



Metro Detroit
PET EXPO



Exhibitor Application

November 18-20, 2011

SUBURBAN COLLECTION
SHOWPLACE

Novi, MI



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Friday November 18, 2011

Show Active: 4:00 pm - 8:00 pm

Saturday November 19, 2011

Show Active: 10:00 am - 7:00 pm

Sunday November 20, 2011

Show Active: 11:00 am - 5:00 pm



**Metro Detroit
PET EXPO**

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Event Facts

- Our Pets are friends, confidants, therapists, entertainers and important members of the family. The new Metro Detroit Pet Expo celebrates their positive contribution to our lives, while educating, inspiring and offering endless networking and shopping opportunities for those who want to learn more about how to have a healthy, happy, well-behaved animal.
- The new Metro Detroit Pet Expo is now presented by the Suburban Collection Showplace, formerly Rock Financial Showplace, which brings a wealth of resources, experience and regional relationships to production of the event. The Suburban Collection Showplace is a privately owned exposition and conference center with over 215,000 square feet of exhibit space.
- The Pet Expo show floor will offer 150 local, regional and national pet related retailers, rescue associations and clubs, educational demonstrations and lectures, as well as community outreach efforts.
- Anticipated attendance is 15,000 - 20,000. Attendees are also welcome to bring their pre-registered pets. (info on registration at www.metrodetroitpetexpo.com)
- Programs will be offered to provide information aimed at promoting animal awareness, participation and networking at all levels. Animal Rescue Organizations will be prominently featured with hundreds of animals that are available for adoption.
- Target Market is the Midwest Region with specific focus on: Southeastern and Western Michigan, and Northern Ohio.

www.MetroDetroitPetExpo.com



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Who We Are

Over the past fifteen years, the Suburban Collection Showplace has been host to premier pet expositions and events within the months of November or December. These events' attendance figures have averaged between 15,000 - 20,000. With the increased investment in advertising, promotions, and production, attendance is projected to reach levels these same levels.

Love and Appreciation of Pets is Universal! The Metro Detroit Pet Expo enthusiastic attendee's are generally between the ages of 35 – 64, leaning female, with a household income exceeding \$100,000, and tend to be home and property owners with deep ties to the region.



Location

The Suburban Collection Showplace is located in Novi, Michigan, situated in Western Oakland County, one of the nation's most affluent areas. According to the most recent figures provided by SEMCOG, Southeastern Michigan has a total population of 4,830,020 people, and is comprised of the following counties: Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne. Suburban Collection Showplace sits in the center of this region, and has direct access to all areas by way of major interstate highways. Its location places Suburban Collection Showplace in a unique position of being easily reachable by all residents of Southeastern Michigan.

Marketing & Promotions

The Suburban Collection Showplace understands that effective promotion is key to the overall success of any event. The mission of new Metro Detroit Pet Expo is to deliver a top quality experience for patrons and exhibitors that will assure targeted buyers, return visits and exponential event growth. The superior local media and marketing relationships enjoyed by the Suburban Collection Showplace will contribute enormously to the overall success of the event. A multi-level marketing and publicity campaign will be launched to promote the MDPE throughout the region, including media partnerships in print, radio, television, direct mail and outdoor advertising. There will also be a strategic web and viral marketing campaign aimed at building awareness of this regional event.

EXHIBITS

Over 150 exhibits entirely for and about Pets! Patrons will have the opportunity to shop for anything and everything related to the Pet (or Pet lover!) in their life. There will also be many animal rescue organizations on hand from which patrons can choose new furry friends.

CLINICS

World renowned clinicians will be present all weekend long, with exciting demonstrations and interesting lectures on some of the hottest topics of the animal world.

ENTERTAINMENT

The Metro Detroit Pet Expo is known for creating an exciting environment for all that attend! Expect to see some great entertainment including some CELEBRITY ANIMALS!

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Exhibitor Information

The Metro Detroit Pet Expo will give your business exposure to thousands of pet owners just in time for the holiday season! Network with other industry professionals while you introduce your product to the masses. The content of the show in combination with its multi-level marketing campaign guarantees your business will receive a return on investment that far exceeds your expectations!

Who Should Exhibit?

Pet Food Distributors
Pet Fashion/Boutiques
Vets
Pet Walker
Doggie Day Cares

Pet Resorts
Pet Photographers
Non-Profit Pet Shelters/Agencies
And Anyone else with a pet related product!



Retailer Pricing

10 x 10 (100 sq ft) - \$600
10 x 20 (200 sq ft) - \$1000
10 x 30 (300 sq ft) - \$1400
10 x 40 (400 sq ft) - \$1700
20 x 20 (400 sq ft) - \$1700

Additional Space - \$3.50/sq ft
Corner Space - +\$50
End Cap Space - +\$100

A 50% deposit is required to guarantee booth space. The remaining balance must be received by September 1st, 2011. If you are reserving a booth after September 1st, please remit full payment.



Non-Profit Pricing

10 x 10 (100 sq ft) - \$100
20 x 30 (600 sq ft) - \$200
20 x 40 (800 sq ft) - \$300

Booth Includes:

10 x 10 Booth	20 x 30 Booth or
One 8' table & chair	20 x 40 Booth
Website Listing & link	One 8' table & chair
50 Free Tickets	Website Listing & link
	75 Free Tickets

The free tickets that come with the Non-Profit Booths are provided as a Fund Raising Program for your organization. The tickets can be sold by your organization to help offset the booth fees and any money collected above & beyond the booth fee belongs to the organization. Tickets cannot be sold for less than \$8 each (80% of face value).

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