



# Sponsorship Opportunities

 SUBURBAN COLLECTION  
SHOWPLACE

Novi, Michigan

November 20th-22nd, 2015



# SUBURBAN COLLECTION SHOWPLACE

Novi, MI • 46100 Grand River Ave.

Friday November 20th, 2015  
Show Active: 12:00pm-8:00pm

Saturday November 21st, 2015  
Show Active: 10:00am-8:00pm

Sunday November 22nd, 2015  
Show Active: 11:00-5:00pm



## Novi Pet Expo

46100 Grand River Avenue  
Novi, Michigan 48374

(p) 248.348.5600 (f) 248.347.7720

Jackie McMahon-Event Director  
(p) 248-348-5600x208  
(e) [jmcmahon@suburbanshowplace.com](mailto:jmcmahon@suburbanshowplace.com)

Nancy Phares-Public Relations & Media  
(p) 248-348-3424  
(e) [nphares@novipetexpo.com](mailto:nphares@novipetexpo.com)

### Event Facts

- Show content to consist of: 150+ local, regional and national pet related retailers, rescue associations and clubs, educational demonstrations and lectures, as well as, community outreach efforts.
- Anticipated attendance is 14,000 - 18,000. Attendees are also welcome to bring their pre-registered pets.
- Programs will be offered to provide information aimed at encouraging animal pet ownership, health and wellness, training and more. Local Animal Rescue Organizations and Welfare Groups are prominently featured with hundreds of pets available for adoption.
- Novi Pet Expo is located at the Suburban Collection Showplace, a privately owned exposition and conference center with over 215,000 square feet of exhibit space.
- Target Market is South Eastern and Mid-Michigan pet owners and enthusiasts, the show demographic leans female, with large emphasis upon families who own pets or are considering adoption.





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## Who We Are

Over the past ten years, the Suburban Collection Showplace has been host to premier pet expositions and events within the months of November or December. These events' attendance figures have averaged between 10,000 - 20,000. With the increased investment in advertising, promotions, and production, attendance is projected to reach levels these same levels.

The Novi Pet Expo reaches a wide audience of animal lovers of all ages. Attendees range from families with small children to seniors-this truly is an all-ages event!



## Location

The Suburban Collection Showplace is located in Novi, Michigan, situated in Western Oakland County, one of the nation's most affluent areas. According to the most recent figures provided by SEMCOG, Southeastern Michigan has a total population of 4,830,020 people, and is comprised of the following counties: Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne. The Suburban Collection Showplace is directly in the middle of this region, and

has direct access to all areas by way of major interstate highways. Its location places Suburban Collection Showplace in a unique position to easily reach all demographics within Southeastern Michigan.

## Marketing & Promotion

The Novi Pet Expo believes effective promotion is key to the overall success of the event. The NPE's mission is to deliver a top quality experience for patrons and exhibitors that will assure targeted buyers, return visits and exponential event growth. The superior local media and marketing relationships enjoyed by the Suburban Collection Showplace will contribute enormously to the overall success of the Novi Pet Expo. A multi-level marketing and publicity campaign will be launched to promote the NPE throughout the region, including media partnerships Social Media, print, radio, television, and outdoor advertising. There will also be a web digital marketing campaign aimed at building awareness of this regional family-friendly event.

## EXHIBITS

Over 150+ exhibits entirely for pets, including a fabulous "Pet Store on The Floor" presented by Premier Pet Supply of Berkeley! Patrons will have the opportunity to shop for anything and everything related to the pet--or pet lover --in their life. There will also be a wide variety of pet rescue and animal advocacy organizations on hand from which patrons can adopt new friends.

## CLINICS

World renowned trainers and clinicians will be present all weekend long, with exciting demonstrations and interesting lectures on some of the most current topics of interest in the pet world.

## ENTERTAINMENT

The Novi Pet Expo is known for offering a fun and exciting environment for all that attend! Enjoy engaging family entertainment including agility demonstrations, rare and unusual pet breeds, reptile and amphibian exhibits and more....

