

# CAT LOVERS SHOW

**Sat 8 & Sun 9  
September**

Royal Exhibition Building  
[catloversshow.com.au](http://catloversshow.com.au)

I ❤️ CATS



**A festival  
with cat-titude**

**SALES KIT**

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

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# An Invitation

## Mark your territory at the first ever Cat Lovers Show in Melbourne.

The Dog Lovers Show has been a great success, with over 75,000 passionate, high-spending Dog lovers attending the last Melbourne, Sydney and Brisbane Shows, delivering exceptional results for exhibitors and sponsors.

The inaugural Cat Lovers Show will build on the award winning formula of the Dog Lovers Show, presenting a unique opportunity to get up-close-and-personal with the Cat loving public to promote, sell and educate Cat owners about your products & services.

It will draw inspiration from many of the successful attractions at the Dog Lovers Show but present a wide array of features and presenters that will be truly unique to the Cat Lovers Show with strong appeal to Cat owners.

We look forward to welcoming you as one of our founding supporters on what promises to be another award winning show.

Discover the power of face-to-face marketing...

**Jason Humphris**  
*CEO & Founder*



# Show Highlights

**Hundreds  
of Cats  
on Show**

**30% of visitors to  
the Dog Lovers Show  
also own a Cat!**

**Benefit from an  
industry leading  
marketing  
campaign**

**10,000+  
visitors expected  
(2-legged!)  
over 2 days**

**Reach a  
passionate, targeted  
& high spending  
audience**



**Engage with Cat  
Lovers & Owners  
like never before**

**Australia's  
first Feline  
Festival**

**Backed by a  
team with over  
100 years  
combined Event  
experience**

# Visitor Profile & Industry Stats

## Thousands of visitors will have one thing in common...

Over two days, the Melbourne Cat Lovers Show will welcome thousands of visitors.

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

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

They all love Cats!



## Cat ownership in Australia

-  Cats are found in 29% of Australian households
-  Average of 1.4 cats per household, total estimated population of almost 3.9m
-  76% Cats owned in Australia are mixed breeds remainder are pure breeds
-  25% of Cats have been acquired through animal shelters, 19% from friends or neighbours, and 15% strays. Only 23% said they bought their Cats from a breeder or a pet shop
-  Over half of all Australian Cats are acquired for free
-  The estimated average price for paid Cats was \$274. Pure breeds are more likely to have been bought for \$200 or more (45%), with the estimated average cost of a pure bred cat being \$401
-  65% said companionship was the most common reason for acquiring a Cat, but once they enter the household, the Cat's role is redefined as a member of the family (65%) while only 24% say their Cat has a companionship role
-  Pure breeds were more likely than mixed breeds to have been obtained for relaxation (13% versus 3%), for entering competitions as a hobby (8% versus 0%) or for breeding purposes (5% versus 0%)
-  The majority of cats (59%) are kept both indoors and outdoors, while 34% are exclusively indoors and 7% outdoors
-  Pure bred cats are more likely to be kept indoors (54%) and this is more likely to be by people who live in apartments or units (55%)

Source: AnimalMedicinesAustralia 'Pet Ownership in Australia 2016'

# Marketing Campaign

The marketing campaign for the Cat Lovers Show is developed with one sole focus: to attract thousands of Cat 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 live with and love a Cat.

## Our Media strategy

### Newspapers

A huge, high-impact campaign will appear in the Herald Sun, and local newspapers in the weeks leading into the show incorporating Early General News ads, editorial articles and ticket promotions.

### Radio

Extensive coverage on leading AM and FM radio across metropolitan and regional stations in the weeks leading up to the Show including 30 second paid spots, on-air promotions, contestant segments, activity during pet-based programs, live crosses and activity across the digital & social media platforms of our key radio partners.

### Billboards

Large format billboards on major arterials will be used to drive mass awareness across metropolitan Melbourne.

### 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, vets, pet shops, local cafes and anywhere Cat lovers will see them!

### Magazines

Full page, full colour advertisements, editorial, features and front cover promotions will run in high profile, Cat, pet, trade and consumer magazines.



# Marketing Campaign

## Internet Promotions

www.catloversshow.com.au will be the primary source of information about the show for Cat lovers. It will contain detailed information on the event and include 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, Snapchat, Flickr and YouTube pages will run extensive activity and promotions including ticket offers, exhibitor promotions, surveys, Cat stories, blogs photo comps and news updates. An extensive paid advertising campaign will also run across Facebook and Instagram.

## 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 'Fur-Festival'. It's heaven for Cat lovers with education, interaction and entertainment on a grand scale and this will ensure the show attracts a large, high-spending and passionate audience of Cat lovers.

