



2020

**SPONSORSHIP & ADVERTISING
OPPORTUNITIES FOR
EXHIBITING COMPANIES**



**NATIONAL PET
INDUSTRY SHOW**
VANCOUVER



**NATIONAL PET
INDUSTRY SHOW**
DRUMMONDVILLE



**NATIONAL PET
INDUSTRY SHOW**
TORONTO



SPONSORSHIP & ADVERTISING OPPORTUNITIES FOR EXHIBITING COMPANIES



 **NATIONAL PET INDUSTRY SHOW**
VANCOUVER

April 26-27, 2020

 **NATIONAL PET INDUSTRY SHOW**
DRUMMONDVILLE

August 30-31, 2020

 **NATIONAL PET INDUSTRY SHOW**
TORONTO

September 13-14, 2020

OVER **500**
COMPANIES
EXHIBITED

OVER **3500**
IN FOOT TRAFFIC

+10000
COMPANIES
& FRANCHISE
LOCATIONS

Reach Your Target Market

- » In 2019, for a second year in a row, we had three record-breaking shows and the best attendance ever recorded. Over 500 companies exhibited during our three shows with over 3500 in foot traffic, over two days, representing more than 10,000 companies/franchise locations. Our shows prove year after year they are the place to be to make important business contacts, and we are anticipating an increase in visitors again in 2020.
- » PIJAC Canada's shows are the ideal meeting place for Canadian manufacturers and distributors to develop working relationships with other industry players. The visitors will mainly consist of pet store owners and decision makers, in addition to veterinarians, groomers, pet sitters, manufacturers and distributors.
- » The sponsorship and advertising opportunities presented in this package will help you reach PIJAC Canada's growing social media network and gain visibility in the pet industry.

Key Benefits to PIJAC Canada Sponsorship

- » Opportunity to maximize your Return-On-Investment / Return-On-Objectives by encouraging attendees within your target industry to visit your booth;
- » Showcase your company before the event;
- » Extend the reach of your marketing message beyond your booth;
- » Differentiate your company from the competition;
- » Increase the impact of your message when launching a new product or service;
- » Bolster your credibility and promote your presence;
- » Convey your commitment to the pet industry by aligning your brand with PIJAC Canada.

Maximize your visibility by showcasing your brand to PIJAC Canada's vast audience. With a reach of over 6,000 industry professionals, you will shine on social media!

Learn more about what PIJAC Canada has to offer you at www.pijaccanada.com



To purchase any of the sponsorships or advertisement opportunities presented in this package, email us at events@pijaccanada.com, or call us at 613-730-8111 ext. 111.



MAIN SHOW SPONSOR

One spot available per show

As the Main Show Sponsor, you will get maximum visibility with your logo displayed on all show materials, including the large screens on the show floor. This sponsorship is the ideal way to ensure maximum visibility at our trade shows by reaching every visitor that walks onto the show floor.

Key Benefits:

- » Your logo will appear on:
 - » The PIJAC Canada homepage & events landing page
 - » Show promotional materials:
 - » Visitor emails (28,000 reach)
 - » Postcard (sent to over 15,000 addresses)
 - » Social media posts & advertisements (over 6,000 followers reached*)
- » On-site signage throughout the show (3,800 visitors)
- » Large screens on the show floor
- » Post-show social media posts & emails
- » Free "It's in the Bag" opportunity (see Page 8)
- » Exclusive Business Lounge branded for you (seating area, coffee/tea service—Toronto only)

**YOU WILL GET
MAXIMUM
VISIBILITY
WITH YOUR LOGO
DISPLAYED ON
ALL SHOW MATERIALS**

Requirements:

Your company is responsible for sending in your desired logo. Your logo must be sent in a vector format (.eps or .ai; please do not send a .jpg.)

SOLD!

National Pet Industry Show	Sponsorship Cost*	Deadline**
Vancouver, BC	\$8,500	February 1 st
Drummondville, QC	\$9,000	April 1 st
Toronto, ON	\$10,500	April 1 st
All 3 shows (over 10% discount)	\$25,000	February 1 st

**All prices displayed do not include tax. The tax will be added in accordance with the appropriate provincial tax.*

***You may submit your sponsorship after the deadline. Please note that you may not receive all the benefits due to time constraints with our printed materials.*

COCKTAIL & AWARDS SPONSORS

Multiple Spots Available per Show

PIJAC Canada is hosting a cocktail at all three trade shows. These cocktails will include some free drinks, free appetizers, the Pet Community Awards will be presented, and a cash bar will be available throughout the evening. You may also provide a stand-up banner for the event to showcase your company.

Exclusively at the Toronto show, we will be hosting an after party later in the evening at the International Centre. Join us for the cocktail, grab yourself some dinner from a nearby restaurant, and then come back to join us later in the evening for some dancing and drinks. The cash bar will also be available for the duration of the after party, as well as a DJ for dancing. Take advantage of these targeted opportunities to engage your target audience and treat your clients to an evening they will never forget!

