



# SPONSORSHIP GUIDE

## *Christmas* Canadian Pet Expo

Featuring the Royal Canin Crown  
Classé CKC Dog Show and the Tru  
North Grooming Show



# 2025

November 22-23  
Saturday - Sunday

The International  
Centre

6900 Airport Rd,  
Mississauga, ON

[www.canadianpetexpo.ca](http://www.canadianpetexpo.ca)

# Why Sponsor the CANADIAN PET EXPO?



For more than 25 years, the Canadian Pet Expo has brought together pet lovers and businesses in Canada's largest indoor pet-friendly event, welcoming over 90,000 attendees annually who spend an average of \$1.5 million on site.

With our Pets Welcome philosophy, exhibitors of every size have the unique opportunity to connect directly with pet families — and their pets! Picture an average of 5,000 pets per show sampling treats, trying on apparel, and engaging with your products and services in real time.

Add to that our personalized exhibitor experience, a lively marketplace, interactive attractions, and the kind of entertainment pet families love, and it's clear: exhibiting at the Canadian Pet Expo is not just exciting — it's a smart business move.





# Opportunities

DIAMOND SPONSOR	4
PLATINUM SPONSOR	5
GOLD SPONSOR	6
VIP PET BAG	7
CPE EXHIBITOR LOUNGE	8
CPE CLEAN TEAM	9
CPE CAT CLUB	10
CPE GROOMER'S SHOWCASE	11
BRANDING OPPORTUNITIES	12



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



[www.canadianpetexpo.ca](http://www.canadianpetexpo.ca)

# Diamond Sponsor

## \$25,000

---



As a Diamond Expo sponsor, your brand will be prominently featured across various channels, ensuring maximum visibility. This includes listing on all print materials, the official website, ticketing platforms, radio broadcasts, and social media marketing efforts. Find your logo placed alongside the CPE logo on the floorplan and website, where it will also be featured on the Exhibitor List Header - note this is exclusively reserved for Diamond Sponsors only. You will be given your booths at our special sponsor rate as a thank you for your sponsorship.

Your sponsorship includes branding of the Main Exhibit Hall and the Pet Waiver Station and product placement in high traffic areas. You will be given the ability to place your signage in high traffic locations to direct attendees to your booth.

Your sponsor logos will be integrated into social media graphics, event pages, bio, cover pages, and featured posts with personalized input, all tailored to engage the pet community.

This comprehensive sponsorship package includes the sponsorship of VIP Pet Bags - a minimum of 5,000 bags with a minimum size of 12" wide by 15" tall, an insert of your choice, and signage and branding opportunities at the Pet Waiver Station.

As a gesture of appreciation, we are pleased to offer tickets for your team, as well as tickets for a giveaway on your social media platforms. Additionally, enjoy the privilege of an exclusive ticket discount coupon code that you can share with your network, extending the invitation to your customers, friends, family, and colleagues. Your support as a Diamond Expo sponsor ensures a prominent and impactful presence at this exciting event.



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



[www.canadianpetexpo.ca](http://www.canadianpetexpo.ca)





# Platinum Sponsor

## \$10,000

---

Maximize your presence as a Platinum Sponsor with an exclusive package that showcases your brand across various platforms, the official website, radio broadcasts, and social media marketing. You will be given the opportunity to secure a booth in a premium location at a special Sponsor rate, enhancing your presence at the event.

Your sponsor logos will be integrated into social media graphics, event pages, bio, cover pages, and featured posts with personalized input, all tailored to engage the pet community.

This comprehensive sponsorship package includes an insert of your choice for the VIP pet bags. Your logo will appear near your booth on the official show floorplan.

As a gesture of appreciation, we are pleased to offer tickets for your team, as well as tickets for a giveaway on your social media platforms. Additionally, enjoy the privilege of an exclusive ticket discount coupon code that you can share with your network, extending the invitation to your customers, friends, family, and colleagues. Your support as a Platinum Expo Sponsor ensures a prominent and impactful presence at this exciting event.



