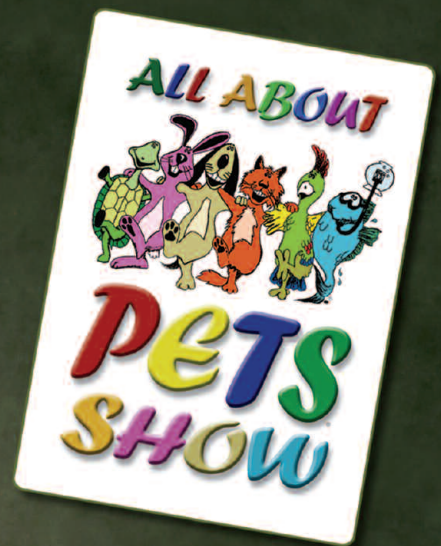


I'll be strutting my stuff
Easter Weekend at the
All About Pets Show.



May I join you? I've got
quite the strut too!



April 10-12, 2009 - Easter Weekend
International Centre, Toronto, Canada
www.allaboutpetsshow.com

Face to Face

Watch your profits grow!

The 16th Annual All About Pets Show is held every spring at the International Centre. Our 15-year average attendance is in excess of 36,000 visitors and 180 exhibitors. Canadians are certainly passionate about their pets and this show in Canada's largest pet market will help to drive your sales and profits.

Did you know?

All About Pets brings you a qualified audience...

93%

of show visitors are pet owners. Of those who aren't, 91% plan to become pet owners.

Meet your target audience face to face...

90%

of show visitors come to buy or intend to as a result of exhibits.

70%

of attendees are women – a key demographic when it comes to consumer spending.

Introduce new products. Gain valuable feedback. Generate instant at show sales or use coupons and sampling generate post show sales.



Strut my stuff?!? Laugh and you'll walk the plank!

“The Pet Network has been involved in the All About Pets Show for three consecutive years, as both a venue for taping our Pet Central program and for promoting our brand. As a television channel targeted toward pet owners and enthusiasts, we could not find a more auspicious opportunity to interact with our demographic in mass at one location. The All About Pets Show provides the largest audience of families, hyper-focused on pets, of any other event in Ontario, if not Canada. Our sponsorship expenditure and level of involvement have grown each year, because we have been extremely pleased with our ROI on both building brand equity and selling our “Your Dog Companion” DVD Series.”

The Pet Network

Who should exhibit?

- Accessories, Clothing and Jewelry
- Animal Rescues
- Animal-Themed Products
- Artists
- Associations
- Bed Companies
- Breeders/Breed Clubs
- Rescue Organizations
- Dog Walkers
- Fish and Aquarium Companies
- Groomers & Grooming Products
- Home-Related Products
- Litter Companies
- Manufacturers/Distributors
- Odor Control Products
- Pet Boarding
- Pet Carriers
- Pet Enclosures/Fencing
- Pet Entertainment Companies
- Pet Food Manufacturers
- Pet Friendly Hotels and Resorts
- Pet Funeral Services and Products
- Pet Insurance
- Pharmaceutical Companies
- Photographers
- Publications
- Retailers
- Reptile Companies and Services
- Trainers
- Veterinary Services

Feature Attractions...

Dog Demonstration Ring: Each year we host a headline feature in the 30,000 sq.ft., 2000-seat Dog Demonstration Ring to showcase the incredible talents of top K-9 performers. The Dog Demonstration Ring also features the North American Flyball Association sanctioned flyball tournament, the Parade of Breeds and the Good Guys Carting Dogs.



World of Cats: The Canadian Cat Association presents the Royal Canin Championship Cat Show. Last year was the largest show ever, with over 100 entries and more than 60 breeders showcasing their breeds. Professional breeders are also on hand to help answer questions regarding the various breeds, health, grooming and general questions. Judging is continuous all three days of the show.

Breeders' Row & Parade of Breeds: Over 40 different purebred dogs are featured in Breeders Row. Visitors can meet with Breeders and Breed Clubs to learn more about various breeds and find that perfect companion for their family. The Parade of Breeds takes place twice daily in the Dog Demonstration Ring. Professionally narrated this is an informative presentation on the various breeds participating in Breeders Row.

Pet Grooming Showcase: Educational seminars and one-on-one consultations are offered by professional groomers. These seminars are repeated throughout the day and a specialist is always on hand to answer questions regarding groom tips, equipment and services.

Adopt a Pet: Show visitors are always in danger of falling in love in this feature area. Humane Societies and SPCA branches throughout the province bring companion animals of all descriptions. These companion animals strut their stuff in the hopes of catching the eye and winning the hearts of a loving pet owner. Staff and representatives are on hand daily to provide history and advice.

Centre Stage: Visitors will see the latest fashions and accessories for their pets on the runway at the Pet Fashion Show. Educational seminars will also be provided at Centre Stage.

