



Sherwood Media & Events present

Ireland's Family Pet Epo 2012



It's a Pet Lover's Dream!

**Munster – 29th June - 1st July, Cork Racecourse, Mallow
(in conjunction with the Homes & Garden's Festival)**

Leinster – 6th-7th October, Punchestown, Co. Kildare

Exhibit at Ireland's Family Pet Expo 2012!

A true pet lover's paradise dedicated to promoting responsible ownership of pets.

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Now established as the "must visit" event for the Irish Pet Loving community, including Pet Fanatics, Pet Owners, families with pets or looking to adopt or select a family pet. We deliver you an estimated 40,000 visitors over 3 days in Mallow, visitors will have access to both The Homes & Garden Festival and Pet Expo. Punchestown will have an estimated attendance of over 20,000 visitors.

BENEFITS OF EXHIBITING and Sponsoring:

- Align your corporate brand with Ireland's only dedicated consumer pet show
- Immediate return on your investment – sell your products on-site!
- Get instant feedback about new products and services
- Sample products to build future sales potential
- Establish, enhance and increase your brand recognition
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- Extend your exposure to a targeted audience before, during and after the event
- Introduce your product or service to a targeted audience looking to buy from you!
- Build brand loyalty and create long-term relationships with customers
- Demonstrate your products to a Pet Loving audience in ways not possible using other marketing channels



Pet Expo visitors visit the show to look specifically for these Products and Services

- Pets Food Manufacturers
- Pet Clothing
- Jewellery and Accessories
- Artists/Photographers
- Breeders/Breed Clubs/Associations
- Dog Walkers/Pet Sitters/Pet Boarding Services
- Cages/Enclosures/Fencing Solutions
- Groomers and Grooming Products
- Aquarium Companies & Services
- Litter and Pet Waste Solutions
- Cleaning and Odour Control Products
- Pet Carriers and Beds
- Pet-Friendly Hotels & Resorts
- Pet Insurance Companies
- Pet Stores & Retailers
- Pet Training Services & Training Aids
- Veterinary Services

Book your stand now!

Contact us on (00353) 0404 66855 or email: sales@petexpo.ie



Show details



Mallow – Build Up:	Thursday 28th June, 2012	10am – 8pm
Show Opening Hours:	Friday 29th June, 2012	12am – 8pm
	Saturday 30th June, 2012	10am – 6pm
	Sunday 1st July, 2012	10am – 6pm
Venue:	Cork Racecourse, Mallow	

Punchestown – Build Up:	Friday 5th October, 2012	12am-8pm
Show Opening Hours:	Saturday 6th October, 2012	11am-6pm
	Sunday 7th October, 2012	10am-6pm
Venue:	Punchestown Event Centre	

2012 Marketing Campaign

Newspaper and Magazine advertising provides complete details on the show, sponsor recognitions, show features, entertainment & retail experience.

Radio and TV advertising and promotions with key Radio stations, including, prize giveaways, interviews and broadcasts from the show.

Website Pet Expo Website exposes the show and our exhibitors to a local and worldwide audience, both during the build up, staging & post show periods.

Email we have a large opt-in database of previous visitors to Pet Expo and we send regular updates on new show features, sponsors etc.

PR – Public Relations and Press Release campaigns keep local and national media up to date on Pet Expo and enhance awareness and coverage as Irelands only Consumer Pet Event, this gives additional exposure to both sponsors and exhibitors.

Social Media – Increased attendance through Face book and Twitter Groups.

Pet Related Events – Pet Expo crew attend other events in order to raise awareness and increase attendance.

Campaign Period: April to October targeting the family audience before the schools break for Summer Holidays.

Exhibitor quote:

“ Royal Canin has been involved with Pet Expo since the beginning! The show is a fantastic day out for all the family and we get to meet with passionate pet owners who truly care about their pets. The show is a great opportunity to talk directly with pet owners, explain the values of our company, showcase our products and drive sales. ”

Olga Gibbs, Ireland Sales Manager, Royal Canin

Visitor Quote:

“ Atmosphere great, everybody very friendly, organisers very helpful. Look forward to it every year since it started. ”

Mary Buckley, Cork.



**PARKING IS
FREE FOR
VISITORS**

with space for over
1,000 cars in both
venues

**Visitors are
welcome to
bring along their
leashed dogs to
the show!**

www.petexpo.ie

BOOK YOUR STAND TODAY!

Stand Prices

Munster:

Tented village comprising of 9 sq mt units @ €900 per unit, outdoor space and charity rate available upon request. (N.B. visitors will have access to both the Homes & Gardens Show and Pet Expo).

Leinster:

Price is per square meter - €150.00 sq mt

See floorplan for sizes.

Exhibit rates include: Back & dividing walls, name card, listing in show guide & on website, 24 hr security on site, stand cleaning, car park passes, exhibitor badges, exhibitor kit.

Space Only Option: €95.00 sq mt

Charity Rate: Available on request

Business Services Area: €300.00

This Dedicated area will accommodate businesses with space for a table and chairs and back wall for promotional marketing material. Only one business can be promoted per application, no sharing & no selling allowed.

Rates are subject to VAT @ 23%

30% deposit required with all Stand bookings and balance 4 weeks before the show. Payments accepted by Credit Transfer or Cheque.

Sponsorship Opportunity

LET US CUSTOMISE A PROGRAM THAT SUITS YOUR COMPANY'S NEEDS.

OUR FEATURE AREAS INCLUDE:

- Presenting Sponsor
- Dog Demonstration Ring
- Breeder's Village
- Centre Stage
- World of Cats
- Ask the Vet
- Adopt a Pet
- World of Birds
- Pet Grooming Showcase

Advertising Opportunities

Show Programme – Distributed on site
Website & E-Newsletter

If you are interested please contact: sales@petexpo.ie

Don't miss Ireland's only consumer pet events of the year

Contact Information:

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www.petexpo.ie



Pet Expo are members of the following Trade Associations:

