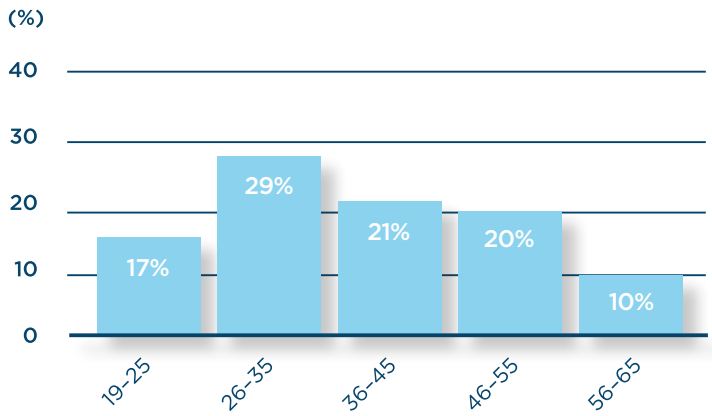
I've had the pleasure of exhibiting at all Dog Lovers Shows since 2013. The team's communication and support in making sure exhibitors get great exposure and return on investment is outstanding. The events are our major Australian public and trade shows and we present an engaging destination stand. A physical exhibit that allows customers to see, touch and learn about our products from our team has been instrumental in achieving our exposure and growth targets.

Sue Smerdon, Customer Relations, Sponsorship & Events Manager Balanced Life & Vets All Natural (Staughton Group)

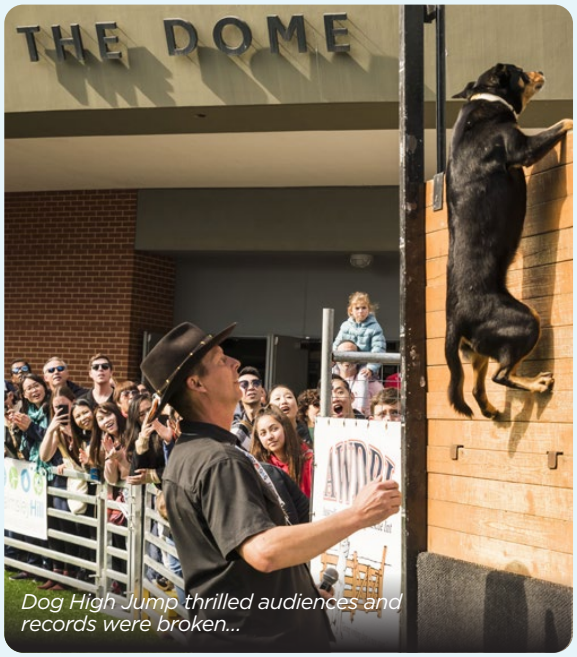
11. WHAT WAS THE QUALITY OF VISITORS AT THE SHOW?



12. AGE AND GENDER

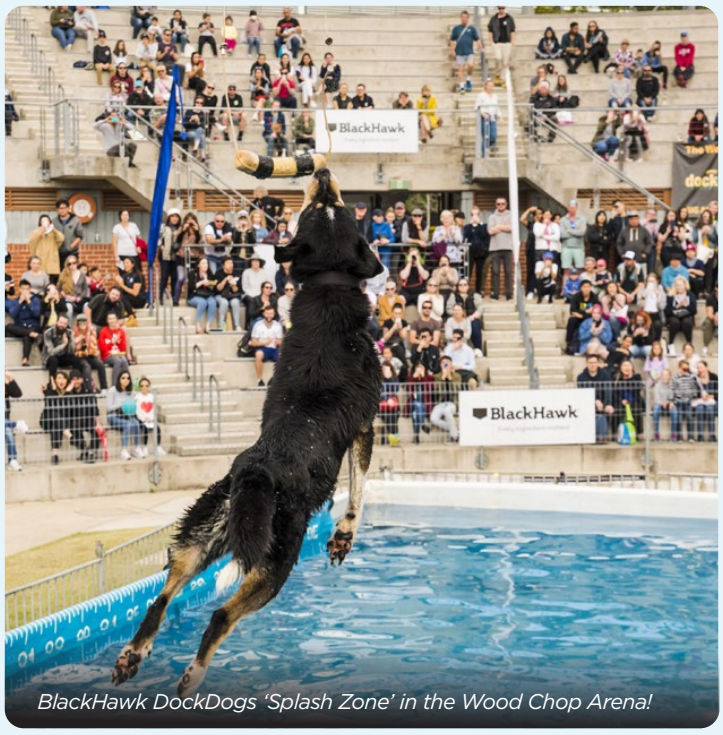


61% of all survey respondent ticket buyers were female.
Under 18's and over 65 year olds account for 3% of audience.



