

DOG LOVERS SHOW®

Fri 29 Apr - Sun 1 May

Royal Exhibition Building

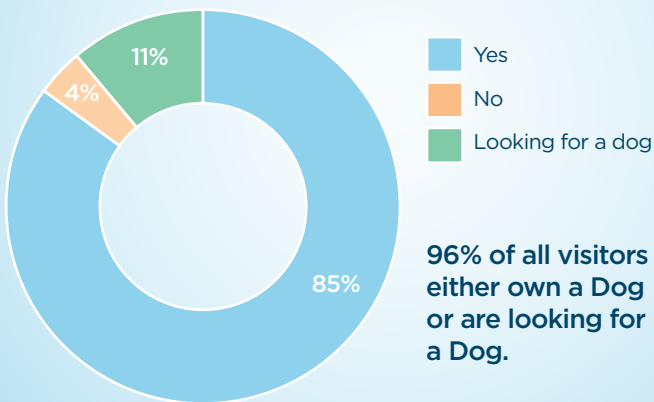
dogloversshow.com.au

**A RECORD
27,523
VISITORS***

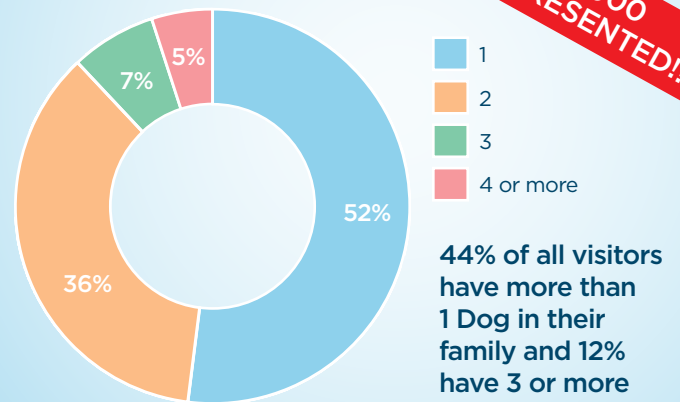


2016 MELBOURNE POST SHOW REPORT

DO YOU CURRENTLY HAVE A DOG IN YOUR FAMILY?



HOW MANY DOGS IN YOUR FAMILY?

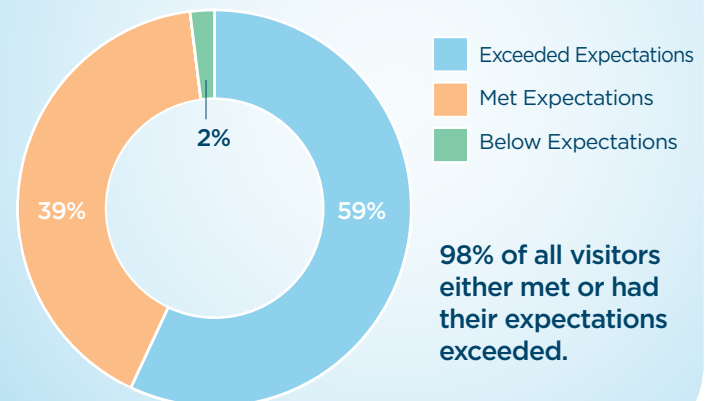


Excellent forum for us to have one-on-one conversations with Dog lovers about our brand and individual products.

The show gives us fantastic exposure and allows us to build our brand and drive awareness.

**LISSY BYRNE-JONES -
TRADE MARKETING MANAGER, ROYAL CANIN**

HOW DID THE MELBOURNE DOG LOVERS SHOW MEET YOUR EXPECTATIONS?



DATA SOURCED FROM 20,000+ SURVEYS: ONLINE TICKET BUYERS, DOOR PRIZE & POST SHOW SURVEYS.

