

GOLD COAST
**PET & ANIMAL
EXPO**
An initiative of **RSPCA**
Queensland



Welcome



- RSPCA QLD is proud to once again bring you the Gold Coast Pet & Animal Expo, which is now in its 17th year.
- The 2019 event builds on the support and responses we received to last year's event with some new and exciting improvements to excite and entertain all ages!
- The event will see over 6,000 attendees visit the Expo over the two days, giving you a unique opportunity to showcase your products and services to a wide audience of pet lovers.
- We're excited to work with you in delivering the largest and most successful animal event on the Gold Coast.

2019 Event Details



Saturday 29th and 30th June 2019

Gold Coast Convention & Exhibition Centre
Halls 3 & 4 and the Northern Lawn

- 2018 returning favourites
 - ✓ Adoption Zone - run by RSPCA for visitors looking to adopt a new four-legged family member (dogs & cats only).
 - ✓ Kid Zone - An interactive area full of all kinds of fun activities to entertain our little visitors.
 - ✓ Main Arena – featuring live entertainment and new promotions.
- 2019 New additions
 - ✓ Workshops – Our audience engaging in hands on experiences to improve their pets lives!
 - ✓ Treasure Hunt – engage with the audience by being a part of the GCPE Treasure Hunt
 - ✓ Insta-Famous Meet & Greet – meet the Four-legged stars of the GC
 - ✓ Currumbin Wildlife Encounters
 - ✓ Marketplace on the lawns
 - ✓ More corner booths and maximised floor plan