Dog High Jump thrilled audiences and records were broken...

Nexgard stand was busy all weekend and they have re-booked same stand for 2020 Show!

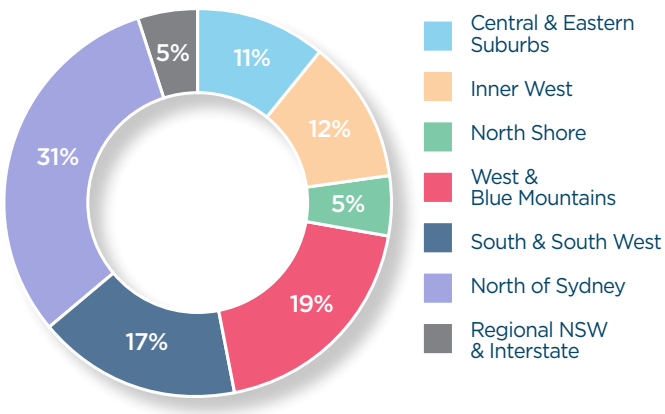


BlackHawk DockDogs 'Splash Zone' in the Wood Chop Arena!

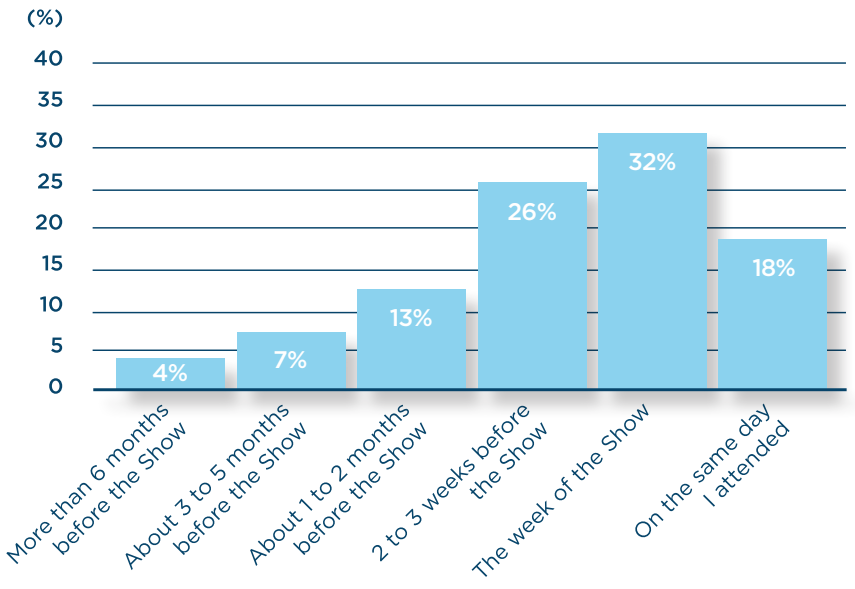
Dr Lisa Chimes performing live workshops for kids with the SASH team

Black Hawk hit all their 2019 Show targets and have re-booked sponsorship in 2020

13. WHERE DO VISITORS COME FROM?



14. WHEN DID VISITORS DECIDE TO PURCHASE TICKETS TO THE SYDNEY DOG LOVERS SHOW?



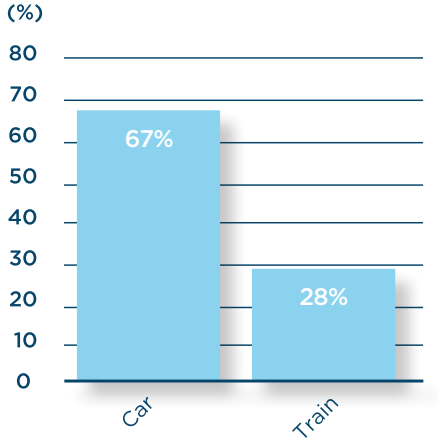
I look forward to the Dog Lovers Show every year! It is the perfect time to sample new products, spoil my pooches and see what's new in the dog world! The new location at Homebush is excellent, easy to navigate and convenient to travel to!