* Excludes children under 5

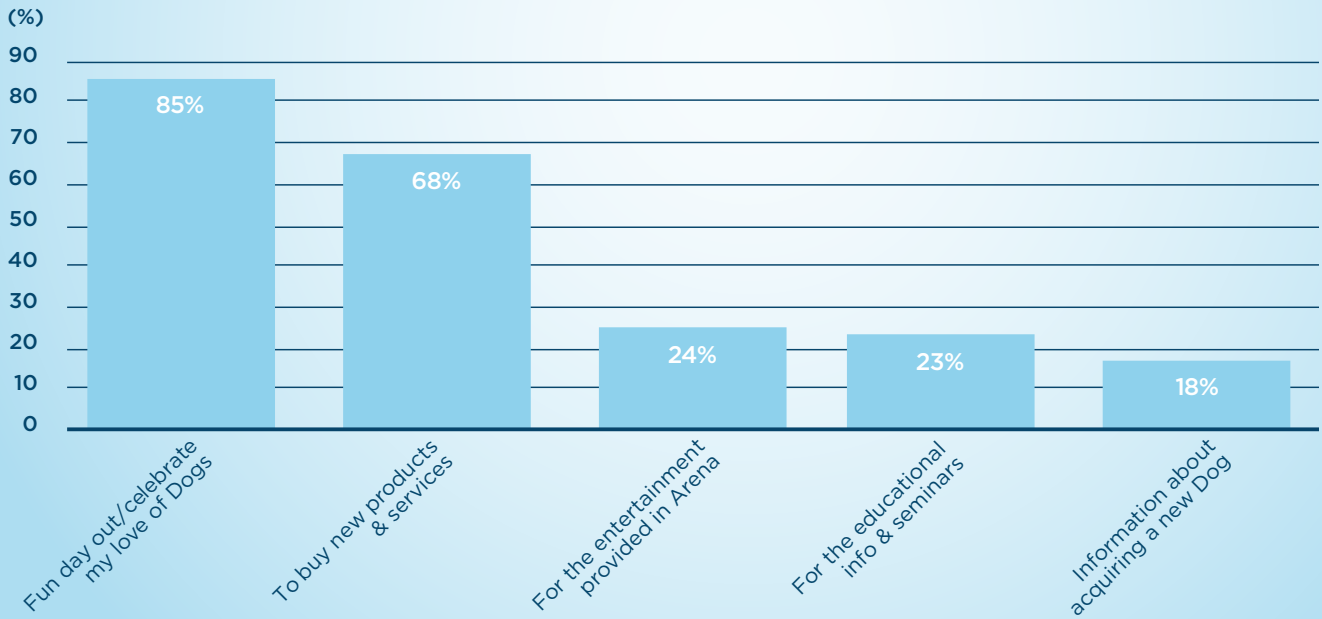
The Dog Lovers show is a beautiful exhibition of new and loved products for our gorgeous dogs. Such a positive atmosphere for people to learn more about their dogs or to discover a new pet. I'm so happy to be part of it.

JO VRACA OWNER
- LUCKY PET SUPPLIES.



**FOR THE
LOVE
OF DOGS**

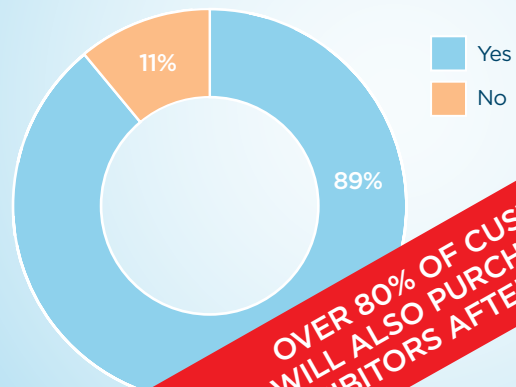
WHAT WERE THE PRIMARY REASONS FOR ATTENDING THE SHOW?



* MULTIPLE RESPONSES WERE ALLOWED

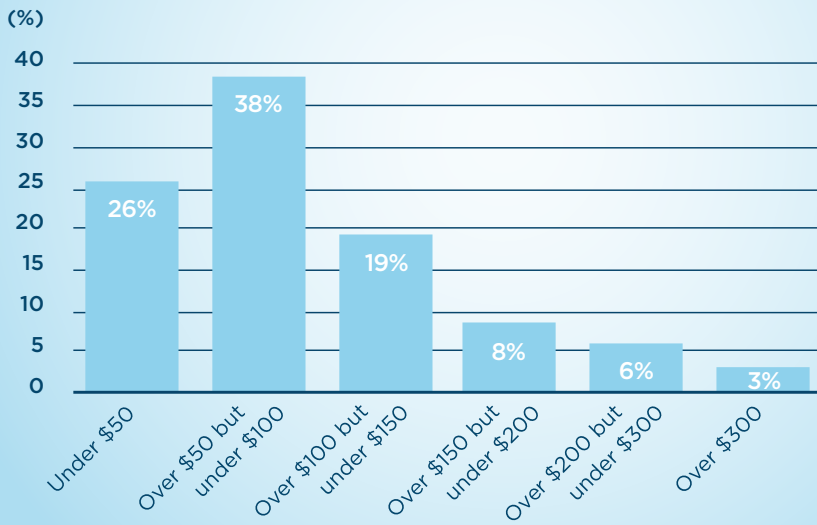


DID YOU PURCHASE ANYTHING DURING YOUR TIME AT THE DOG LOVERS SHOW?



OVER 80% OF CUSTOMERS WILL ALSO PURCHASE FROM EXHIBITORS AFTER THE SHOW

WHAT WAS THE APPROXIMATE VALUE OF THE PRODUCTS/SERVICES YOU PURCHASED AT THE SHOW?