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



[www.canadianpetexpo.ca](http://www.canadianpetexpo.ca)

# Gold Sponsor

\$5,000

---



Maximize your presence as a Gold Sponsor with a package that showcases your brand across various platforms, the official website, and social media marketing. You will be given the opportunity to secure a booth in a premium location at a special Sponsor rate, enhancing your presence at the event.

Your sponsor logos will be integrated into a social media spotlight, and featured posts with personalized input, all tailored to engage the pet community.

As a gesture of appreciation, we are pleased to offer tickets for your team, as well as tickets for a giveaway on your social media platforms. Additionally, enjoy the privilege of an exclusive ticket discount coupon code that you can share with your network, extending the invitation to your customers, friends, family, and colleagues. Your support as a Gold Expo Sponsor ensures a prominent and impactful presence at this exciting event.



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



[www.canadianpetexpo.ca](http://www.canadianpetexpo.ca)

# VIP Pet Bag



## VIP Pet Bags

\$2,500

Become the Exclusive Pet Bag Branding Sponsor for CPE, gaining exposure through 5,000 distributed VIP Pet Bags.

Supply reusable mid-sized tote bags with handles (minimum size 15x12 inches), featuring approved artwork and logos, and include an insert or flyer of your choice. Your sponsorship extends to a dedicated social media post for additional online visibility. This opportunity allows direct engagement with event attendees!

Note: This sponsorship opportunity is only available permitting there is no Diamond Sponsor.

## VIP Pet Bag Insert

\$395 (Exhibitors)  
\$529 (Non-Exhibitors)

Each pet attending the CPE is presented with an event bag that includes the necessities for them and their owners to enjoy the show; a bottle of water, water dish, clean up bags!

To participate in this bag of goodies the CPE will require 5000 items of sample, print, promotional materials etc., to us one week before the show.

These will be submitted into the bags for each pet accompanied family to go home with.

Let's get your brand directly into the hands of the pet families!



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



[www.canadianpetexpo.ca](http://www.canadianpetexpo.ca)

# CPE Exhibitor Lounge

## \$5,000

---



Take advantage of the opportunity to brand our exclusive Exhibitor Lounge area, providing a comfortable space with seating and refreshments for all Canadian Pet Expo Exhibitors. Your sponsorship includes welcome signage featuring your logo, allowing you to showcase your brand in this dedicated space. If applicable, product placement opportunities are available, further enhancing your presence within the lounge.

To enhance the exhibitor experience, your brand will be acknowledged through the provision of coffee, tea, water, and snacks, all courtesy of your sponsorship.



Extend your reach beyond the lounge by adding your promotional insert to approximately 5,000 VIP Pet Bags, ensuring direct engagement with a wide audience.

Your sponsor logos will be integrated into any and all Exhibitor communication and on our Exhibitor web page, all tailored to engage the pet community, along with across our official show website.



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



[www.canadianpetexpo.ca](http://www.canadianpetexpo.ca)





# CPE Clean Team

## \$5,000



Promote your people and pet-friendly cleaning product by becoming the official sponsor of the CPE Clean Team. This unique sponsorship opportunity offers extensive product placement on Clean Up Crew Carts and waiver stations, ensuring your brand is prominently featured in maintaining a clean and sanitized environment at the Canadian Pet Expo.

As the exclusive "Official CPE Clean Team Sponsor," your will have the chance to "brand" the Clean Up Crew, showcasing your commitment to cleanliness and hygiene throughout the event. This sponsorship package also includes the added benefit of having your logo featured with a link on the CPE website, providing online visibility.

Further amplifying your brand presence, a dedicated social media post will highlight your role as the Clean Team Sponsor, reaching a broader audience on various platforms. Additionally, secure a 10x10 booth at a discounted rate of \$450, creating an additional space for direct engagement with event attendees.

As a gesture of appreciation, we are pleased to offer tickets for your executive, as well as tickets for a giveaway on your social media platforms. Additionally, enjoy the privilege of an exclusive ticket discount coupon code that you can share with your network, extending the invitation to your customers, friends, family, and colleagues.



