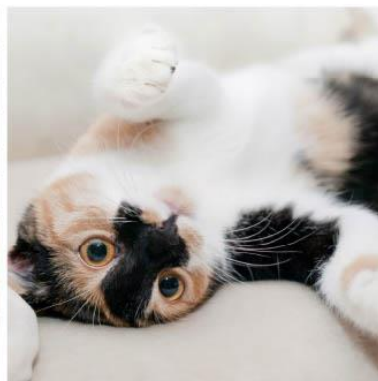


# CAT ADoption ZONE

*Your invitation to take part...*



**CAT  
LOVERS  
SHOW**  
Sat 4 & Sun 5  
June 2022  
Melbourne Convention  
& Exhibition Centre

Over 20,000 kitty-crazed visitors attended our 2019 Cat Lovers Show and after missing out in 2020 and 2021 we are gearing up to do it all again in 2022 – bigger and better!

On Saturday 4<sup>th</sup> and Sunday 5<sup>th</sup> June, the Melbourne Convention & Exhibition Centre will become the new home of the Cat Lovers Show, and we would like to invite your Rescue Group to take part in the **Cat Adoption Zone**.

Our company would like to work closely with your organisation to raise awareness for rescue, provide reliable information on cat adoption and implement activities that will substantially increase the number of homes we can find for cats in need – loving, well-suited homes.

With your help visitors to the Cat Lovers Show will be provided with valuable information and the contacts they need to make informed decisions about bringing a rescue Cat into their home. As an exhibitor we encourage you to bring your Cats available for adoption to the Show if appropriate, so visitors can meet and learn more about whether they could provide a fur-ever home.

Visitors will benefit from being able to speak directly to rescue groups and be eager to learn about re-homing, adoption and fostering options. We will also provide information on the process, pitfalls and where to start including a list of all the rescue groups in Victoria with their contact details.

*We understand that many rescue groups have very limited resources and budgets so with this in mind we have come up with two options to get involved as follows:*

### **Option 1 – Marketing Partner (FOC)**

We are happy to provide every Adoption Group with the following benefits at no cost:

- Free listing on dedicated Cat Adoption Zone page on the Cat Lovers Show website and on large signs at the event.
- Electronic promotional flyers and posters to distribute via your shelter to help promote the show and our Cat Adoption Zone.
- Free use of the Cat Lovers Show logo and imagery to include on your social media, website, emails and any other online portal.

### **Option 2 – Exhibiting Adoption Group and Marketing Partner (FOC)**

We are providing the opportunity for a limited number of Adoption/Rescue Groups to exhibit at the Cat Lovers Show within the Cat Adoption Zone **free of charge**.

In line with our commitment to rescue, we are offering a limited number of stands free of charge to the first rescue groups who return the accompanying Booking Application Contract and in return agree to actively market the Show across your available marketing platforms.

Approximately 30 stands are available for the 2 days, and this provides a unique opportunity to meet thousands of cat lovers attending the event.

It is also a valuable platform to promote your rescue group and the cats you have available for adoption which must be the primary focus of your stand presentation and promotion.

Exhibiting Adoption groups will receive the following benefits:

- **Expo stand within the Zone:** 3m x 3m stand area (9sqm) including your carpet, back and side walls, signage with the name of your rescue group and stand number, 1x power point and lighting.  
**Value: \$3,780 +GST.**
- **Staff Access:** Exhibitor badges for your staff each day.

- **Cat Access:** Registration via Vet Check for your Rescue cats to be on your stand during the Show (Rescue Groups and their cats must comply with our Animal Management Plan).
- **Website:** Dedicated page on the Exhibitor List and Cat Adoption Zone List with your organisation logo on the Cats Lovers Show website where you can present editorial on your rescue group, links to your website and social media sites plus photos and images.

**Investment: \$0**

In exchange for the benefits provided and/or the free stand (Option 1 and 2), participating Rescue Groups must provide the following minimum marketing support where the opportunity exists:

- Cat Lovers Show logo posted on home page of your website with a link to our website for at least 2 months leading up to the Show.
- Post at least twice across each of your social media channels before the event to promote your presence at the Show (info provided by Cat Lovers Show).
- Inclusion of Show information in any email-based Newsletters prior to the event.
- Distribution of our electronic flyers and posters in your offices and at any events your Rescue Group takes part in before the Cat Lovers Show (flyers & posters supplied FOC).
- Participation of at least one of your rescue cats with their handler in one 30-minute time slot in the Pat-A-Cat Zone each day of the Show.
- Present a short 10 minute talk on the Cat Adoption Stage about your organization and to promote the cats you have available for adoption.
- Provide responses and feedback after the event via the post show rescue survey.
- Notify the Cat Lovers Show of how many Cats were rescued at the event, then 1, 3 and 6 months after the Show as a result of your involvement.

We encourage all rescue groups exhibiting within the Cat Adoption Zone to bring cats available for adoption at that time onto their stand as visitors really love interacting with them and many are looking to rescue a cat.

We have an Animal Management Plan in place for the Show to ensure Cat safety and welfare and would require all rescue groups attending with a Cat to be accredited via completing the necessary paperwork to be supplied prior to the Show.

Full details on the Cat Adoption Zone accompany this communication including the Floor Plan and Booking Application Contract. Stands in the Cat Adoption Zone will be allocated based on a first-in-best-dressed basis and your final stand number and location will be advised closer to the Show.

For any additional information please contact Trudi Borin on 0419 303 027 or via email at: [trudi@eventmi.com.au](mailto:trudi@eventmi.com.au).

We look forward to working with your organisation to raise awareness for rescue and to help find loving homes for as many cats in need as possible.

Yours sincerely,  
**The Cat Lovers Show team**