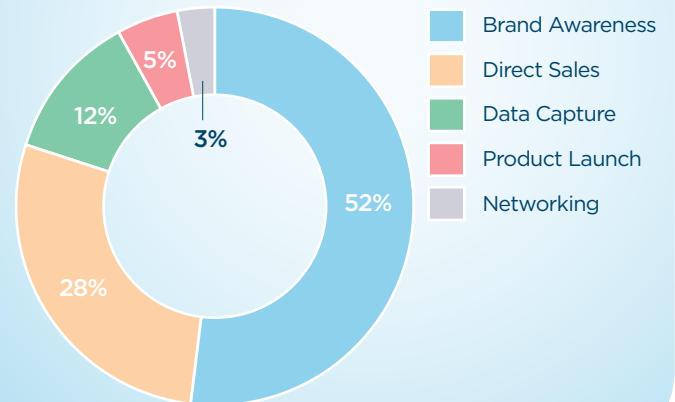


The team work really hard and are incredibly supportive in ensuring the best show for each exhibitor... this is by far the best event for the pet consumer industry.

**NILMANIE LOVRINOVIC
BOREDOM BUSTERS - VCA WORLD**

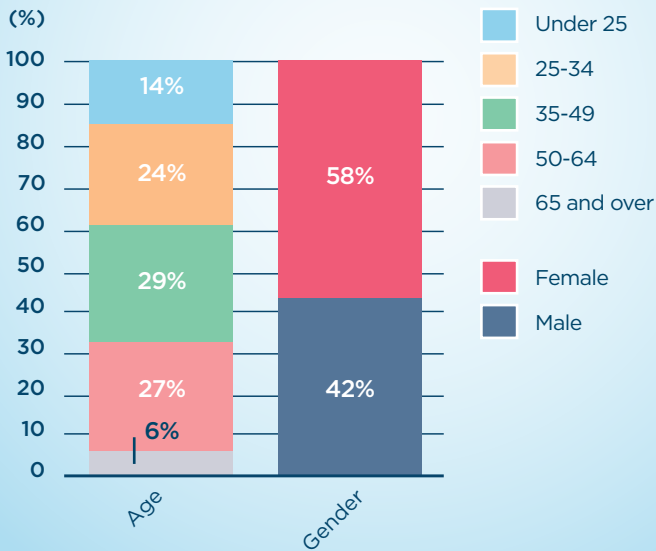


WHAT WAS YOUR PRIMARY REASON FOR EXHIBITING AT THE MELBOURNE DOG LOVERS SHOW?



89% of the 27,523 visitors made a purchase at the show with an average spend of around \$120. This represents a huge volume of sales being transacted at the show in just 3 days. Many Exhibitors secured hundreds of new customers that will become lucrative clients for 10+ years depending on the age of their Dogs.

AGE AND GENDER



Great value for money. A great day out for all ages (four legged and two). Recommend to all dog lovers. If you go, you won't regret the amount of products and services you'll be able to buy.

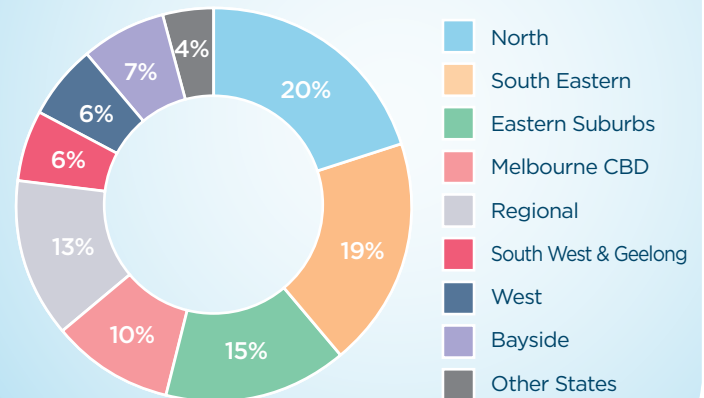
VANESSA FROM MELBOURNE CBD



We have participated in both Melbourne and Sydney Dog Lovers Shows and found them to be a fantastic avenue to promote and educate the general public together with retailers about our all natural joint supplement. Both Shows were very beneficial in establishing our presence in the Veterinary Supplement market and we look forward to being part of the 2017 Dog Lovers Show.

**LIZ - NATURAL HEALTH NEW ZEALAND/
TECHNYFLEX**

WHERE DO YOU LIVE?



**DOG
LOVERS
SHOW®**

Sat 6 - Sun 7 Aug 2016

SYDNEY

Fri 5 - Sun 7 May 2017

MELBOURNE

dogloversshow.com.au

EVENT
MANAGEMENT
INTERNATIONAL

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