

SALES KIT

CAT LOVERS SHOW[®]

**Sat 30 Nov &
Sun 1 Dec 2019**

Royal Exhibition Building

THE WORLD'S GREATEST
FESTIVAL FOR CAT LOVERS



catloversshow.com.au

Contents

An invitation	3
Visitor Profile	4
Marketing Campaign	5
Why Exhibit?	7
The Comprehensive Package	8
Show Overview & Keylinks	9
Sponsorship Packages	12
Our Credentials & Contact Details	15



An Invitation

Drive sales and grow your business at the Melbourne Cat Lovers Show.

The 2018 Cat Lovers Show was an overwhelming success attracting over 20,000 passionate, high-spending Cat-lovers delivering exceptional results for our exhibitors and sponsors.

The Cat Lovers Show is 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.

We look forward to the prospect of working with your company on the only major festival in Australia dedicated to our feline friends.

Book your stand now and discover the power of **face-to-face** marketing...



Visitor Profile

"I've attended quite a number of Expos centred around animals and pets over the past 20 years, but I've never seen so much enthusiasm or excitement as I experienced during the inaugural Cat Lovers Show. As an opportunity to showcase and discuss our product, you could not ask for a better platform or a more targeted audience. In addition, the organisers of the show were there each step of the way during the lead up to the event and then over the time we were exhibiting. I feel the only mistake me made was that we did not book a larger exhibition space – something we'll change when we return next year!"

- Sam Drinkwater, Executive Manager, iPetz

Over 20,000 visitors had only one thing in common...

Over two days, the 2018 Melbourne Cat Lovers Show welcomed over 20,000 people through the doors at the Royal Exhibition Centre in Carlton.

Young, old, men, women, inner suburbs, outer suburbs, 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 all have one thing in common.

They all love Cats.

Quick Facts:

-  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
-  The majority of cats (59%) are kept both indoors and outdoors while 34% are exclusively indoors and 7% outdoor

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 passionate, high-spending Cat owners to the event. Our messaging and feline-inspired visitor attractions highlight all the great things to see, do, learn and buy that makes life SO much better when you own and love a Cat.

Our Media Strategy

Newspapers

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

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, activity during pet-based programs, live crosses and activity across the digital and social media platforms of our key radio partners.

Promotional Video

Magazines

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

Large Format Billboards

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



Marketing Campaign

Internet Promotions

www.catloversshow.com.au is the primary source of information about the show for Cat lovers and contains detailed information and an option to pre-book discount tickets. We will also actively promote the show on a wide range of leading websites via Google Adwords with targeted messages, giveaways, promotions and banner ads.

Social Media

Our Facebook, Twitter, Instagram, Flickr and YouTube pages will run extensive activity and promotions including ticket offers, exhibitor promotions, surveys, Cat stories, photo comps, speaker plugs and news updates. A major paid advertising campaign also runs across Facebook and Instagram for 8 weeks leading into the show to promote pre-purchase ticket buying, sponsor attractions, competitions and to build word of mouth throughout the Cat owning community.

Exhibitor, Industry and Association Marketing

Every stakeholder plays a key role 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. Our Essential Marketing Tips document is also used to make it easy for Exhibitors to help promote the show and their involvement.

Best in Shows

No other event in Australia comes close to comparing with what we think is the 'World's Greatest Festival for Cat Lovers.' It's heaven for feline-tragics with education, information, interaction and entertainment on a grand scale and this will ensure the show always attracts a large, high-spending and passionate audience of Cat lovers.

Below-the-line & Other Promotions

- **PR** – Along with our PR company, we work closely across all media in driving editorial and interest across mainstream and below the line outlets throughout metropolitan and regional areas of Victoria and throughout Australia. Please review the PR Report from the previous show to see just how far and wide the Cat Lovers Show gains media attention.
- **Email & Newsletter Marketing** – Regular high impact EDM's will be widely distributed via our stakeholders' and our own database of previous visitors and door prize entrants from the 2018 event, 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, Dr Chris Brown, Dr Danni Dusek CATMANTOO and Ben Britton and they assist us to spread the word via their social media channels and we will grow this support leading up to the 2019 show.



Why Exhibit?

The Power of Event Marketing

“Great event with lots of consumers generally interested in the brands and taking advantage of the special promotions available during the Cat Lovers Show” - Graham Taylor, Sure Petcare.



7 reasons to get involved



1. Drive sales

The Show gives you immediate access to your target market so you can sell direct on-site at the event as well as driving retail and online sales before, during and after the event. The Cat Lovers Show can also help substantially build your database and brand, is a platform to research your market, educate consumers and recruit followers on social media.