Pet Friendly Accommodations: More and more families are traveling with their pets to destinations in Canada and the U.S. Visitors are looking to book their next vacation. Showcase your pet friendly property in this special feature area.

World of Fish: How do I create an aquarium? What type of fish do I get? How do I care for my aquarium? Both novice and dedicated enthusiast can see displays, ask questions and learn about equipment and products available.



World of Birds: This spectacular World of Bird feature area displays a colorful and exotic array of our fine-feathered friends from around the world. Bird lovers can learn some valuable tips from industry experts, knowledgeable bird breeders, fanciers and owners. The can also find out about the latest products, toys and cages available.

World of Reptiles: These exotic pets are not for everyone, but everyone is intrigued by the World of Reptiles. Amphibians and reptiles from around the world are on display, with experts who share their knowledge on the care of these delicate creatures.

The show allows you to educate your target market and develop brand loyalty to a growing group of consumers. Show visitors want to learn about pet nutrition, health, products, services and recreational activities for their pets.

Exhibit Rates and Information

Booth Space

Booth Size	Cost	Early Bird Discount*
10' x 10'	\$1,150 (\$11.50 per sq. ft.)	\$1,050
10' x 20'	\$2,100 (\$10.50 per sq. ft.)	\$1,900
20' x 20'	\$4,000 (\$10.00 per sq. ft.)	\$3,600

* To qualify for the Early Bird Discount, a completed space application and 50% deposit must be received by October 10, 2008.

- Rates are quoted in Canadian funds and are subject to 5% GST (Goods & Services Tax)
- U.S. exchange rates quoted on a daily basis
- Bulk space exhibit rates are available upon request
- 50% deposit is required with all space applications up to December 12, 2008
- Space applications received after December 12, 2008 must include full payment
- Payment is accepted by cheque (payable to Showtrends), Visa, Mastercard or Amex
- Exhibit space rates include: back drape and low side rails, exhibitor badges, VIP passes, listing in show program and coupon booklet, 24-hour security, on-site storage, material handling, exhibitor kit and free parking at the International Centre



Website and E-News Ads

Ad Type	Dimensions	Cost
Marketing Tile	192 pixels x 72 pixels	\$200/month*
Banner Ad	486 pixels x 100 pixels	\$400/month*

* Three month minimum required.

- Format: Minimum resolution of 150 DPI, .jpg, .eps, .tif, .pdf formats accepted
- Email files to: tdemarchi@allaboutpetsshow.com

Show Promotion

- **Newspaper & Magazine** advertising provides complete details on the show, sponsor recognition, show feature areas and prize giveaways.
- **Monthly E-Newsletter** keeps show visitors, exhibitors and sponsors current on the latest products being introduced and feature stories on the exhibitors participating in the show.
- **Radio & TV** advertising and promotions on key Toronto stations include on-air giveaways, interviews and broadcasts from the show floor.
- **Internet** exposes the show to both a local and worldwide audience at our website – www.allaboutpetsshow.com
- **Direct mail** promotes the show in Toronto and its surrounding area, including discount admission coupons.
- **Public relations campaigns** ensure media awareness of the show as the major consumer event of the year for the pet industry.

Show Details...

Venue:

The International Centre
6900 Airport Road, Mississauga, Ontario
www.internationalcentre.com

Show Hours:

Friday, April 10 10 am - 6 pm
Saturday, April 11 10 am - 6 pm
Sunday, April 12 10 am - 5 pm

Move-In / Move-Out:

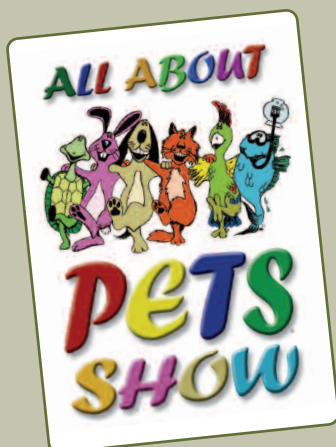
Thursday, April 9 8 am - 8 pm
Friday, April 10 7 am - 9 am
Sunday, April 12 6 pm - 11:59 pm

The All About Pets Show brings all creatures great and small to Ontario's families for three fun filled days! The interactive nature of the expo allows adults and children alike, to get up close to the animals, speak with the breeders and watch entertaining live performances.

Existing and potential pet owners will have the opportunity to research and talk directly to suppliers about their favoured pet, and animal experts are on hand to provide information on topics such as grooming, feeding, training and much more.

Can you really afford to miss the 2009 All About Pets Show?

I can't wait for the
All About Pets Show. Book your
exhibit space today!



Book your exhibit space today!

SHOWTRENDS

P.O. Box 153, Milton, Ontario, Canada L9T 4N9
tel: 289-878-6809 or toll free: 1-877-340-PETS (7387) fax: 289-878-6836
email: showtrends@cogeco.net or tdemarchi@allaboutpetsshow.com
web: www.allaboutpetsshow.com

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