



NOV. 3-5, 2017
David L. Lawrence
Convention Center

1000 Fort Duquesne Boulevard
Pittsburgh, PA 15222

FRIDAY NOVEMBER 3, 5 pm - 9 pm | SATURDAY, NOVEMBER 4, 10 am - 8 pm | SUNDAY, NOVEMBER 5, 10 am - 5 pm



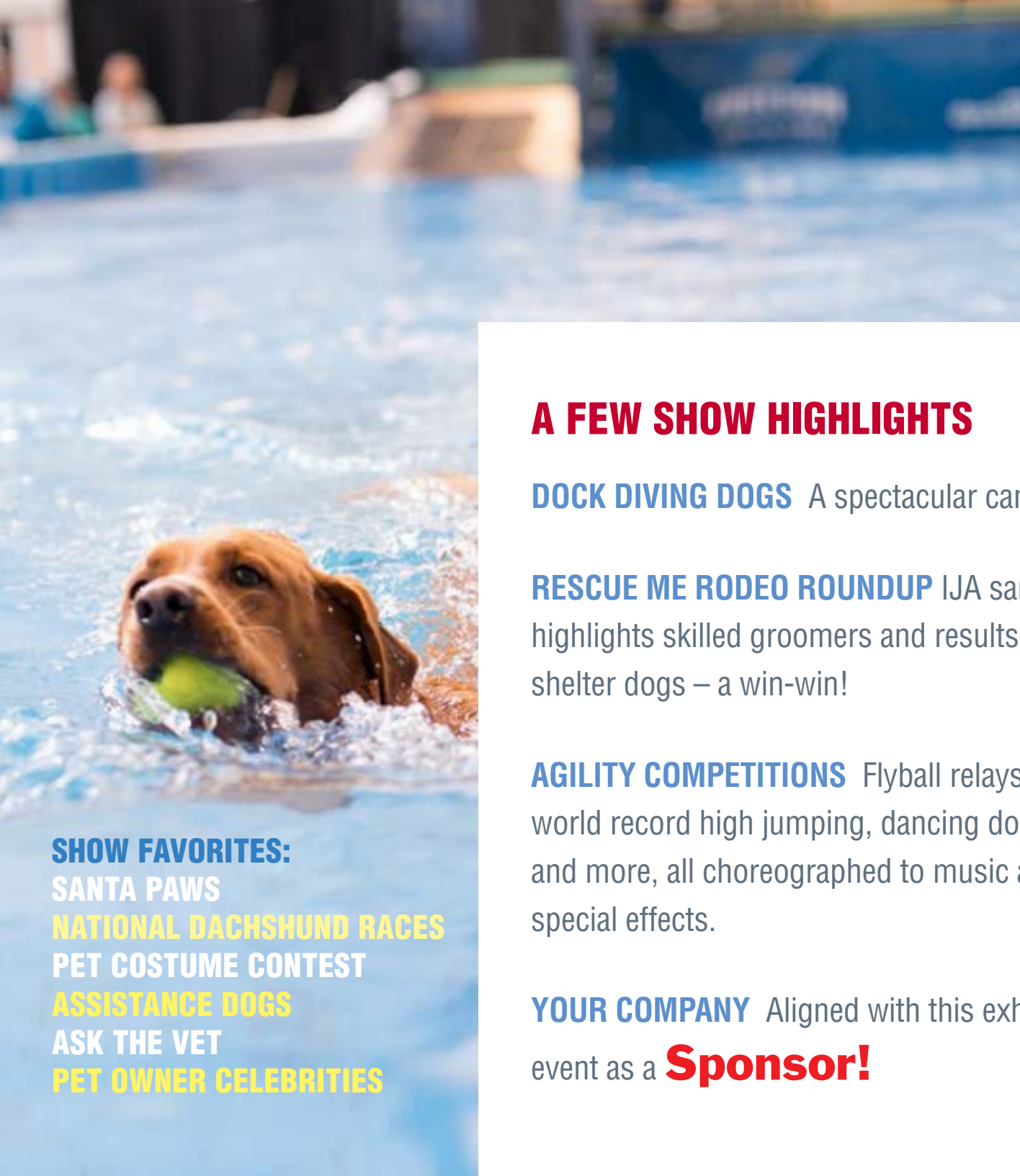
**MORE THAN 14,000
ATTENDED THE
SHOW IN 2016.
2017 ATTENDANCE
IS EXPECTED TO BE
EVEN GREATER!**

2017 PITTSBURGH PET EXPO

The Largest Consumer Pet Trade Show on the East Coast! More than 14,000 people, 200+ exhibitors, continuous entertainment, and pets of all types, make the annual Pittsburgh Pet Expo one of the areas most anticipated events.