2. 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, so you get more 'bang for your buck' - no wasted ad dollars!



3. Generate new business

Reap the benefits of exposure to thousands of potential new clients with your own, targeted, retail pop-up store and over 30,000 visitors in just two days!



4. The power of conversation

Experience the results when your best sales & marketing people talk one-on-one with the exact people they are trying to reach.



5. Permission marketing

Visitors to the Cat Lovers Show want to know what you've got to sell. It's a big part of the reason why they have attended. It means a receptive ear is receiving your sales marketing messages.



6. 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, crazy cat-loving people behind your company and website.



7. 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 the feline with the best products on the market today.

The Comprehensive Exhibitor Package

“For my small handmade business the Cat Lovers Show was fantastic exposure to the public to know that I am out there and I was able to grow my mailing list quite a bit. It was an excellent experience and looking forward to follow up from many potential customers” - Carla, Oscar and Rufus



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

Shell Display Stand (optional)

If required, we provide your lighting, powerpoint, signage with company name and stand number on each aisle faced, plus your back and side walls.

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.

Essential Marketing Tips

Maximise your pre- and post-event marketing and PR effectiveness with our comprehensive Essential Marketing Tips document that is full of proven ideas and strategies for success.

PR opportunities

Our pre-show PR is 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 help get it out there.

Discount travel and accommodation packages

All exhibitors can access the special travel and accommodation deals we line up to coincide with the Show.

Use of Cat Lovers Show logo

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

Industry networking

We also run initiatives to encourage networking so the industry can maximise the B2B opportunities.

Promotional Brochures & Posters

Promotional brochures and posters are provided to Exhibitors and Sponsors free of charge to promote the show and your involvement.

Exhibitor Information Manual

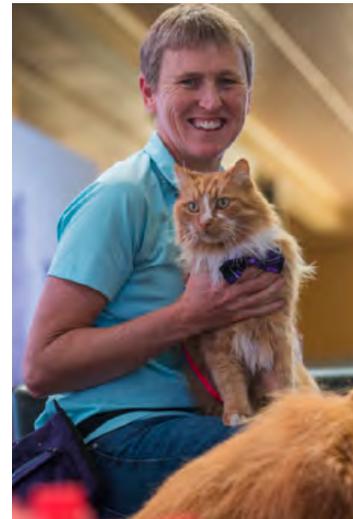
To ensure your pre-event planning is smooth and successful with recommended suppliers for all your event needs.

2019 Stand price: \$380/sqm+GST.

Show overview and key links

**CAT
LOVERS
SHOW**®

[CLICK HERE](#)
TO VIEW THE WEBSITE



“Our best event this year – congratulations to the organisers for a world class pet show.”

– Ron, The Pet Calmer

POSTER

**AUSTRALIA'S
FIRST
FUR-TASTIC
FELINE
FESTIVAL!**

POUNCE ON DISCOUNT TICKETS ONLINE NOW!

The Cat's out of the bag! Come celebrate everything that's cool about Cats at the first major festival in Australia dedicated to educating and entertaining feline-tragics in a truly memorable way. It promises to be the perfect fur-fix for every feline fan and pawsome fun for everyone!

Live on stage: Catmanto, Dr Harry Cooper, Dr Katrina Warren, Kelly Gill, Dr Jo Righetti, Rosalie Horton & Ben Britton!

Sat 8 & Sun 9 Sept
Royal Exhibition Building

OPEN DAILY 9:30AM - 5PM [f](#) [@](#) [v](#) #CatLoversShow



**CAT
LOVERS
SHOW**®
catloversshow.com.au

*Visitors are not permitted to bring their Cats due to health & safety reasons (see website for details)

**Around
300+ Cats
on show**



BILLBOARD

**CAT
LOVERS
SHOW**®

**AUSTRALIA'S FIRST
FUR-TASTIC
FELINE FESTIVAL!**

catloversshow.com.au



Sat 8 & Sun 9 Sept Royal Exhibition Building



**85% of all
visitors own
a Cat and 55%
live with 2 or
more Cats**

Show overview and keylinks continued

FACEBOOK AD

CAT LOVERS SHOW
 Sat 8 & Sun 9 September
 Royal Exhibition Building
catloversshow.com.au

COME SHARE THE LOVE

POUNCE ON DISCOUNT TICKETS ONLINE NOW!

