



# 2024 FALL CANADIAN PET EXPO

Featuring the **Canadian Reptile Breeders  
Expo, Aquatic Expo & Plant  
Expo**

Saturday  
Sunday

September 14th  
September 15th

10 am - 6 pm  
10 am - 4 pm



<https://fallcrbe2023.expofp.com/>

# Four Pet-Focused Shows Under One Roof

The CPE family is thrilled to present the Fall Canadian Pet Expo featuring the Reptile Breeder's Expo, the Canadian Aquatic Expo and the Plant Expo, making it the largest gathering of pet, reptile, aquatic and plant vendors in Canada. Over 450 consumer vendor booths will be offering for sale products, services and the greatest selection of captive bred reptiles, aquatics and plants from around the world. Together, these expos will be bringing consumers the world of responsible pet companionship under one roof for an unforgettable experience.



## Canadian Pet Expo

The Fall Canadian Pet Expo is the iconic family pet show that was established over 25 years ago at the International Centre in Mississauga.

The CPE has a strong following with thousands of responsible pet owners that thrive with the energy of pets and families. Engaging both the pets and their families is the vision of all CPE events.

Our CPE family will continue to introduce the newest and most responsible pet products, services, pet celebrities along with the pet activities and education that grow the bonds of the family pet members.



## Canadian Aquatic Expo

The Canadian Aquatic Expo will be bringing together a large collection of aquatic vendors and specialists from around the world.

Excited to return for a third year, this event provides the opportunity to share knowledge and advancements in aquatics, aquascaping, and other aquarium interests.

Alongside industry experts, and influencers, the Canadian Aquatic Expo will continue to promote our keystone value of responsible pet companionship within the world of freshwater and marine aquatics.



## Canadian Reptile Breeders Expo

The Canadian Reptile Breeders Expo is exactly that!

A convention and consumer event promoting the captive propagation of reptiles and exotics to specialty pet family homes across Canada.

Vendors from across the USA, Canada and overseas venture to the Canadian capital of herps for this weekend of events, presentations, marketplace and most importantly coming together to share the knowledge and the passion of working with reptile specialty pets.



## The Plant Expo

Horticulture is the science, technology, business, and the art behind cultivating ornamental and consumable plants. Our events are hosted as a platform to support Canadian businesses pushing the boundaries of the botanical hobbies, and to connect new audiences to this incredible community.

The Plant Expo is an exciting opportunity to learn how you can make keeping plants in your space simple and rewarding, and to check out some unique and rare species of plants from all over the world.

**22,000+** attendees coming from the top five, pet family cities  
Toronto, Hamilton, Mississauga, Brampton, London



# Why exhibit with the CPE Family?

The Canadian Pet Expo has been Canada's premier pet event for over 25 years, featuring an annual attendance of over 90,000 pet lovers spending an average of \$1.5 million on site.

With our Pets Welcome philosophy, Exhibitors easily market products & services directly to pet lovers accompanied by their beloved pets – imagine having an average of 5,000 pets per show sampling your treats, trying on clothing and accessing your services!

Add in an impeccable & personalized exhibitor family experience, interactive experiences pet families crave and exciting entertainment, becoming an exhibitor at Canada's Largest Indoor Pet-Friendly is a savvy business decision!



# Looking for More?

## B2B Opportunities

Need a new way to reach your customers? Tired of in store demos? Want to reach new consumers?

Canadian Pet Expo offers 22,000+ reasons to exhibit at their consumer shows. That's right, on average over 22,000 people attend each Canadian Pet Expo show with their pets (dogs, cats, birds and more).

This is not your trick or treating style expo show. Consumers want to buy your product.

YOU control the message and can guide new customers to where you want them to go whether local retailers, online stores or direct from you. Check out [www.canadianpetexpo.ca](http://www.canadianpetexpo.ca) for more information or contact Rodger Salm at [rodger@canadianpetexpo.ca](mailto:rodger@canadianpetexpo.ca)



**YOUR BRAND HERE.**

# Why Exhibit?

Reach qualified consumers in a format that allows you to generate deeper leads than other digital marketing opportunities – cut through the clutter and ensure that your brand is talking to your target consumers!