This show has something for ALL pet lovers — from pet sport events to grooming competitions, adoptions, pet health professionals, entertainment, and so much more. Attendees participate in or watch the many events and sample or examine products. Since pets attend too, shoppers are able to lavish their best friend with special finds.





A FEW SHOW HIGHLIGHTS

DOCK DIVING DOGS A spectacular canine aquatic competition.

RESCUE ME RODEO ROUNDUP IJA sanctioned grooming competition highlights skilled groomers and results in the adoption of participating shelter dogs – a win-win!

AGILITY COMPETITIONS Flyball relays, agility racing, Frisbee dogs, world record high jumping, dancing dogs, trick dogs, celebrity dogs, and more, all choreographed to music and mixed with comedy and special effects.

YOUR COMPANY Aligned with this exhilarating and fun, family-centered event as a **Sponsor!**

SHOW FAVORITES:

SANTA PAWS

NATIONAL DACHSHUND RACES

PET COSTUME CONTEST

ASSISTANCE DOGS

ASK THE VET

PET OWNER CELEBRITIES



SPONSORSHIPS

Animal Arena Sponsor - The Pittsburgh Pet Expo is jam-packed with entertaining events each day. Associate YOUR company's name with the area where these popular events are held.

Investment: \$5,000

Stage Sponsor - There is continuous entertainment each day on our main stage. This sponsorship tells attendees the stage acts are brought to them by YOUR organization.

Investment: \$5,000

Pet Costume Contest - Pets win prizes for their costumes and owners love to dress up too. A Pet Expo favorite timed right for Halloween, perfect to put YOUR name on.

Investment: \$3,000

Santa Paws Pet Photos - Pet owners wait all year to get this FREE festive photo taken of their animal with Santa. Make it courtesy of YOUR company and create a lasting relationship with families that value pets.

Investment: \$5,000

Pet Powder Room - Pets will answer nature's call each day at the event. As sponsor of this interactive area, YOU will have the opportunity to reach attendees in a subtle and creative way, with samples, educational materials, and more.

Investment: \$2,000

**SIX-OUT-OF-TEN
PET OWNERS
CONSIDER THEIR
PETS FAMILY
MEMBERS**



SPONSORSHIPS

Ticket Back - All Pittsburgh Pet Expo tickets and passes have a coupon good for savings at YOUR place of business.

Investment: \$5,000

Ticket Drop - Tickets for the Pet Expo are only available at the door — until we announce “for a limited time...” and YOUR location. Details and timing are at your discretion to reward your current customers, and to provide extra traffic to your business to make new ones!

Investment: \$2,000

Automotive - Pet owners love cars with pet-friendly features that look great paired with their best friend! YOUR company can put its name on transportation.

Investment: \$5,000

Parking Relief Program - Customers that park in the Convention Center garage show their parking stub at the event and in exchange receive a “coupon book” from YOU (estimated value \$10+). Cost of printing coupon books is responsibility of sponsor.

Investment: \$5,000

Free Friday Night - Everyone will love YOU for providing free admission on Friday, and we’ll be sure to promote it by placing “Free admission courtesy of YOUR COMPANY” on all advertising and in all publicity. Plus, we tell them to stop at your both and say thanks!

