

NORTH BAY PET EXPO

Introducing **the first-ever**
North Bay Pet Expo, an
exciting new addition to
the wildly popular North
Bay Home & Garden Expo!

NORTH BAY
HOME &
GARDEN
EXPO



EXHIBITOR INFORMATION
& APPLICATION

MEMORIAL GARDENS
NORTH BAY, ON

21-23 FEBRUARY 2025

Presented by:





SHOW DETAILS

Join Us for the Inaugural Pet Expo – February 21-23, 2025

Clark Communications is thrilled to present the **first-ever Pet Expo**, a dynamic addition to the highly anticipated annual Home and Garden Expo at Memorial Gardens in North Bay. This groundbreaking event offers an unparalleled opportunity to showcase your pet-related products and services to an enthusiastic and engaged audience of over **5,000 attendees!**

This is your chance to connect with pet lovers and industry professionals in a vibrant, family-friendly environment dedicated to celebrating our beloved animal companions. With limited booth spaces available, you'll be among a select group of businesses making history at this **inaugural event.**

To ensure maximum visibility, we're investing over **\$20,000 in targeted advertising** across Northern Ontario to create buzz and draw in a wide audience. From pet care and grooming to toys, training, and nutrition, your business can be at the heart of it all, benefiting from exceptional exposure and meaningful interactions with potential customers.

Don't miss this rare opportunity to be part of something truly special!

Book your booth today and position your brand as a leader in the thriving pet industry at North Bay's most exciting new event.