Exhibitor Packages

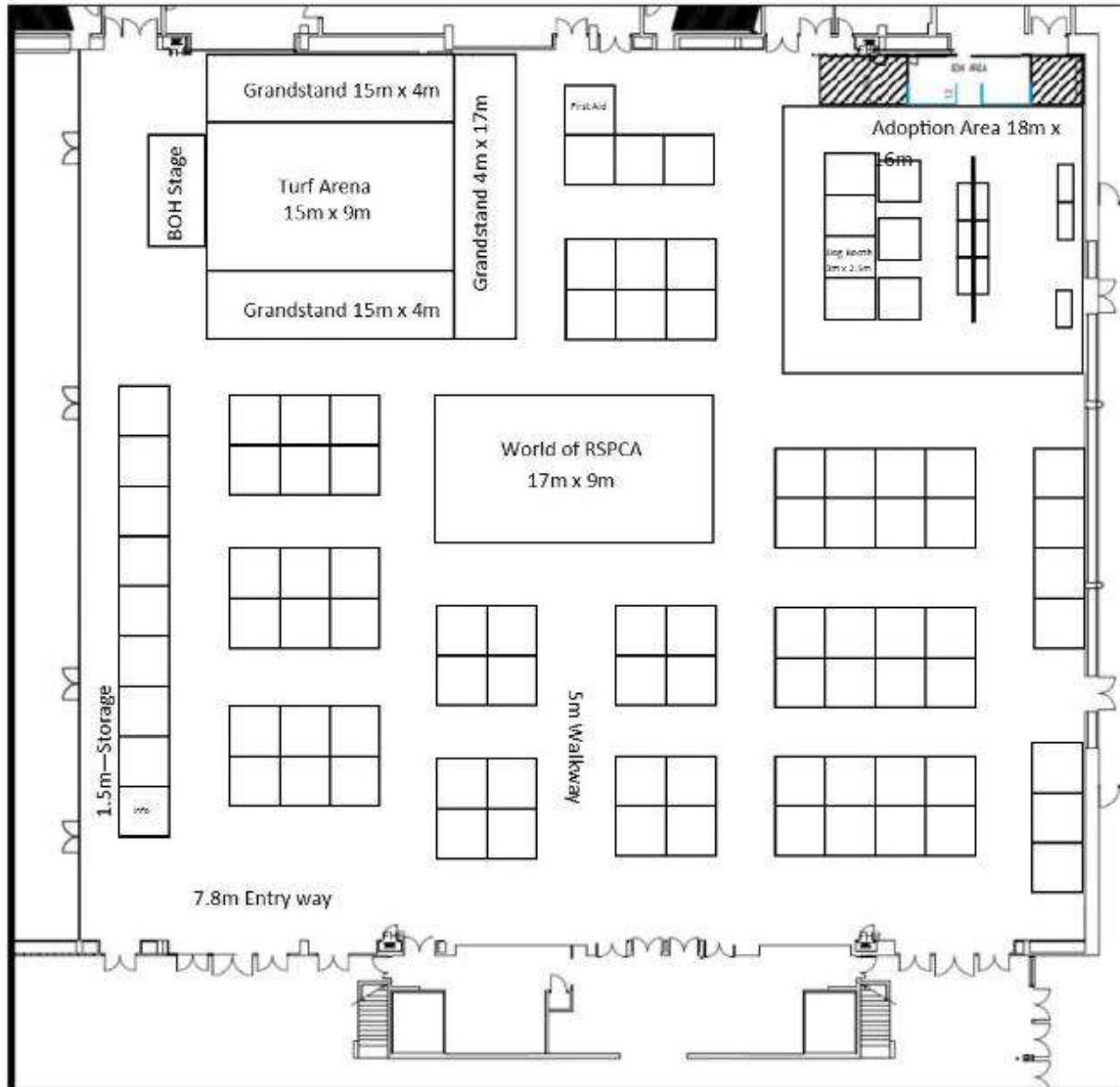


Booth Type	Booth Size	Price
Premium Booth	6x3m	\$1200
Standard Booth	3x3m	\$750

Outdoor Market Place * New in 2019 *

Market Place Space	3x3m	\$400
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The Marketplace will be located on the Northern Lawn



2019 Draft floor plan

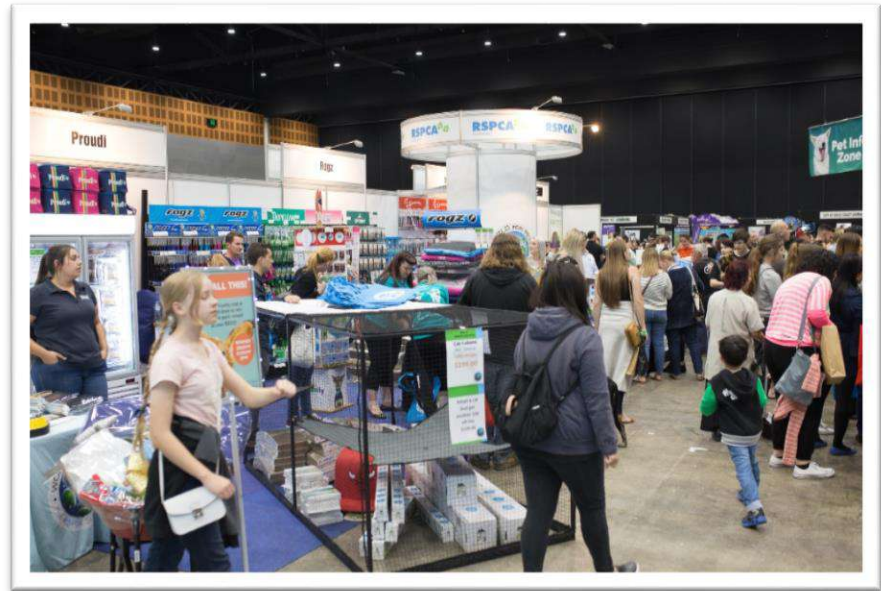
Subject to change
 without notice

All walkways 3.5m unless otherwise marked

Why Exhibit?



- Gold Coast Pet & Animal Expo provides a great platform to place your company directly in front of thousands of pet lovers who attend this event specifically to view, compare and purchase products and services.
- Exhibiting is one of the most cost-effective and proven sales and lead generation tools available to businesses today.



Exhibitor Inclusions



- Alignment with a well-established event
 - Now in its 17th year, the expo has become a recognised, family-friendly event on the Gold Coast.
- Professional Display stand
 - Exhibition Booths
 - 2.4m high Velcro compatible fabric walls
 - 1 x corflute sign per aisle frontage
 - 2 x 150 watt adjustable spotlights
 - 1 x 4amp power point
 - Venue flooring only (carpet can be purchased for an additional cost)
 - Market Place Space
 - Outdoor space near premium event entertainment
 - BYO Marquee
- Collateral
 - Promotional digital assets are available for your use to promote your attendance to your clients and social media followers. Collateral files will also be created for you to print and distribute if desired.