OUTDOOR DIGITAL BILLBOARDS

CAT LOVERS SHOW
 Sat 8 & Sun 9 September
 Royal Exhibition Building
catloversshow.com.au

IT'S OUR TIME TO SHINE

POUNCE ON DISCOUNT TICKETS ONLINE NOW!

AUSTRALIA'S FIRST FUR-TASTIC FELINE FESTIVAL!

ONLINE AD

CAT LOVERS SHOW
 Sat 8 & Sun 9 September
 Royal Exhibition Building
catloversshow.com.au

AUSTRALIA'S FIRST FUR-TASTIC FELINE FESTIVAL!

POUNCE ON DISCOUNT TICKETS ONLINE NOW!

“Absolutely loved this show!
 Can't wait for next year –
 I'm sure it will be bigger
 and better!”
 – Suzanne, Diamond Creek

METROLITE

AUSTRALIA'S FIRST FUR-TASTIC FELINE FESTIVAL!

POUNCE ON DISCOUNT TICKETS ONLINE NOW!

PRESS AD

FROM THE CREATORS OF THE DOG LOVERS SHOW!

CAT LOVERS SHOW
 Sat 8 & Sun 9 September
 Royal Exhibition Building
catloversshow.com.au

AUSTRALIA'S FIRST FUR-TASTIC FELINE FESTIVAL!

The Cat's out of the bag! Join us to celebrate everything that's cool about Cats at the first major festival in Australia dedicated to educating & entertaining feline-fans including ▶ Talks from Dr Harry, Katrina Warren, CATMANTOO, Ben Britton & more ▶ Meet over 100 cats in the Breed Showcase, Adoption & Pat-A-Cat Zones ▶ Be entertained by talented Cats & take part in our Kitty-Cosplay Fashion Purrrade ▶ Get pampered by Clara H Nails in the Herald Sun Purrrfect Paws & Prosecco Bar ▶ Ask-An-Expert, Kitty Kids Zone, Door Prize ▶ hundreds of products & services to spoil your puss.
 It's the perfect fur-fix for every feline-fan and pawsome fun for everyone!
 Visitors are not permitted to bring their Cats due to health & safety reasons (see website for details).

POUNCE ON DISCOUNT TICKETS ONLINE NOW!

OPEN DAILY 9:30AM - 5PM

LIKE US ON FACEBOOK @catloversshow
 FOLLOW US ON INSTAGRAM @thecatloversshow

68% of visitors said they will be adopting their next Cat.

73% of all visitors purchased Cat products or services at the show.

COMPLIMENTARY TICKETS

CAT LOVERS SHOW
 Sat 8 & Sun 9 September
 Royal Exhibition Building
catloversshow.com.au

ADMIT ONE Complimentary

Sat 8 & Sun 9 September
 Royal Exhibition Building

@catloversshow @thecatloversshow @catloversshow #CatLoversShow

catloversshow.com.au **OPEN DAILY 9:30AM - 5PM**

CAT LOVERS SHOW

*Visitors are not permitted to bring their Cats due to health & safety reasons (see website for details)

Show overview and keylinks continued

[Click here](#) to view Launch Media Release

[Click here](#) to view Flickr 2018 Album (Photo Gallery)

[Click here](#) to view the 2018 PR Report

[Click here](#) to view the 2018 Show Guide provided to visitors upon entry

[Click here](#) to view 2018 Promotional Flyer

[Click here](#) to view 2018 Promotional A3 Poster

[Click here](#) to view 2018 outdoor billboard

[Click here](#) to view Facebook page

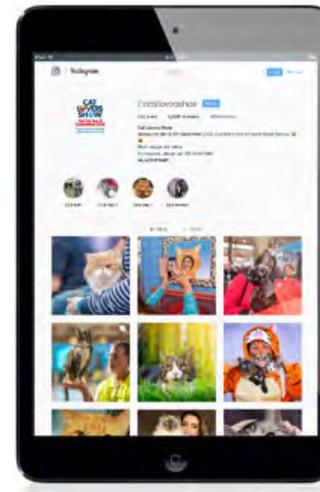
[Click here](#) to view Instagram page

[Click here](#) to view YouTube page

[Click here](#) to view 2018 Essential Marketing Tips for Exhibitors document

[Click here](#) to view the 2018 Promotional Video

FOR THE LOVE OF CATS



1. Maximise the impact of your Exhibitor Page

- **Text:** Keep the text short and punchy – as a general rule you don't want to load more than one page of text.
 - **Image:** Make sure you add your company logo and visually arresting images to make the page come to life.
 - **Add key links:** Ensure that you add links to your Social Media pages and your Website.
 - **Add wow factor:** Add an exclusive **Show Special** and any **New Products** you are launching at the show on this page and this will also be included on these dedicated pages on the website (more free exposure).
 - **Categories:** Make sure you tick all the relevant product and service categories that relate to your business as many visitors search for Exhibitors this way.
- Research clearly shows that Exhibitors who promote their participation BEFORE the event substantially increase their stand traffic and interest in their products. If you require any further assistance with your Exhibitor Listing page then please email Nikki on nikki@eventml.com.au or call on (03) 9696 9961.