**Brand Visibility**



**Product Launches**



**Targeted Leads**



**Networking**



**Connecting Face-to-Face**

## Exhibitor Categories & Booth Pricing

Early Bird Price*	Regular Price	*Early Bird pricing in effect until June 24, 2024
\$995	\$1,095	<b>General Marketplace Exhibitor</b> A 10x10 pipe and draped set up for all pet products, services, and other pet industry focused vendors.
\$495	\$519	<b>Canadian Small Business Market *</b> A 10x5 pipe and draped set up for small, local business owners of uniquely Canadian handmade or sourced small volume pet related products and services.
\$300	\$300	<b>Fall Artisan Market</b> A unique maker's market for all artisans who create animal, nature or pet themed handmade items or artwork, as well as plant vendors; table space only for a 9x4 footprint. No additional furnishings available for rental.
\$495	\$549	<b>Feline Fest Exhibitor</b> A 10x10 pipe and draped set up for vendors offering cat specific products and services.
\$695	\$749	<b>CRBE Reptile Exhibitor</b> A 10x10 pipe and draped set up for vendors offering live captive produced reptiles, reptile products, and other reptile industry services.
\$295	\$349	<b>CAE Aquatic Exhibitor*</b> A 10x10 pipe and draped set up for vendors offering live aquatic, corals, aquatic industry services, and aquatic industry products.
\$379	\$449	<b>Groomer's Showcase Exhibitor *</b> A 10x10 pipe and draped set up for vendors with a focus on grooming services.
\$379	\$449	<b>Dog and/or Cat Breeder *</b> A 10x10 pipe and draped set up for Canadian breeders of purebred dogs and/or cats. Breeders must be recognized by groups such as TICA and or the CKC. Please contact us directly to book at <a href="mailto:info@canadianpetexpo.ca">info@canadianpetexpo.ca</a>
\$379	\$449	<b>Plant Expo Exhibitor</b> For all plants, products and accessories, and other plant industry focused vendors.
\$379	\$449	<b>Bird &amp; Small Animal Village</b> A 10x10 pipe and draped set up for vendors of bird and small animal supplies, feed, accessories as well as Bird and Small Animal Breeders.
\$429	\$449	<b>CPE Cares - Rescue/Club *</b> A 10x10 pipe and draped set up for not for profit exhibitors that are fundraising or bringing awareness to their clubs' efforts in re-homing of breed specific or general pets.

### \*Limited Booths Available

All booth pricing is based on full 2-day participation and is all applicable to HST. No booth will be secured without a deposit placed at the time of booking.

### Not included in your booth space:

Hydro connection for your booth (Extra add-ons for \$255 +HST)  
Internet service (Encore Canada, contact directly)  
Carpet, furnishings, tables and chairs (Extra add-ons)  
Shipping of material (Please contact us directly at [info@canadianpetexpo.ca](mailto:info@canadianpetexpo.ca))



# What's Included?



## Exhibitor Profile

Your exhibitor profile can be found on your ExpoFP account. Here you can fully customize what expo attendees can see. Link your website, social media, contact information, and a brief description of who you are and what you do!



## Pets Welcome Philosophy

As we like to say, this is a "Pet Event hosted by Pet People"! We have a Pets Welcome Philosophy, and we ENCOURAGE exhibitors and attendees to bring their pet with them! The only catch is ensuring a pet waiver is filled in beforehand - available on our website!



## Family Atmosphere

Welcome to OUR family! We strive to create a family environment with all our exhibitors and our attendees. Our doors are wide open for families of all types, and we love being able to provide a fun family day out for attendees!



## Expo Marketing

We want to support your brand at the show, we have different expo marketing opportunities available from radio ads, print ads or social media spotlights. It is our goal to drive expo attendees to your booth by making it known you have decided to exhibit with us!



## Social Media Prizes

We want to help you drive your social media followers to the show, we know how important social media can be! Host a social media giveaway, send it to us, and we will send you two tickets to giveaway to a lucky winner.



## Booth Variety

We work hard to make sure that our expos look as clean and crisp as possible, we provide you with a booth set up, that ranges from 10x10, 10x5 or Artisan table space. You've got creative freedom for implementing the vision of your booth!



## Security

We have round-the-clock 24-hour security on site through the duration of the expo, starting from Set-Up Day to the final minutes of Tear Down. Vendors are easily identified by our colour-coded wristband identification system, which are to be worn at all times throughout the expo.



## Free Parking

Parking is always a concern when signing up for a big show - we get it. The International Centre has a ton of FREE parking for both exhibitors and attendees.



905-659-3113



[info@canadianpetexpo.ca](mailto:info@canadianpetexpo.ca)



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[www.reptilebreedersexpo.ca](http://www.reptilebreedersexpo.ca)  
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# FLOOR PLAN