Exhibitor Inclusions



- Treasure Hunt
 - Increase foot traffic to your booth by joining the GCPE Treasure Hunt
 - Ensure your brand goes home with the guests in the Treasure Bag.
- Exhibitor manual
 - Ensure you have covered all of your pre-event needs with our all-inclusive exhibitor manual.
 - Social media and Event guide to maximise the potential of being at the Expo!
- Use of Gold Coast Pet & Animal Expo logo
 - All exhibitors are entitled to using our logo for all marketing activities – promote your attendance and encourage people to engage with the event and sales.
- Media exposure
 - The event will be presented to our 198,000+ followers on social media platforms with ample on the day opportunities to showcase your business.
 - Expo is promoted through our media partners, Channel 7 and Hit105 (Brisbane), SeaFM (Gold Coast).

Exhibitor Opportunities



SALES, SALES, SALES

Most visitors are attracted to the Expo to take advantage of event specials and offers. They are there to shop, learn and discover and are often ready to invest in good products and services on the spot!

CONNECT FACE-TO-FACE

Gold Coast Pet & Animal Expo gives you the ability to directly connect one on one with new and existing customers.

This gives visitors the chance to meet the team behind the brand and develop long-term confidence in your company and products.



GATHER TARGETED LEADS

The Gold Coast Pet & Animal Expo provides an opportunity to drastically expand your client base.

Visitors are highly motivated, looking to purchase or gather information for later purchases. Smart businesses will gather these leads to follow up on at a later date.

BROAD EXPOSURE

The Gold Coast Pet & Animal Expo will be broadly advertised via radio, TV, social media and through direct marketing to RSPCA's extensive supporter base.

Alignment of your brand with the RSPCA organisation is exceptionally valuable.

Exhibitor Opportunities



BRING YOUR PRODUCT TO LIFE

Nothing beats a hands-on demonstration and explanation of an innovative product, and the Gold Coast Pet & Animal Expo give you this opportunity!

You also have the chance to explain its features and benefits directly to potential customers during your demonstrations.

INSTANT FEEDBACK

Gold Coast Pet & Animal Expo is a great way to trial new products and gather instant feedback from the visitors.

Get an understanding of your customers, their needs, and understand your target audience better.



EXPAND YOUR INDUSTRY CONTACTS

During set up, bump out and of the course of the event, you will have the chance to connect with other exhibitors and make new contacts within the industry. These contacts may be valuable in the future!

VALUE FOR MONEY

Gold Coast Pet & Animal Expo is one of the most cost-effective and proven events available to businesses to generate positive sales and leads.

Guidelines

Exhibitor applications will be reviewed based on date of application and quality of the application (with consideration of activation and intended stall activities.)



Before submitting your application, please take note of the following considerations:

- Stall appearance
 - Have you put significant thought into the look and feel of our exhibitor space?
 - What more could you do to attract visitors to our stall?
 - What can you do to ensure that you are standing out among our neighbouring exhibitors?
 - Will you be needing additional furniture, power points, rigging, shelving etc. to achieve your desired goals at the event?
- Activations
 - What kind of activity/giveaways will you include in your stand? Will you be inviting visitors to enter their details for a chance to win a prize or something similar?
 - Do you have any items which you could hand out to visitors as a way of remembering their encounter with your staff?
 - Will you be a part of the Treasure Hunt to ensure foot traffic visit your booth and go home with your brand?
- Data collection
 - Will you be collecting visitor details to contact post-event to measure success of sales leads generated?
- Pricing
 - Will you be offering an 'event only' special or launch of an exclusive product to attract visitors?
 - Visitor expectations when attending an Expo are to have access to special deals otherwise unavailable to them.

Guidelines



- Other Factors to consider
 - Payment
 - We strongly recommend arranging EFTPOS and credit card facilities to have at your stall to accommodate for high spenders and to enhance the customer experience. Although ATMs are available at the event, you don't want to risk losing sales and disappointing any potential customers.
 - Staff
 - Who will be the most suitable/qualified staff to sell your products and interact with members of the public?
 - With such a small time frame to win over visitors, you will need to have people who are not afraid to approach people and effectively sell in a busy environment



APPLY NOW 