Key Benefits:

- » Your logo will appear on:
 - » The PIJAC Canada homepage & events landing page
 - » Show promotional materials:
 - » Visitor emails (28,000 reach)
 - » Postcard (sent to over 15,000 addresses)
 - » Social media posts & advertisements (over 6,000 followers reached*)
- » On-site signage throughout the show (3,800 visitors)
- » Large screens on the show floor
- » Post-show social media posts & emails
- » Free "It's in the Bag" opportunity (see Page 8)
- » Two-minute speech at cocktail

Requirements:

Your company is responsible for providing a stand-up banner for the event, and for sending in your desired logo. Your logo must be sent in a vector format (.eps or .ai; please do not send a .jpg.)

National Pet Industry Show	Co-Sponsor 1	Co-Sponsor 2		Deadline**
Vancouver, BC	\$9,000	\$9,000		February 1st
National Pet Industry Show	Co-Sponsor 1	Co-Sponsor 2		Deadline**
Drummondville, QC	\$7,500	\$7,500		April 1st
National Pet Industry Show	Platinum Sponsor	Silver Sponsor	Gold Sponsor	Deadline**
Toronto, ON (After Party visibility included)	\$14,000 (one available)	\$11,000 (one available)	\$8,000 (one available)	April 1st

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BADGE LANYARDS

One spot available per show

Every visitor at the trade show must have a badge to enter. Sponsor the badge lanyards and every buyer will be wearing your company logo. In 2020, an estimated 3800 people will be sporting your name around their necks.

Key Benefits:

- » Your logo will appear on:
 - » The PIJAC Canada homepage & events landing page
 - » Show promotional materials:
 - » Visitor emails (28,000 reach)
 - » Postcard (sent to over 15,000 addresses)
- » Social media posts & advertisements (over 6,000 followers reached*)
- » On-site signage throughout the show (3,800 visitors)
- » Large screens on the show floor
- » Post-show social media posts & emails

Requirements:

Your company is responsible for providing and shipping the lanyards to the show location on the Friday before the show at the latest. Lanyards must be approved in advance by PIJAC Canada.

You are responsible for sending PIJAC Canada your logo for use. Your logo must be sent in a vector format (.eps or .ai; please do not send a .jpg.)

National Pet Industry Show	Cost*	Number of Potential Buyers	Deadline**
SOLD! Vancouver, BC	\$600	500	February 1 st
SOLD! Drummondville, QC	\$900	1300	April 1 st
SOLD! Toronto, ON	\$1,300	2000	April 1 st
All three shows Save 20%	\$2,240	3800	

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AN ESTIMATED
3800 VISITORS
WILL BE SPORTING
YOUR COMPANY LOGO

WATER STATIONS

One spot available per show

Walking the show all day can be thirsty work for your clients as well as their animals, so providing refreshments for their pets at the event is a prime opportunity to showcase your company's brand and products.

There will be four stations set up at each show, throughout the show floor and entrance area. Each station will have a "Water Station" sign with your logo on it.

Key Benefits:

- » Promote your company by branding this area as your own with:
 - » Your water bowls for pets
 - » Your pet treats
- » Your logo will appear on:
 - » The PIJAC Canada homepage & events landing page
 - » Show promotional materials:
 - » Visitor emails (28,000 reach)
- » Postcard (sent to over 15,000 addresses)
- » Social media posts & advertisements (over 6,000 followers reached*)
- » On-site signage throughout the show (3,800 visitors)
- » Large screens on the show floor
- » Post-show social media posts & emails

Requirements:

It is the responsibility of the sponsor to provide the water bowls and treats for each station.

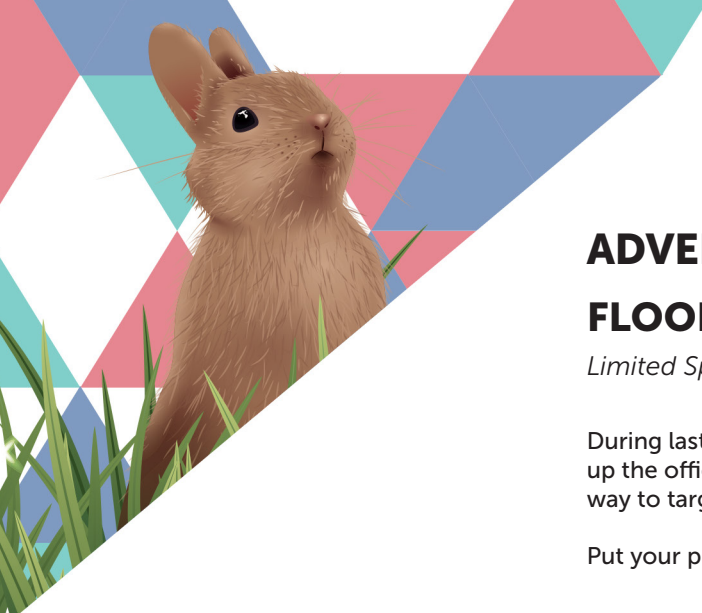
You are responsible for sending PIJAC Canada your logo for use. Your logo must be sent in a vector format (.eps or .ai; please do not send a .jpg.)