Investment: \$5,000

**62% OF ALL U.S.
HOUSEHOLDS
OWN AT LEAST
ONE PET!**

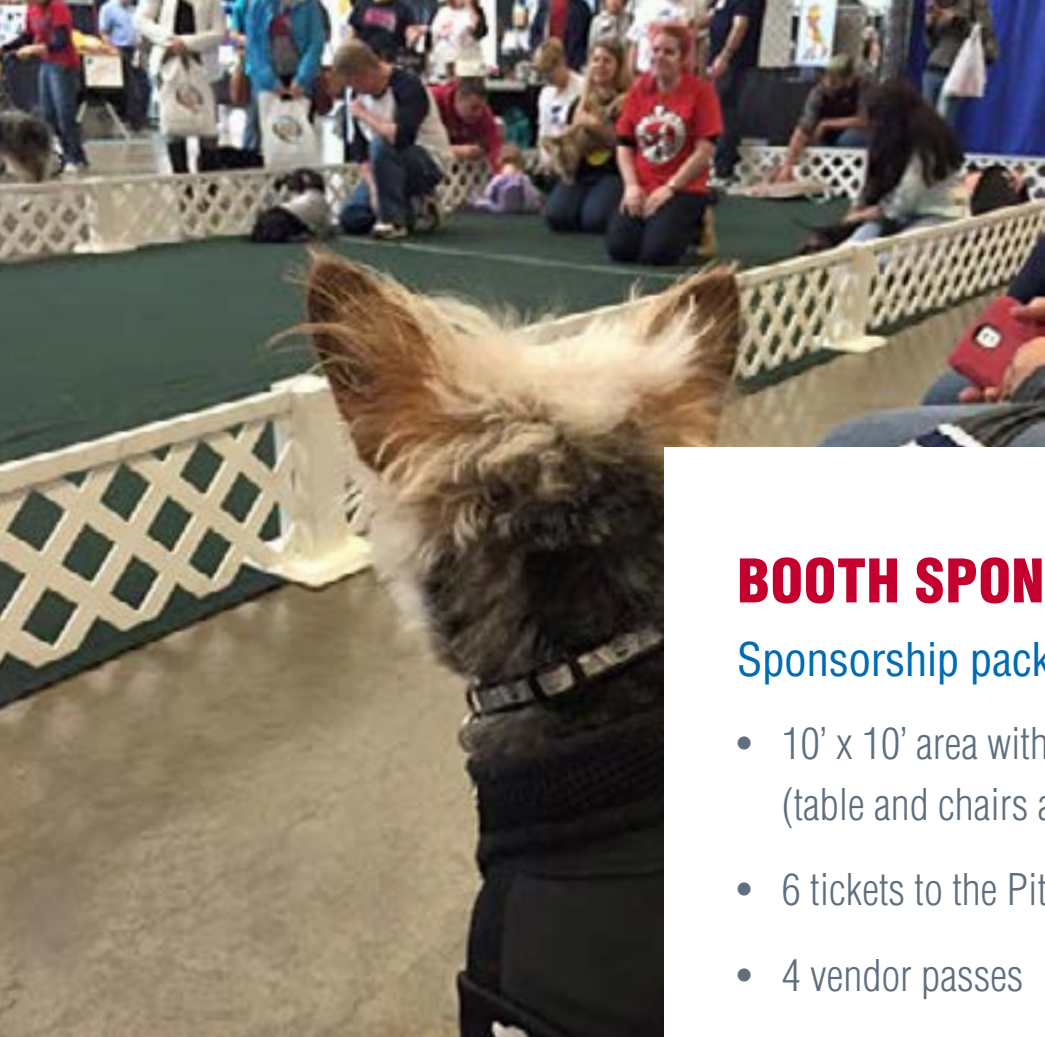


ADVERTISING OPPORTUNITIES

Sponsorship packages may include:

- Broadcast TV
- radio
- print
- outdoor
- press releases
- social media
- targeted mailing lists
- other strategic marketing placements.

**THE PITTSBURGH
PET EXPO TAKE UP
MORE THAN
2 ACRES OF
INDOOR SPACE**



BOOTH SPONSORSHIP

Sponsorship package includes:

- 10' x 10' area with pipe and drape to display or sell merchandise, or build database (table and chairs available by request).
- 6 tickets to the Pittsburgh Pet Expo
- 4 vendor passes
- Listing and link on www.pghpetexpo.com

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Total Exhibitor Investment: **\$695**

Corner Booths: add \$100

15% discount on second booth purchase

**THERE ARE
APPROXIMATELY
70 MILLION PET
DOGS IN THE USA**



NONPROFIT BOOTH SPONSORSHIP

Rescue organizations, kennels, etc... (must provide proof of 501c3 nonprofit status)

- 10' x 10' area with pipe and drape to display or sell merchandise, or build database (table and chairs available by request).
- 6 tickets to the Pittsburgh Pet Expo
- 4 vendor passes
- Listing and link on www.pghpetexpo.com

Total Exhibitor Investment: **\$350**

Corner Booths: add \$100

15% discount on second booth purchase

**THERE ARE
APPROXIMATELY
74.1 MILLION PET
CATS IN THE USA**