COURTNEY FROM RABY

Fido's Fabulous Food Truck Park helped re-fuel Dog fanatics!

Dr Katrina Warren, Kelly Gill and the talented Wonderdogs performed to massive crowds all weekend!

15. HOW DID YOU TRAVEL TO THE SYDNEY DOG LOVERS SHOW?



Taxi, Uber, Cycling, Walking accounted for 5% of travel.

Rescue ambassador Brittany Bloomer with K9 stars of Instagram

2019 Sydney Exhibitors, Breed and Rescue Groups

4Cyte Dog
A La Carte Pet Food
Accell Therapy
Acupet
Alaskan Malamute Rehoming Aid Australia
Alert Pets
Animal Rehab Klinik
Animal Welfare League NSW
Animals Australia
Animals Online
Antinol
Association of Pet Dog Trainers Australia
Aussie Antlers
Australian Shepherd Association of NSW Inc
Balanced Life
Basenji Club of NSW Inc
Batman Group
Beagle Rescue NSW
Best Friends For Ever Rescue Illawarra
Best Pets Giftcards
Big4 Gold Coast Holiday Park
Bissell Australia
Black Hawk
Blackdog
Bonnie & Baxter
Border Collie Club
Border Terrier Club of NSW Inc
Boredom Busters
Bright Star Buddies
British Terrier Club of NSW Inc
Bugsy's Pet Shop
Bull Terrier Rescue Australia
Bullmastiff Club of NSW
Burrow Pet Beds
bx Earth
Cannaco Pet
Cat Rescue
Cavalier King Charles Spaniel club of NSW
CDK9 Raw
Cherish
Chihuahua Club of NSW
Chow Chow Club
Classic Escapes
Clown Dogs
Collie Club of NSW
Companions for Life
Costco
COUNTRY Brussels Griffon Club of NSW
Country Companion Animal Rescue
Curly Coated Retriever Association NSW
Dachshund Club of NSW
Dachshund Rescue
Denise at Paws
DGG
Dingo Den Animal Rescue
Dobermann Club of NSW
Dog Owners Gifts Australia
Doggy Bag Australia
Doggydolly
Dogs NSW Information Stand
English Setters
Envon Pet Supplies
Evolution Animal Care
EzyDog
Family Parks
Farmers Market
Fido's Pet Care Products
Finnish Lupphund Club of NSW
Frankie & Emmett
French Bulldog Club of NSW
Furry Friends Forever Rescue
German Shepherd Dog League of NSW Inc.
Good Boy Bones
Gourmet Dog Barkery
Greyhound Adoption Program NSW
Greyhound Rescue
Greyhounds as Pets
Guide Dogs NSW/ ACT
Happy Paws Haven
Haus of Harley
Healthy Everyday Pets
Healthy Hound Food
Hear No Evil Australian Deaf Dog Rescue
Heritage Portraits
HGP Luxury Pet Accessories
Himalayan Pet Supply
Holiday Haven Parks
Honeydew Photography
Houndztooth
Hungarian Vizsla Club of NSW
Indie Boho
Inja Paw - Treats and Accessories
Irish Wolfhound Club of NSW
Ivory Coat
Jack Russell Terrier Club of NSW
K9 Natural
K9 Ninja Warrior
K9 Rawsome
Karma Naturals Liquid Magnesium
Labrador Rescue
Lagotto Romangnolo Club of NSW Inc
Leonberger Association of NSW
Louise's Doggy Charms
Maggies Rescue Cooperative Ltd
Maison Dog
Man's Best
Medibank Pet Insurance
Melanie Newman - Ask-A-Groomer
Mini's Bulldog Rescue
MM Photos
Monika's Doggie Rescue
Nature's Best
Neapolitan Mastiff
Nedsbed Dog and Horse-otel
NexGard
Niteize.Net.Au
Norweigan Elkhound
NSW Bullterrier Rescue
NSW Department of Primary Industries
NSW State Emergency Service
Oscar's Law
Our Ark Pet Products
Papillon Dog Club NSW
Patch & Purr Pet Cremations
Paw Sense
Paws and Recover
Paws for thought
Pawsome Organics
Pedigree Donate With A Mate
Penny Marathon
Personalised Pet Collars
Pet Cloud
Pet Food Australia
Pet One
Pet Planet Group
Pets In The Park
Petstock
Plush Little Pets
Pods4Pets
Poor Paws
Pound Patrol
Premier Synthetic Grass
Prime100
Pug Patrol
Raw Feeders Kitchen
Raw K-9
Reflections Holiday Parks
Rescue Hub
Rose Hip Vital
Rover Pet Products
Ruthless Photos
Safeglow
Saluki Club Inc NSW
SASH - Small Animal Specialist Hospital
Saving Staffies
Seeing Eye Dogs Australia
Siberian Husky Club of NSW
Slingguard
SLK Cattle Dog Rescue
Soapy Moose
Soft Coated Wheaten Terrier Breed Club of NSW
Sporting Spaniels Club
Studio1000 Photography Australia
Sure Petcare
Sydney Animal Second Chance Inc
Sydney Dogs and Cats Home
Sydney Paws Petdoor
Talking Stones
Tamaruke
Taste Of The Wild / Orijen Petfoods
The Art Of Whole Food
The Bandana Love Project
The Bully House
The Golden Bone Bakery
Tiki Animal Rescue
Transcool 12V Portable Air Cooler
Underwater Dogs Haircare Co.
Vetalogica
Vetnex Pet Care
Vetoquinol
Vitapet
WellPet
Whippet Club of NSW
White Swiss Shepherd Association of NSW
Wilko Pet Care
Wine Selectors
Woof Gateaux
Woof Pack Online
World Animal Protection
XP3020
XPOWER Pet Dryers
You Studio Photography