## Below-the-line & Other Promotions

- PR – Along with our PR company HotHouse Media & Events, we will work closely across all media in driving editorial and interest across mainstream and below the line outlets throughout metropolitan and regional areas of Victoria.
- Email & Newsletter Marketing  
Regular high impact EDM's will be widely distributed via our own database and our stakeholders', with promotions across numerous industry and consumer based newsletters.
- Celebrity Ambassador Program  
We already have a number of well-known Cat loving celebrities supporting the Show including Dr Harry Cooper, Dr Katrina Warren, CATMANTOO and Ben Britton, and assisting us to spread the word via their social media channels. We will grow this support leading up to the first show.



# Why Exhibit?

## The Power of Event Marketing



### 7 reasons to get involved



#### Drive sales + more!

The Show gives you immediate access to your target market so you can sell on-site at the event as well as running promotions that drive retail and online sales. The Cat Lovers Show will also help substantially build your brand and database, and is a fantastic 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 Cat owners and lovers. 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 tens of thousands of Cat-loving visitors over two days in Melbourne.



#### The power of conversation

Experience the results when your best sales & marketing people talk one-on-one with the exact people you're trying to reach. Cat owners love to talk about their Cats!



#### Permission marketing

Visitors to the Cat Lovers Show want to know all about what you've got to sell. It's a big part of the reason why they're there. It means a receptive ear is receiving your marketing message.



#### 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, Cat loving people behind your company and website.



#### Engage all FIVE senses

The Cat 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' Cats when they get home and reward their feline with lots of goodies.

# The Comprehensive Exhibitor Package

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



## Shell Scheme Display Stand (optional)

If required, we provide lighting, powerpoint, signage with company name and stand number on each aisle faced, back and side walls. (carpet extra cost)

## Your own dedicated page on the event website

Leverage our marketing with your own editorial page on our website, then link Cat 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.

## Marketing Information Manual

Maximise your pre and post event marketing and PR effectiveness with our comprehensive Marketing Information Manual 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 get it out there.

## Use of Cat Lovers Show logo

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

## Industry Networking

We will 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

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

# 2018 Sponsorship Packages

A wide range of high-profile, cost-effective Sponsorship Packages can be secured at the first Cat Lovers Show in Melbourne starting from \$5,000 (+GST).

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

Many packages come with naming rights for a specific 'attraction' zone – for example, The [Company Name] Stage.

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

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



## Cat Lovers Stage

The Main Stage will provide visitors with expert tips for a healthier, happier Cat with talks on training, behaviour, healthcare and feline mental health. This is a great opportunity to own the Main Stage with exceptional branding and sampling opportunities on-site.



## Cat Colosseum

Entertaining and educational presentations that showcase Cats at their best and most entertaining. A host of incredible shows will excite visitors at our Cat Colosseum at the first show, from skateboarding felines to talented jumping Cats.



## 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 Cat breeds. It's an exciting sponsorship opportunity upon which to leverage your brand and products with unprecedented signage opportunities on every breed stand covering a large section of the Show.



# 2018 Sponsorship Packages

## Cat Adoption Zone

The Cat Adoption Zone provides visitors with all the re-homing info they need, with experts on hand and Cats ready to be adopted. 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 Cats as possible.

## Pat-A-Cat

Kids and grown-ups alike will love the opportunity to get up-close and personal with Cats of all shapes, sizes and breeds from kittens to adults and experts on hand to provide info on each Cat. Take ownership of what will be 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.

## Purrfect Match

Visitors looking for their next fur-kid will benefit greatly from our Purrfect Match Zone where we provide all the info they need to make an informed decision on their next Cat. 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 Purrfect 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 Cat lovers.

## Cafe Sponsor

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

## Ask-An-Expert

Visitors will be provided with free expert advice at the Show to help answer common medical and behaviour related Cat queries. It's a great opportunity for a company to position themselves as a market leader when it comes to education and advice with strong branding and engagement opportunities.



# 2018 Sponsorship Packages

## Kitty-Kids Zone

Kids will love the Show and we will present lots of activities for them including a Funny Photo Wall, the opportunity to get their face painted as popular Cat breeds and a creative arts zone where they can craft Cat toys and more. It's a great opportunity for a company to sponsor and brand all these kids activities in the Kids Zone and reach families with kids of all ages.

## 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 opted-in on the Door Prize survey after the show.

## Lanyard Sponsor

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



# 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 success of the Cat 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 Cat 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:

-  Dog Lovers Show
-  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



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