



Welcome to the **Perth Pet Expo 2017!**

The Perth Pet Expo 2017 will be held on **Saturday 4th and Sunday 5th November** in Robinson Pavilion at **Claremont Showground**.

This ticket-only event aims to showcase new products and technologies available and educate pet owners about responsible pet ownership. Importantly, it is a celebration of our pets and a great entertaining weekend for all ages!



Pets are welcome to attend.
(House rules will apply)

Meet our Ambassadors



Dr. Kate Lindsey, BSc (Hons) BVMS
(Hons) MANZCVS (Animal Behaviour)
CMAVA, founder of the
Kalmpets Animal Behaviour Centre



Dr Rick Fenny, founder/chairman
of **Pets & Vets** group,
vet for the famous "Red Dog"

Event Highlights

Back by popular demand!
'Farmer Dave' Graham and DockDogs



Which dog will be the most beautiful of them all?

The Perth Pet Expo 2016 will host a **2-day grooming competition run by the Pet Industry Association of Australia**, the pet peak industry body in Australia, to award WA's top groomer and the most beautiful canine.

The Poodle and Salon Freestyle grooming contest will showcase the skills of some of the country's top dog groomers as well as what quality grooming really looks like.

Groomers will compete for cash prizes, sachets and trophies, and the title of Best in Show! An exciting event not to be missed!



Weekend Attractions include:

- **DockDogs** return with celebrity dog trainer “**Farmer Dave**” **Graham**
- **Pets + Vets Group Wellness Corner** – all your pets’ health and wellness needs under one roof
- Cat show by **ANCATS** (Australian National Cats Inc.)
- **Dog grooming competitions** presented by PIAA
- Live presentations by a variety of **animal experts**
- **Swan Valley Cuddly Animal Farm** to entertain the kids
- Enjoy **camel rides** with **Humpy Camels** and kids can ride the “**camel train**” around the expo!
- Reptiles on show by **The Snake Whisperer**
- Get up close and personal with a Koala, pat a dingo, or have a python wrapped around your neck at the **West Oz Wildlife** educational wildlife display
- Take a break with your pet in the **Pet-Working Café**

Competitions



Do you have WA’s cutest pet? Every year Perth Pet Expo searches for WA’s cutest pet. The competition is open to pets of all shapes and sizes, with four prize categories: cutest dog, cutest cat, cutest household companion and the people’s choice award. The winners are determined by event officials and ambassadors.

Entries will be open soon. Don’t miss out on having your pet crowned WA’s Cutest Pet for 2017!



Meet Jack the One-Eyed Pug – WA’s Cutest Pet for 2016

Marketing & Media Coverage

To date, Perth Pet Expo has been featured on:



2017 Perth Pet Expo marketing campaign will include:

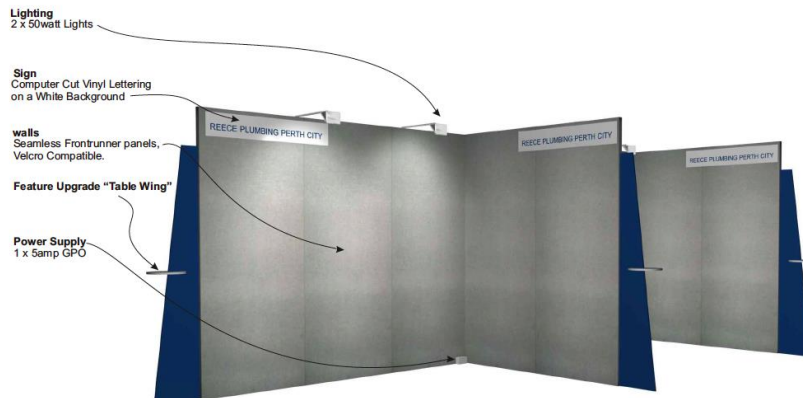
- Extensive media and marketing campaign via print and digital channels
- The 'Cutest Pet Competition' 2017 is back after an overwhelming response in 2014, 2015 and 2016
- Interviews and editorials on selected major metro radio and TV stations
- Social media and online campaigns including Facebook, Twitter, Instagram and LinkedIn
- E-Newsletters promoting Perth Pet Expo sent to the events extensive database (8000+)
- Targeted direct marketing campaign – 20,000 flyers distributed
- Promotional partnerships with key industry stakeholders

Base Pricing for Exhibitors:

- | | |
|---|---------------|
| - 3 x 4m LARGE Exhibition Booth | \$2250 ex GST |
| - 3 x 2m MEDIUM Exhibition Booth | \$1500 ex GST |
| - 3 x 1m SMALL Exhibition Booth | \$850 ex GST |
| - 3 x 1m SMALL Exhibition Booth NFP/Rescue only | \$500 ex GST |

The rates above include constructed walls, company name on rear wall, 2x lights and a standard power outlet.

All custom builds. Space only enquiries are available upon request.



Admission Prices

Family Pass (2 adults and 2 children)	\$37.00
Adult Pass	\$17.00
Concession/Student Pass	\$10.00
Child Pass	\$7.00
Pet Registration	\$3.00

ONE pet per person, see website for House Rules

Thank you to our sponsors for 2017



BeMedia

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Silver Sponsor

All levels of sponsorship are currently available, including **Naming Rights**.
Email info@perthpetexpo.com.au for more information.

For more information

Visit www.perthpetexpo.com.au

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