[www.NoviPetExpo.com](http://www.NoviPetExpo.com)





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**SHOWPLACE**

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## Sponsorship Opportunities

### Premier Sponsor or Main Stage Sponsor \$7,500

- Exhibit booth up to 40' x 40' in prime location
- All print collaters when applicable
- All TV & Radio Media & advertising & publicity - logo included when applicable
- Logo with link to be displayed on our website
- Spotlight as event sponsor in 2 email blasts
- Banner on Main Stage or other prime location
- 500 complimentary admission tickets
- Announcement on Main Stage as presenting sponsor
- Use of "Proud Sponsor of Novi Pet Expo" logo
- Year-Round Social Media support and sponsor recognition through Facebook which generate substation weekly impressions throughout the calendar year.

### Pet Entertainment Sponsor \$5,000

- Exhibit Booth up to 20' x 40' and sponsor banner in Pet Entertainment Area
- All print collaters when applicable
- All advertising - logo included when applicable
- Logo with link to be displayed on our website
- Spotlight as event sponsor in 1 email blast
- 300 complimentary admission tickets
- Announcement on Main Stage as presenting sponsor
- Use of "Proud Sponsor of Novi Pet Expo" logo
- Year-Round Social Media support and sponsor recognition through Facebook which generate substation weekly impressions throughout the calendar year.

### Pet Adoption Sponsor \$3,500

- Exhibit Booth up to 20' x 20' and sponsor banner in Pet Adoption Area
- All print collaters when applicable
- All advertising - logo included when applicable
- Logo with link to be displayed on our website
- Spotlight as event sponsor in 1 email blast
- 200 complimentary admission tickets
- Announcement on Main Stage as presenting sponsor
- Use of "Proud Sponsor of Novi Pet Expo" logo

### Silver Sponsor \$1,500

- Exhibit Booth up to 10' x 20' in prime location
- All print collaters when applicable
- All advertising - logo included when applicable
- Logo with link to be displayed on our website
- 100 complimentary admission tickets
- Announcement on Main Stage as presenting sponsor
- Use of "Proud Sponsor of Novi Pet Expo" logo

## Novi Equestrian Expo & Novi Pet Expo Dual Sponsorship Opportunities

The Novi Equestrian Expo will be taking place the weekend before the NoviPet Expo, November 13 - 15, 2015. This allows select companies to take advantage of the unique opportunity of being a featured sponsor for both events. Please contact Jackie McMahon at 248-348-5600 x208 for more information on how you can take advantage of the time & cost saving opportunity of a Dual Sponsorship.

[www.NoviPetExpo.com](http://www.NoviPetExpo.com)



# SUBURBAN COLLECTION SHOWPLACE

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## Sponsorship Contract

BUSINESS/EXHIBIT Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

### Sponsorship Level

Premier Sponsor - \$7500

Main Stage Sponsor - \$7500

Pet Entertainment Sponsor - \$5000

Pet Adoption Sponsor - \$3500

Silver Sponsor - \$1500

### Event Needs

- Will you need electricity for the show?  Yes  No (An additional cost may be incurred)
- If yes, indicate how many outlets needed & wattage: \_\_\_\_\_
- Will you need internet access for the show?  Yes  No (An additional cost of \$20/day for internet)
- Booth size needed:  10' x 10'  10' x 20'  10' x 30'  10' x 40'  Other \_\_\_\_\_  
(Additional space can be added for \$3.50/sq.ft.)

*The exhibitor agrees to abide by all exhibit terms, conditions and regulations set forth in the Show Rules & Regulations included with this Vendor Contract. Show Management reserves absolute right to accept or deny any contract for any reason at anytime.*

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Mail form & check payable to Expo Productions-Novu Pet Expo, LLC to:

46100 Grand River Avenue

Novi, MI 48374

Phone: 248.348.5600 Fax: 248.347.7720

E-mail: info@NoviPetExpo.com

[www.NoviPetExpo.com](http://www.NoviPetExpo.com)