2019 Sponsorship Packages

A wide range of high-profile, cost-effective Sponsorship opportunities can be secured at the next Cat Lovers Shows with packages starting from around \$5,000 (+GST), plus the cost of your stand.

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

Each sponsor is normally provided with naming rights for a specific 'attraction' zone – for example, the Royal Canin Stage.

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



Colosseum

\$35,000+GST

The Colosseum will present a wide range of high-energy, entertainment based performances highlighting the wonderful talents of our Cats. The Sponsor will have exclusive naming rights and ownership of the Colosseum with opportunities to distribute promotional material, theme the area, work with the MC, run your own TVC on the Big Screen and much more.



Stage

\$30,000+GST

The Main Stage provides visitors with expert tips for a healthier, happier Cat with talks on training, behaviour & preventative healthcare. The 2019 program includes well known industry speakers such as Dr Katrina Warren, Dr Chris Brown, Catmantoo, Kelly Gilland Rose Horton. It's a great opportunity to own the Main Stage with exceptional branding and sampling opportunities on-site.



Breed Showcase \$17,500+GST

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 a high-profile sponsorship category upon which to leverage your brand and products with your logo presented on the fascia sign of every breed stand. It is also four times as larger than the 2018 Show.



2019 Sponsorship Packages

Ask-An-Expert \$5,000+GST

Visitors will be provided with free vet, grooming and training advice at the show to help answer some of those common medical and behavioural problems owners have with their Cat. It's a great opportunity for a company to position themselves as a market leader when it comes to education and with strong branding and engagement opportunities. (Experts can be supplied by sponsor).

Pat-A-Cat \$25,000+GST

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 with experts on-hand to provide info on each Cat. Take ownership of 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.



Cafe Sponsorship/ Nail Bar/ Prosecco Parlour \$10,000 +GST

Take ownership of the main cafes at the event as well as the highly popular Nail Bar and Prosecco Parlour with opportunities for signage display, distribution of promotional material and sampling across a huge footprint.

Purrfect Match \$10,000 +GST

Visitors looking for their next feline 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 and large information posters to help them 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.



2019 Sponsorship Packages

Kitty Kids Zone \$10,000 +GST

We present lots of art & craft activities for kids of all ages at the show including a Funny Photo Wall and the opportunity to get their face painted as popular Cat breeds. It's a great opportunity for a company to sponsor and brand the kids activities at the 2019 show and reach families with kids of all ages.

Feline-Fine Food Truck Park \$5,000+GST

No festival is complete without an offering of yummy food trucks and mouth-watering culinary delights! Our new Feline-Fine Food Truck Park will present some of Melbourne's most popular food trucks and one lucky sponsor will be able to theme, brand and own this entire space with lots of creative opportunities to activate what promises to be a very busy area of the show.

Door Prize \$5,000+GST

The Door Prize sponsor has the opportunity to brand all the entry counters around the show, provide promotional staff and conduct sampling on-site as well as providing the major prize and gaining access to market to all people who entered after the show.

Vehicle Sponsor \$10,000+GST

The vehicle sponsor would provide the official cars for the event, shuttle VIP speakers, gain substantial brand exposure before, during and after the show and enjoy a category exclusivity.

Lanyard Sponsor \$5,000+GST

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.

Please let us know if you would like a tailored proposal for any of the sponsorship opportunities available here. Two year sponsorship opportunities are available.

For more information or to request a tailored proposal, please contact our Show Director, Jason Humphris on (03) 9696 9961 or jason@eventmi.com.au.



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 continued success and expansion 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:

Our other howling successes

-  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

CAT LOVERS SHOW®

Event Management International

Jason Humphris

Email: jason@eventmi.com.au

Clinton Sullivan

Email: clinton@eventmi.com.au

Jo Farrugia

Email: jo@eventmi.com.au

192 Bridport Street
Albert Park, Victoria, Australia 3206

For more information contact us on:

Telephone: +61 3 9696 9961
Facsimile: +61 3 9696 4558 Website:
www.eventmi.com.au