EACH STATION WILL HAVE A
"WATER STATION" SIGN
 WITH YOUR LOGO ON IT

**All prices displayed do not include tax. The tax will be added in accordance with the appropriate provincial tax.*

***You may submit your sponsorship after the deadline. Please note that you may not receive all the benefits due to time constraints with our printed materials.*

National Pet Industry Show	Cost*	Number of Potential Buyers	Deadline**
Vancouver, BC	\$500	500	February 1 st
Drummondville, QC	\$800	1300	April 1 st
Toronto, ON	\$1,100	2000	April 1 st
All three shows Save 20%	\$1,920	3800	



ADVERTISING OPPORTUNITY

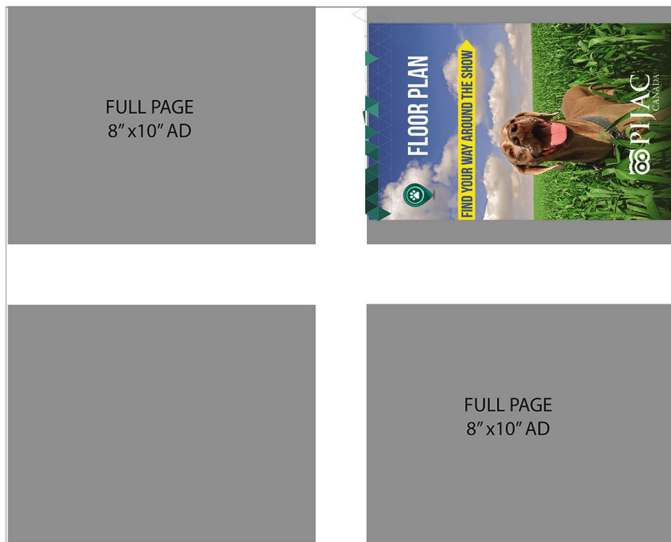
FLOOR MAP

Limited Spots Available

During last year's trade show season, an estimated 3500 visitors picked up the official floor plan map. This walking advertisement is a perfect way to target each buyer with your company advertisement.

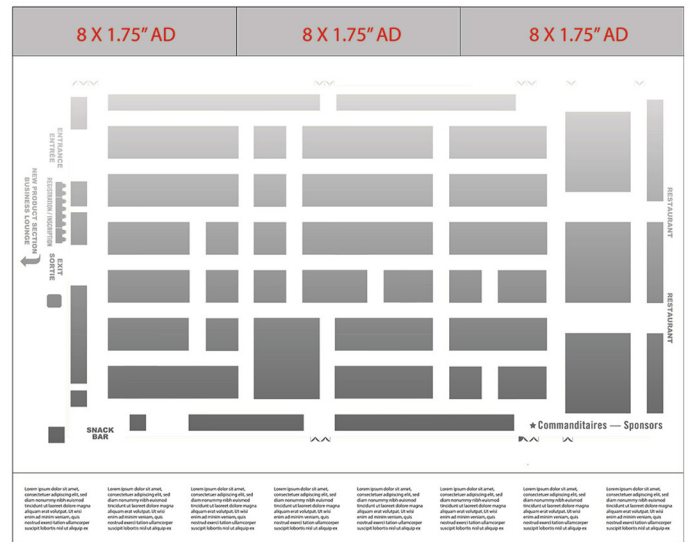
Put your promotion directly into the hands of all show visitors!

SIDE A



16 x 24 in

SIDE B



16 x 24 in

For technical specifications please contact events@pijaccanada.com

Vancouver, BC		
Advertisement Description	Cost*	Deadline
Inside front cover (8" x 10") One Available	\$300	February 1st
Inside back cover (8" x 10") One Available	\$300	February 1st
Back Cover (8" x 10") One Available	\$400	February 1st
Banner Ad (10" x 1.5") Two Available	\$250	February 1st

Drummondville, QC		
Advertisement Description	Cost*	Deadline
Inside front cover (8" x 10") One Available	\$450	April 1st
Inside back cover (8" x 10") One Available	\$450	April 1st
Back Cover (8" x 10") One Available	\$550	April 1st
Banner Ad (10" x 1.5") Two available	\$300	April 1st

Toronto, ON		
Advertisement Description	Cost*	Deadline
Inside front cover (8" x 10") One Available	\$650	April 1st
Inside back cover (8" x 10") One Available	\$650	April 1st
Back Cover (8" x 10") One Available	\$750	April 1st
Banner Ad (8" x 1.75") Three available	\$400	April 1st

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OFFICIAL TRADE SHOW BAGS

One spot available per show

In 2019, an estimated 3500 visitors picked up the official reusable eco-friendly trade show bag. This walking billboard is an ideal way to target each buyer with your company logo and message. There is only one spot available as an exclusive opportunity (must exhibit at all 7 shows on a per show basis).