LOCATION & DATES

MEMORIAL GARDENS

100 CHIPPEWA AVE, NORTH BAY, ON

FRIDAY • FEB 21
3:00PM to 8:00PM

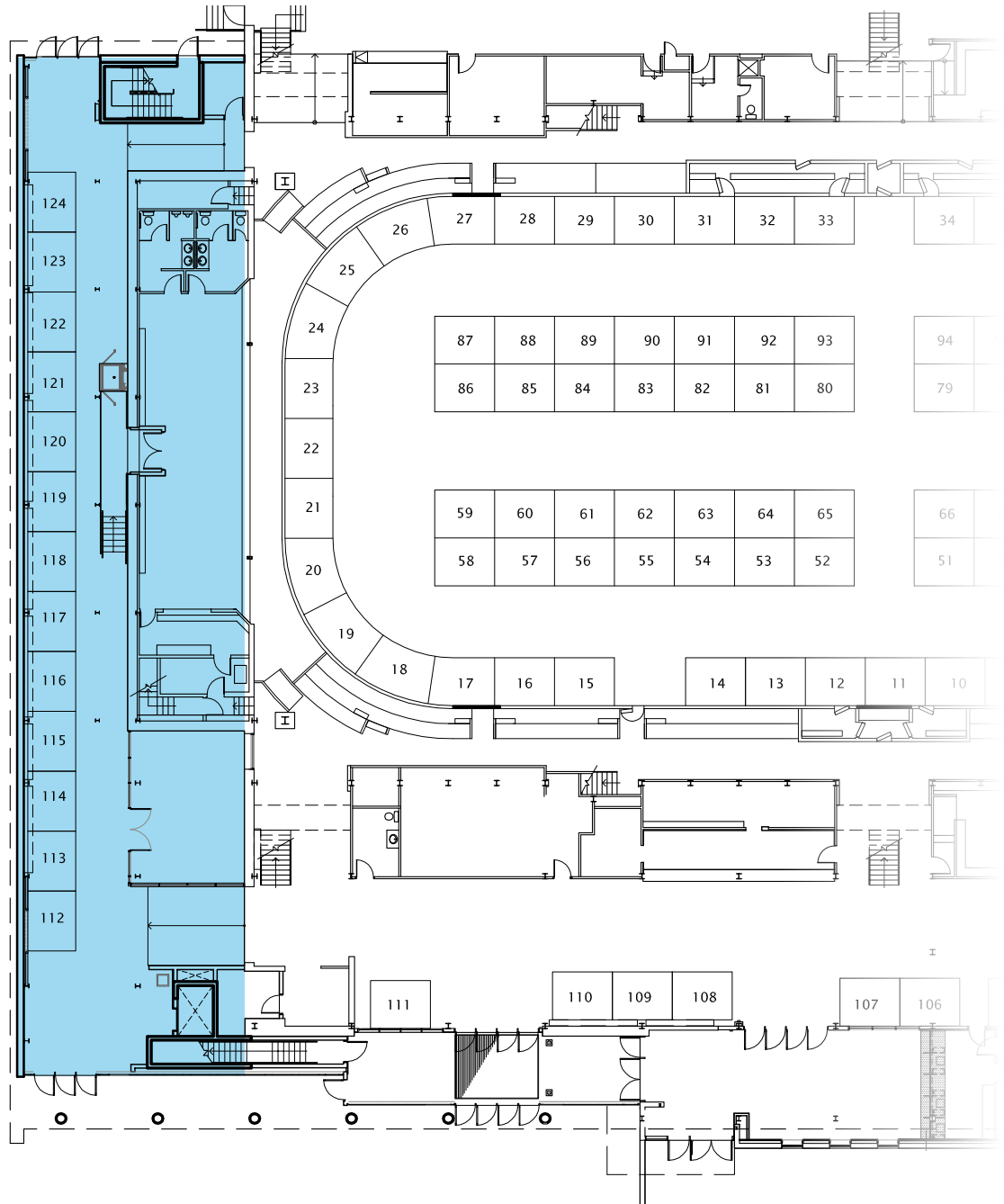
SATURDAY • FEB 22
9:00AM to 5:00PM

SUNDAY • FEB 23
9:00AM to 2:30PM

NORTH BAY PET EXPO

A Dedicated Space for Pet Lovers!

The first-ever North Bay Pet Expo will have its own dedicated space in Memorial Gardens, while still benefiting from the thousands of visitors attending the North Bay Home & Garden Expo!





APPLICATION FORM

PLEASE READ CAREFULLY - SHOW INFORMATION
DEADLINE: FEBRUARY 7, 2024

Company Name: _____

Address: _____

City: _____ Prov.: _____ Postal Code: _____

Website: _____

Tradeshow Contact

Contact Name: _____

Position: _____

Email: _____

Telephone: _____ Fax: _____

Tradeshow Requirements

Number of Booths Required: _____

Table(s) Required: No Yes, number: _____

Chair(s) Required: No Yes, number: _____



Cost of Exhibit Space (Early Bird Rate)

Booths (001-101): \$ 395.00 each plus HST (booths are 8' x 10' and can be doubled, tripled, etc.)

Out-of-Town Fees: \$ 75.00 (in addition to booth pricing, i.e. Hawkers Fees)

Important:

Please enclose a deposit cheque of 50% of your booth cost with your application, to confirm your booth.
Cheques made payable to:

Home & Garden Expo, 840 McIntyre Street West, North Bay, Ontario, P1B 3A3

After the deadline, deposits are non-refundable. Your space will be resold should you not pay for your booth in full by this date. We appreciate your interest in the North Bay Pet Expo. We must process applications on a first-come-first-serve basis. If we are sold out, you will be advised and your cheque returned immediately.



SPONSORSHIP OPPORTUNITIES

The Home & Garden Expo is an anticipated annual event attracting more than 5,000 attendees and a significant social media presence. As a Pet Expo exhibitor, you have access to a range of sponsorship opportunities that will provide your business with high visibility and engagement with a targeted audience. Below are the available sponsorship packages:

1. Title Sponsor - \$4,000 (1 Opportunity)

Yes

Become the official Title Sponsor of the Home & Garden Expo, receiving premier exposure as the event's lead supporter. Your brand will benefit from:

- **Logo placement** on all marketing materials, including digital, print, and signage throughout the event
- **Exclusive mention** in over \$50,000 worth of paid advertising and promotions
- **Prime booth placement** at the Expo entrance to maximize visibility and engagement
- **On-stage recognition** during key Expo announcements and activities



2. Tote Bag Sponsor - \$500 per spot (10 Opportunities)

Yes

Have your brand featured on 5,000 tote bags handed to every attendee. As a tote bag sponsor, your logo will travel home with every guest, providing exposure beyond the event.

- **Logo** prominently displayed on one side of the bag
- **High retention value** as attendees are likely to reuse the tote bag in daily life



3. Vendor Coffee Break Sponsor - \$250 per day (3 Opportunities)

Yes

Help keep our vendors energized by sponsoring coffee breaks throughout the day. As a sponsor, your brand will be acknowledged in the vendor lounge and on signage by the coffee stations.

