



2026 Spring CANADIAN PET EXPO

Friday	April 3rd	10 am - 5 pm
Saturday	April 4th	10 am - 5 pm
Sunday	April 5th	10 am - 4 pm



<https://canadianpetexpo.ca>

A Spring Long Weekend Tradition!

Be part of an Easter Long Weekend tradition that has thrilled pet and animal lovers for more than 25 years. The Spring CPE will welcome over 300 consumer vendors, spotlighting the newest pet products, services, and innovations.

Connect with thousands of passionate pet families, debut new offerings, and strengthen your brand within a thriving community. Don't miss your chance to help create an unforgettable celebration of responsible pet companionship—all under one roof! Secure your booth today!



Canadian Pet Expo

The Spring 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.

28,000+ attendees coming from the top five, pet family cities
Toronto, Hamilton, Mississauga, Brampton, London

Why exhibit with the CPE Family?

The Canadian Pet Expo is Canada's largest and most-loved pet-friendly event, welcoming more than 90,000 devoted pet families each year. Beyond the show experience itself, the Expo plays a meaningful role in supporting the broader pet-companion industry — a sector that continues to demonstrate strong, reliable year-over-year growth.

From responsible pet care to innovative products and emerging trends, the Expo helps elevate the businesses and professionals who are shaping this vibrant and expanding community.

With our signature “Pets Welcome” philosophy, exhibitors gain a rare and powerful opportunity to connect directly with pet owners and their pets—creating meaningful, hands-on interactions that leave a lasting impression.

Picture thousands of pets sampling your treats, trying on your gear, or engaging with your services right on the show floor. Paired with our supportive exhibitor-focused environment, lively entertainment, and engaging pet-friendly features, it's easy to see why partnering with the Canadian Pet Expo is such a smart investment in brand growth and visibility.



Looking for More?

Strategic B2B Opportunities

If your goal is to expand distribution, strengthen partnerships, or introduce your brand to key decision-makers across Canada's pet sector, the Canadian Pet Expo (CPE) offers a business-to-business environment unlike any other in the industry.

A Central Meeting Point for Canada's Pet Industry

Each event attracts a wide range of professionals who influence purchasing decisions and shape retail and service trends, including:

- Retail store owners & buyers
- Groomers, trainers & pet service providers
- Breeders and companion animal professionals
- Distributors & wholesalers
- Product developers & manufacturers
- Media, influencers & industry advocates
- Emerging start-up brands looking for market entry

CPE provides a concentrated environment where brands can network, negotiate, and build meaningful commercial relationships.

Why Businesses Choose CPE for B2B Growth

• Strengthen retail relationships:

Meet retailers face-to-face, introduce new product lines, discuss shelf placement, and establish year-round purchasing programs.

• Expand distribution channels:

Connect directly with distributors and wholesalers looking for innovative, reliable brands to add to their portfolios.

• Launch and validate products:

Test concepts, gather professional feedback, and accelerate adoption within the specialty pet marketplace.

• Identify collaboration opportunities:

From co-branded initiatives to cross-category activations, CPE is where synergy between brands and service providers often begins.

• Gain industry visibility and credibility:

Presence at CPE signals alignment with a respected, national platform that champions responsible pet companionship and industry development.

Where Business Conversations Begin

CPE offers exhibitors the opportunity to:

- Present their brand story directly to industry professionals
- Conduct meetings and negotiations onsite
- Build long-term commercial partnerships
- Position themselves as leaders within Canada's fast-growing pet sector

This is not an in-store demo nor a passive showcase—it is a working environment designed for companies serious about growth, distribution expansion, and professional networking.

Position Your Brand at the Heart of Canada's Pet Industry

Exhibiting at the Canadian Pet Expo places your business at a crossroads of opportunity: a place where retailers, manufacturers, service providers, and distributors actively seek new partners, new ideas, and new solutions.

If your focus is B2B development, this is where your next business relationship begins.

Contact us today: info@canadianpetexpo.ca

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	
\$1,295	\$1,429	General Marketplace Exhibitor For all pet products, services, and other pet industry focused vendors. This booth category is 10x10' piped and draped.
\$595	\$749	Canadian Small Business Market For small, local business owners of uniquely Canadian sourced small volume pet related products and services. This booth size is 10'x5' piped and draped.
\$549	\$649	Small Wonders Pets & Plants Zone Exhibitors of small animal & bird supplies, reptiles, aquatics and plants. Booth spaces in this category are 10x10' piped and draped.
\$695	\$795	Feline Fest Exhibitor For vendors offering cat specific products and services.
\$695	\$795	Tru North Grooming Show Exhibitor Vendors with a focus on grooming services or equipment.
\$495	\$495	CPE Cares - Rescue/Club * Not for profit exhibitors that are fundraising or bringing awareness to their clubs' efforts in re-homing of breed specific or general pets.

- All booth pricing is based on full 3-day participation and is applicable to HST.
- No booth will be secured without a non-refundable deposit placed at the time of booking.
- All booths are 10'x10' (100 Square feet), with the exception of the Small Business Market (10'x5').
- Corner fee is \$120

Not included in your booth space:

- Hydro connection for your booth (Extra add-ons for \$275 +HST)
- Internet service (Encore Canada, contact directly)
- Booth Add-ons such as Carpet, furnishings, tables and chairs (Contact BES directly)
- Shipping of material to The International Centre (Please contact us directly at info@canadianpetexpo.ca)
- Booth Cleaning (H&S Cleaning Services, contact directly)

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.



10 x 10 Booth *

We work hard to make sure that our expos look as clean and crisp as possible, we provide you with a 10 x 10 booth set up, complete with matching Pipe and Drape. You've got creative freedom for implementing the vision of your booth! *Small Business booths are 10x5



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.



info@canadianpetexpo.ca



www.canadianpetexpo.ca



[@canadianpetexpo](https://www.facebook.com/canadianpetexpo)

Contact Us Today!

Take Your Business Further at CONNECT... Canada's Pet Trade Expo

We're excited to invite all Canadian Pet Expo exhibitors to join us at CONNECT... Canada's Pet Trade Expo – a dynamic business-focused event designed specifically for pet professionals. CONNECT brings together manufacturers, retailers, distributors, service providers, and industry leaders from across the country, offering a valuable opportunity to gain insights, source new products, and strengthen your business network in an environment built for collaboration and growth.

Why attend CONNECT as an industry attendee?

- Discover new products & innovations in the Featured Product Showcase
- Connect with top suppliers, buyers, and decision-makers from across the pet industry
- Learn from expert speakers through targeted education sessions and industry-focused seminars
- Build meaningful relationships during CONNECT Live networking events
- Explore business trends and market insights to help your company stay competitive
- Expand your network and open the door to new partnerships and opportunities

Attending CONNECT isn't just about seeing what's new—it's about broadening your industry perspective, finding fresh opportunities, and returning to future Canadian Pet Expo events even stronger and better connected.

 17 CONNECT takes place at the Niagara Falls Convention Centre March 4 & 5, 2026.

Visit the [CONNECT website](#) 



info@canadianpetexpo.ca



www.canadianpetexpo.ca



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FLOOR PLAN

SPRING CANADIAN PET EXPO APRIL 3-5, 2026

THE INTERNATIONAL CENTRE, MISSISSAUGA

