



# 2021

**SPONSORSHIP & ADVERTISING  
OPPORTUNITIES FOR EXHIBITING  
COMPANIES**



**NATIONAL PET  
INDUSTRY SHOW**  
VIRTUAL EDITION



**NATIONAL PET  
INDUSTRY SHOW**  
DRUMMONDVILLE



**NATIONAL PET  
INDUSTRY SHOW**  
TORONTO



## SPONSORSHIP & ADVERTISING OPPORTUNITIES FOR EXHIBITING COMPANIES



 **NATIONAL PET INDUSTRY SHOW**  
VIRTUAL EDITION  
April 25-26, 2021

 **NATIONAL PET INDUSTRY SHOW**  
DRUMMONDVILLE  
August 29-30, 2021

 **NATIONAL PET INDUSTRY SHOW**  
TORONTO  
September 19-20, 2021

OVER **500**  
COMPANIES  
EXHIBITED

OVER **3500**  
IN FOOT TRAFFIC

**+10000**  
COMPANIES  
& FRANCHISE  
LOCATIONS

### Reach Your Target Market

- » In 2019 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 after a abnormal 2020 show year, we are anticipating an increase in visitors again in 2021.
- » 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](http://www.pijaccanada.com) 

Please note some of the opportunities in the package will be adjusted to fit a virtual show.

To purchase any of the sponsorships or advertisement opportunities presented in this package, email us at [events@pijaccanada.com](mailto: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**

*For the Virtual Spring Show there is an equivalent online sponsorship. There are also smaller general show sponsorships for the virtual show, for \$500 each.*

### 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.)

National Pet Industry Show	Sponsorship Cost*	Deadline**
Virtual Spring Show	\$6,000	February 1 <sup>st</sup>
Drummondville, QC	\$9,000	April 1 <sup>st</sup>
Toronto, ON	\$10,500	April 1 <sup>st</sup>
All 3 shows (over 10% discount)	\$22,950	February 1 <sup>st</sup>

*\*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 the Drummondville & Toronto 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.

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**
Virtual Spring Show	N/A	N/A		N/A
National Pet Industry Show	Co-Sponsor 1	Co-Sponsor 2		Deadline**
Drummondville, QC	\$7,500	\$7,500		April 1 <sup>st</sup>
National Pet Industry Show	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Deadline**
Toronto, ON	\$10,000 (one available)	\$8,000 (one available)	\$6,000 (one available)	April 1 <sup>st</sup>

\*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.

## 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 2021, an estimated 3300 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**
Virtual Spring Show	N/A	N/A	N/A
Drummondville, QC	\$900	1300	April 1 <sup>st</sup>
Toronto, ON	\$1,300	2000	April 1 <sup>st</sup>
All shows Save 20%	\$1,760	3300	

\*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.



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.

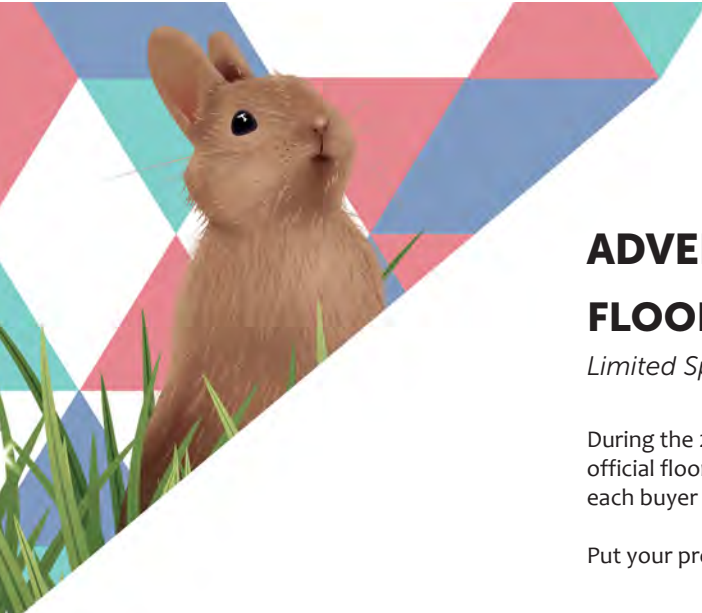
You are responsible for sending PIJAC Canada your logo for use. Your logo must be sent in a vector format (.eps or .ai; please do not send a .jpg.)