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



[www.canadianpetexpo.ca](http://www.canadianpetexpo.ca)

# CPE Cat Club



## Cat Show Sponsor

\$5,000

Get your brand out there as Cat Show Sponsor giving you maximum exposure to the CPE Cat Club Show/ Secure a booth in a premium cat exhibitor location at a special Sponsor rate. Your sponsor logos will be integrated into print, website and social media marketing, as well as in all Exhibitor communication, with personalized input, all tailored to engage the pet community.

As a gesture of appreciation, we are pleased to offer tickets for your team, as well as tickets for a giveaway on your social media platforms. Additionally, enjoy the privilege of an exclusive ticket discount coupon code that you can share with your network, extending the invitation to your customers, friends, family, and colleagues.

## Cat Show Ring(s)

\$750/Ring

Take the opportunity to show off your brand in one, or more of our cat show rings. Find a banner of your brand within the ring(s), branded backdrops for cages, product participation to each participant, and product placement at your desired ring(s). Your logo will be featured on the CPE Cat Club website.

As a gesture of appreciation, we are pleased to offer tickets for your team, as well as tickets for a giveaway on your social media platforms. Additionally, enjoy the privilege of an exclusive ticket discount coupon code that you can share with your network, extending the invitation to your customers, friends, family, and colleagues.

## Cat Show Lounge

\$3,500

Host a dedicated space to engage with cat show exhibitors and contestants, in addition to securing a booth in a premium location at a special Sponsor rate. Your sponsor logos will be integrated into print, website and social media marketing, as well as in all Exhibitor communication, with personalized input, all tailored to engage the pet community. Sponsor must agree to supply, at minimum, a coffee and tea station through the Food and Beverage services available at the venue (additional fee)

As a gesture of appreciation, we are pleased to offer tickets for your team, as well as tickets for a giveaway on your social media platforms. Additionally, enjoy the privilege of an exclusive ticket discount coupon code that you can share with your network, extending the invitation to your customers, friends, family, and colleagues.



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



[www.canadianpetexpo.ca](http://www.canadianpetexpo.ca)



# CPE Groomer's Showcase

## \$2,500



We are delighted to extend a sponsorship opportunity for the CPE Groomer's Showcase. The CPE Groomer's Showcase is a place at the CPE where groomers can come together and celebrate their niche within the pet industry. As a valued sponsor, your brand will enjoy widespread recognition throughout the dedicated Grooming Area, ensuring heightened visibility among attendees. Your brand will be prominently featured as a key part of the Showcase.

In addition to on-site prominence, our comprehensive sponsorship package includes a dynamic online presence. Your logo will be prominently displayed on the official event website, and near your booth on the official CPE floorplan. Created by our team will be a social media spotlight thanking you for your contribution, that we can tag or collaborate with you on. Your logo will also be included in our sponsor thank-you branding, acknowledging your vital contribution to the success of Groomer's Showcase.

As a gesture of appreciation, we are pleased to offer tickets for your team, as well as tickets for a giveaway on your social media platforms. Additionally, enjoy the privilege of an exclusive ticket discount coupon code that you can share with your network, extending the invitation to your customers, friends, family, and colleagues.



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



[www.canadianpetexpo.ca](http://www.canadianpetexpo.ca)



# Branding Opportunities

---

## Signage Pop Up - \$150

Place your pop-up banner in the main entrance or exit area of the CPE.

## Ceiling Banner - \$685

Send us your 10x10 double sided hanging banner. Sponsor to design and provide the CPE with the banner.



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



[www.canadianpetexpo.ca](http://www.canadianpetexpo.ca)

# CANADIAN PET EXPO



## Continued Opportunities with the CPE!

All sponsors will be recognized on the Canadian Pet Expo website on our official sponsor page, as well as signage throughout the event, thanking each sponsor for the contribution to the Canadian pet industry.

Don't miss the opportunity to grow your show presence by securing your sponsorship package today!

The Canadian pet industry is one of the fastest growing markets, and we want your brand to be along with us for the ride. Together, let's celebrate Responsible Pet Companionship!

## Sponsorships Start NOW!

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