2019 Sydney Sponsors and Partners

DockDogs — BlackHawk
Arena — vitapet
Adoption Zone Sponsor — petstock
Adoption Zone Sponsor — petstock assist
Stage Sponsor — Donate with a Mate, Pedigree
Kids ICU Vet — sash small animal specialist hospital
Lanyard Sponsor — Antinol FOR DOGS
Perfect Match — Bow Wow Meow
Breed Showcase — DOGS NSW
Ask-A-Groomer — Melanie Newman Salon Essentials
Charity Partner — The Lion's Share
Charity Partner — Make-A-Wish Australia
Charity Partner — Pets in the Park
Sheepdog Trils — AWDRI Australian Working Dog Rescue Int
Partner — Oscar's Law
Official Turf Supplier — Premier Synthetic Grass
Venue Partner — Sydney Showground, Sydney Olympic Park

Over 2 days, the 2019 Sydney Dog Lovers Show welcomed more than 800 Dogs and over 30,000 people at Sydney Showground. Young, old, men, women, inner suburbs, outer suburbs, inner city, country, families, toddlers, kids, teenagers, married, singles, Dog (and Cat) owners and people who are looking for their next pooch.

Chow Chows Wow the crowds!

Is this the happiest (and hairiest) place on Earth? We think so!

INDUSTRY QUICK STATS*

- 40% of Australian households own a Dog
- 3.85 million pet Dogs in Australia
- Over 1.2m Dogs are registered in NSW.
- Around 50,000 Australians are employed in the pet industry.
- 90% of Australian's have had a pet at some time;
- There are 5.9 million pet owners in Australia;
- 63% of Australian's classify their Dog as a member of the family.;
- 60% of Pet-less households are considering getting a pet;
- Australian's spend over $8.3 million per year on Dog related products and services.

Source: 2019 Animal Medicines: Pets in Australia Survey

The Dog Lovers Show is the largest and most comprehensive event in Australia dedicated to Dogs and the humans who love them.

- $12 Billion a year is spent by Australians on animals
- $600m on clipping and grooming
- $500m on short-term boarding kennels and accommodation
- $200m on training programs
- $2.03m in animal obesity claims were received by PetSure
- $33,000 in animal stress claims, up 300 per cent in four years.

Source: PetSure, based on spending in 2016

DOG LOVERS SHOW®

Sat 6 & Sun 7 August 2022

Sydney Showground

dogloversshow.com.au

THE DOG LOVERS SHOW IS OWNED AND ORGANISED BY:

EVENT MANAGEMENT INTERNATIONAL

192 BRIDPORT STREET
ALBERT PARK, VICTORIA
AUSTRALIA 3206

TELEPHONE: +61 3 9696 9961
FACSIMILE: +61 3 9696 4558
WEBSITE: www.eventmi.com.au