- **Signage** in the vendor lounge
- **Recognition** in the vendor communication leading up to the event



4. Branded Lanyards - \$500 (1 Opportunity)

Yes

Place your brand around the neck of every show vendor and staff member. This highly visible opportunity ensures continuous brand exposure throughout the event.

- **Branded lanyards** worn by all vendors and staff
- **Premium visibility** in front of vendors and attendees



5. Friday Night Social - \$2,500 (1 Opportunity)

Sponsor the exclusive Friday night social, an evening event where all vendors will network and relax after the first day of the show.

- **Brand exposure** during the social, with signage at the event
- **Logo recognition** in pre-event communications with vendors
- **Opportunity to provide branded items** or materials for the event

Yes



6. Video Board Advertising - \$250 (Unlimited Opportunities)

Advertise your business on our video boards displayed throughout the venue for the duration of the event. This affordable option guarantees ongoing visibility for your brand.

- **30-second spot** featured on the video board at regular intervals
- **Wide audience reach** with continuous exposure during the event

Yes



7. Echo Podcast Network Vendor Profiles - \$250 (Unlimited Opportunities)

Allow your audience to engage with you and your brand on a deeper level through podcasting! Take advantage of the Echo Podcast Network's professional podcasting services and reach within the community, while creating a valuable marketing asset.

- **Vendor interviews** featured in a professional podcast format
- **Cross-promotion** through social media channels after the event

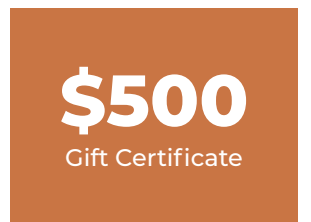
Yes



8. Home & Garden Expo Passport Contest - to win a \$500 Gift Certificate - \$200 (10 opportunities)

The 'Home & Garden Expo Passport Contest' will be supported by 10 vendor sponsors paying \$200 each to participate. Expo attendees will fill their passports by visiting all participating booths. With completed passports entered into a draw for a \$500 gift certificate. A winner will be drawn to choose from among the 10 vendor sponsors for their prize, where the Home & Garden Expo will purchase the \$500 gift certificate and present it to the winner with a social media announcement.

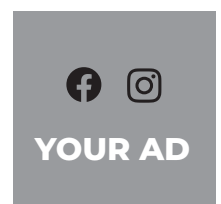
Yes



9. Digital Advertising Package - \$750 (Unlimited Opportunities)

Advertise with tailored Facebook and Instagram ad campaigns running 14 days leading up to the event. This package is designed to target key audiences and drive traffic to your booth, while also providing continuous exposure reaching over 20k homeowners in North Bay and area on two major social platforms. Plus the opportunity to collect leads directly through Facebook and Instagram!

Yes





EXHIBITORS AGREEMENT

LOCATION

Our location at the Memorial Gardens will allow a large exhibiting space with high ceilings. There will be ample parking for all exhibitors at the back of the building, and excellent parking for show-goers.

REGISTRATION

Please visit the NB&DHBA desk first. A registration form must be signed and all fees must be paid in full. The NB&DHBA representative will get you tablecloths if necessary and show you where your booth is to be set up.

SET UP

Booth set up may proceed after 3:00 PM on Thursday, February 20, 2025. You must be completely set up by 3:00 PM on Friday afternoon. Power is supplied to each booth if necessary. Exhibitors are required to supply their own extension cords. No extension cords are allowed to cross the aisles for safety reasons. The NB&DHBA will supply tables and chairs.

TEARDOWN

Your booth may be removed after 2:30PM on Sunday, February 23, 2025. Monday, February 24 can also be used to remove your exhibit until 10:00AM. Please remove all of your garbage at this time as well. For safety reasons and for the integrity of your brand as well as the Expo's, it is important that you **do not** start tear down before this time.

ADVERTISING

There will be increased advertising used extensively in all media to ensure the best possible exposure for the show. This means that people who are interested in building or renovating will be attracted to a variety of exhibitors available for their building project questions and answers.

EVENING SOCIAL

There will be a complimentary beer social on Friday at 8:00PM in the Trophy Room of Memorial Gardens. Beverages, donuts and muffins will be available to the exhibitors throughout the Expo.



CONTACT

For more information, please feel free to call, email or visit our website:

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