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**
Virtual Spring Show	N/A	N/A	N/A
Drummondville, QC	\$800	1300	April 1 <sup>st</sup>
Toronto, ON	\$1,100	2000	April 1 <sup>st</sup>
All shows Save 20%	\$1,520	3300	



# ADVERTISING OPPORTUNITY

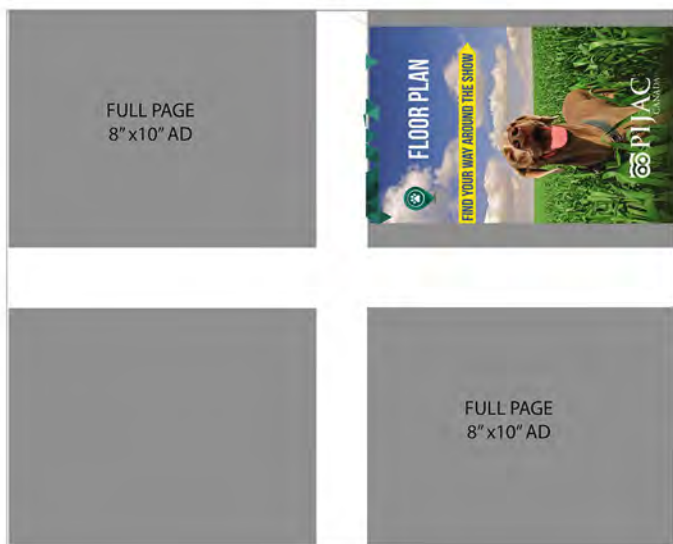
## FLOOR MAP

Limited Spots Available

During the 2019 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.

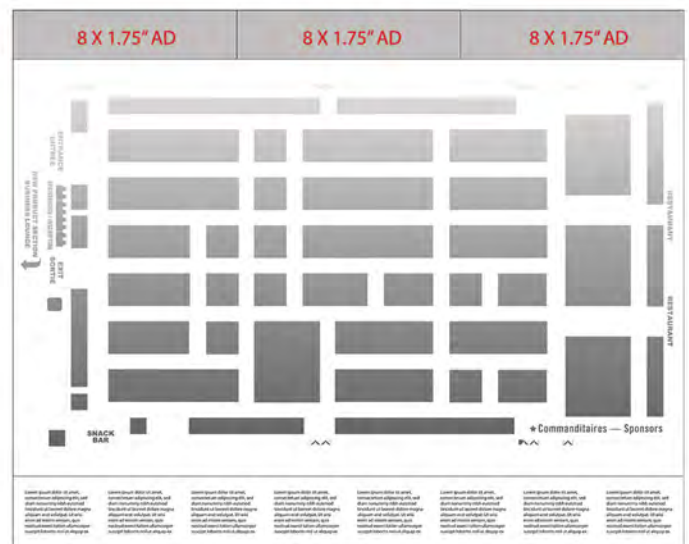
Put your promotion directly into the hands of all show visitors!

**SIDE A**



16 x 24 in

**SIDE B**



16 x 24 in

For technical specifications please contact [events@pijaccanada.com](mailto:events@pijaccanada.com)

Virtual Spring Show		
Advertisement Description	Cost*	Deadline
Inside front cover (8" x 10") One Available	N/A	N/A
Inside back cover (8" x 10") One Available	N/A	N/A
Back Cover (8" x 10") One available	N/A	N/A
Banner Ad (10" x 1.5") Two available	N/A	N/A

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

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

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

## 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. The bag is available as an exclusive opportunity (must exhibit at all 3 shows) or on a per show basis.

PIJAC Canada can accept brochures or samples from other exhibitors at the show to be included in the bag.

### 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 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](http://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.)



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

National Pet Industry Show	Cost*	Number of Potential Buyers	Deadline**
Virtual Spring Show	N/A	N/A	N/A
Drummondville, QC	\$1,000	1300	April 1 <sup>st</sup>
Toronto, ON	\$1,600	2000	April 1 <sup>st</sup>
All shows Save 20%	\$2,080	3300	

*\*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.*



## 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!

*For the Virtual Spring Show there is an online equivalent.*

#### 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**
Virtual Spring Show	\$300	500	February 1 <sup>st</sup>
Drummondville, QC	\$550	1300	April 1 <sup>st</sup>
Toronto, ON	\$700	2000	April 1 <sup>st</sup>
All three shows Save 20%	\$1,240	3800	

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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.*



## 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.)



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

*\*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.*

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

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