PIJAC Canada can accept brochures and business cards to be included in the bags at the show to be included in the bags.

Key Benefits:

- » Your logo on the bag
- » Targeted social media posts & advertisements (over 6,000 followers reached*)
- » Show signage throughout the show (3,800 visitors)
- » Large screens on the show floor
- » Post-show social media posts & emails

Requirements:

Your company is responsible for providing and shipping the eco-friendly bags to the show location on the Friday before the show at the latest. Your bag must contain the PIJAC Canada logo and website www.pijaccanada.com, size 3" x 3", on both sides of the bag. Bags must be approved by PIJAC Canada.

You are responsible for sending PIJAC Canada your logo for use. Your logo must be sent in a vector format (.eps or .ai; please do not send a .jpg.)

National Pet Industry Show	Cost*	Number of Potential Buyers	Deadline**
Vancouver, BC	\$600	500	February 1 st
Drummondville, QC	\$1,000	1300	April 1 st
Toronto, ON	\$1,600	2000	April 1 st
All three shows Save 20%	\$ 2,560	3800	

*All prices displayed do not include tax. The tax will be added in accordance with the appropriate provincial tax.

**You may submit your sponsorship after the deadline. Please note that you may not receive all the benefits due to time constraints with our printed materials.

IN 2019, AN ESTIMATED
3500 VISITORS
 PICKED UP
 THE OFFICIAL REUSABLE ECO-FRIENDLY
 TRADE SHOW BAG

ADVERTISING OPPORTUNITY

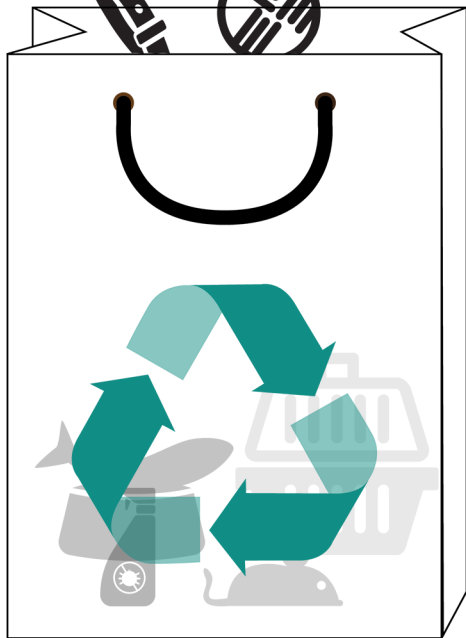
IT'S IN THE BAG

Distribute one promotional item (brochure, flyer, sample or contest material) to each buyer without lifting a finger. We'll place it in the official eco-friendly trade show bag given to each visitor as they enter the show. This is an excellent tool to gain maximum exposure for your products.

Put your promotion directly into the hands of all show visitors!

Requirements:

Your company is responsible for sending your flyer/sample to the show location on the Friday before the show at the latest. If not received on the Friday, it will not be included in show bags. The document or sample must be approved by show staff prior.



National Pet Industry Show	Cost*	Number of Potential Buyers	Deadline**
Vancouver, BC	\$300	500	February 1 st
Drummondville, QC	\$550	1300	April 1 st
Toronto, ON	\$700	2000	April 1 st
All three shows Save 20%	\$1,240	3800	

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ADVERTISING OPPORTUNITY

AISLE SIGNS

Two Spots Available (Toronto show only)

Grab the visitor's attention by attaching your company's logo to the aisle signs hanging in every row at the show. While visitors are searching for the aisle they wish to walk, your logo will be right there on the sign for all to see.

Key Benefits:

» Your logo on seven (7) 8'X2' aisle signs

Requirements:

Your company is responsible for sending your desired logo. Your logo must be sent in a vector format (.eps or .ai; please do not send a .jpg.)



*Image seen is an example.
Final size may differ.*

National Pet Industry Show	Cost*	Number of Potential Buyers	Deadline**
Toronto, ON	\$2,200	2000	April 1 st

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***You may submit your sponsorship after the deadline. Please note that you may not receive all the benefits due to time constraints with our printed materials.*

**GRAB THE VISITOR'S ATTENTION
BY ATTACHING YOUR
COMPANY'S LOGO TO
THE AISLE SIGNS HANGING IN
EVERY ROW AT THE SHOW**