



Oklahoma Family Pet Expo
November 23-24, 2019
Central Park at Expo Square
Event 1 Productions
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2019

The Oklahoma Family Pet Expo Exhibitor Prospectus

The Largest Pet Expo & Adoption

Event in Green Country

Free Admission | Humans Only

November 23 – 24, 2019 | Central Park Hall at Expo Square

Tulsa, Oklahoma



2019 Exhibitor Prospectus

The Oklahoma Family Pet Expo

The Largest Pet Expo & Adoption Event in Green Country

The Oklahoma Family Pet Expo will provide a highly successful event for both sponsors and exhibitors. With thousands of attendees, free admission and an impressive exhibitor line-up, this show will be an excellent opportunity to make a lasting impression with consumers and pet owners throughout all of Green Country.

5,000+
Attendees
(estimated)

92% of the
Attendees have
Pets
(estimated)

100+
Exhibitors
(estimated)

What: The 2019 Oklahoma Family Pet Expo

When: Saturday, November 23, 2019 from 9:00am – 5:00pm
Sunday, November 24, 2019 from 11:00am – 5:00pm

Where: Central Park at Expo Square – Tulsa, Oklahoma



About the Oklahoma Family Pet Expo

The Oklahoma Family Pet Expo is Green Country's only two-day free admission pet expo where exhibitors and sponsors share their pet products and services with a highly targeted audience. The event will inhabit over 43,000 square feet in Central Park Hall at Expo Square with exhibit booths, entertainment features, and more. The purpose of the Oklahoma Family Pet Expo is to provide an atmosphere where pets are celebrated and responsible pet ownership is promoted. The show will also host one of the largest adoption events in Green Country, where pets of all types will be able to find new homes. Local rescue groups will be encouraged to recruit new, passionate and enthusiastic volunteers as well.

Benefits of Exhibiting at the Oklahoma Family Pet Expo



Each 10'x10' exhibit space comes fully furnished with:



- *8' High Backwall Drape and 3' High Side Rail
- *One 6' Skirted Table
- *Two Premium Folding Chairs
- *One Wastebasket
- *One 7'-by-36" Booth Identification Sign

- *Standard Booth Space
- *Corner Booth (additional charge)
- *Non-Profit Booth Space
- *Rescue Agency/Shelter Booth Space



Choose the booth option that best suits your budget and your needs:

As an Exhibitor, what can you do at the Oklahoma Family Pet Expo?



- *Make sales directly on the show floor
- *Recruit new volunteers
- *Pass out free samples and company info
- *Collect attendee information for follow-up
- *Do a register-to-win drawing
- *Connect directly with thousands of Green Country pet owners

Why Exhibit at the Oklahoma Family Pet Expo

The Oklahoma Family Pet Expo will draw a highly-targeted audience, making it the perfect marketplace for pet-related items and services of all kinds. It's also the ideal event for local rescues and shelters to find "forever" homes for their precious adoptees and recruit new volunteers. Not only are booth prices lower than those in most pet expos, you'll get MUCH MORE in return!



Pay less with Event 1 and get more:

Serious buying customers

Attendees of this event will come to see you and what you have to offer. They'll attend to shop for their pets (just in time for Christmas!) and see what's new and hot in the pet industry.

Best pet expo booth pricing

You get two big show days (14 show hours) at the expo and pay less than most one-day shows of its size.

Two full days of exhibiting

Two-day shows give you a real marketing advantage! This way you won't miss out on attendees who can only come for one day, or those who return to shop more.

Locally owned and produced event

The Oklahoma Family Pet Expo is professionally produced by Event 1 Productions located in Sand Springs, Oklahoma. With our collective 115+ years of event decoration and production expertise, we know our attendees and how to reach them!

Oklahoma Family Pet Expo Attendee Demographics

If local families with children and pets are your target demographic, The Oklahoma Family Pet Expo is your ideal marketplace. Whether your business concerns animals that trot, climb, gallop, swim, slither, hop or waddle...your customers WILL be there.



The statistics:

- # Nearly 7 out of every 10 U.S. households own at least one pet. That's around 85 MILLION homes! *
- # U.S. spending on pet food, pet gear and vet visits amounted to an estimated \$72 BILLION last year. *
- # Oklahoma ranks 10th in the nation in dog ownership and 18th for cat ownership. **
- # In the 7-county Tulsa metro area, 54.4% of households own dogs, while 28.5% own at least one cat. **
- # In a 2018 survey, Tulsa ranked as the 35th most pet-friendly city in the U.S. Oklahoma City came in at #26. **
- # Compared with the average U.S. citizen, pet expo attendees are:
 - 125% more likely to have a dog
 - 70% more likely to have a cat
 - 100% more likely to have other animals

The Oklahoma Family Pet Expo WILL attract pet owners! With an estimated 93% of attendees owning pets, exhibitors and sponsors are assured they're meeting the right audience face-to-face.

*According to a 2017 APPA (American Pet Products Association) survey

**According to a 2018 WalletHub survey



INCREASE THE IMPACT
OF YOUR BOOTH WITH A
**SPONSORSHIP AT THE
OKLAHOMA FAMILY PET
EXPO**

THERE ARE A
LIMITED NUMBER
OF **SPONSORSHIP
OPPORTUNITIES
AVAILABLE**

BOOST VISIBILITY

**DRIVE TRAFFIC AND BUILD BRAND AWARENESS
WITH A SPONSORSHIP AT THE OKLAHOMA
FAMILY PET EXPO**



Spread Your Reach

Bring more buyers to your booth and boost brand awareness with a sponsorship at The Oklahoma Family Pet Expo.

Sponsorship increases the impact of your booth by guaranteeing your exposure to an estimated 5,000+ local pet owners who will be attending this year's show. That additional attention translates into higher interest, greater traffic, more leads and stronger sales after the event.

Your Opportunity to Make a Bold Statement

While you're building visibility, booth traffic and brand awareness with a sponsorship at The Oklahoma Family Pet Expo, you'll also be setting yourself apart from your competition.

**Because they're highly visible and limited in number,
sponsorships distinguish sponsors from their
competitors!**



GOLD SPONSOR - \$2,500 (\$1,950 NPO rate)

- * One (1) available
- * Company name and logo/link listed as the Gold Sponsor to appear on pre-event publicity and website
- * A 20x20 exhibit booth space just inside the main show entrance
- * Most prominent online and social media promotion
- * Company logo on all signage located inside the exhibit hall and at the main entrance

VALUE: \$7,725.00

SILVER SPONSOR - \$2,000 (\$1,450 NPO rate)

- * Two (2) available
- * Company name and logo/link listed as a Silver Sponsor to appear on pre-event publicity and website
- * A 10x30 exhibit booth space near the main show entrance
- * Second-most prominent online and social media promotion
- * Company logo on all signage located inside the exhibit hall and at the main entrance

VALUE: \$7,645.00

For the **2019 Oklahoma Family Pet Expo**, we're offering the following sponsorship & exhibitor opportunities, which reflect our assessment of the value for the projected in-person turnout at the event, and also what we expect in online traffic to the Expo website and on the Expo's social media leading up to and following the event. Vendor space is limited for this event, so **RESERVE YOUR PRIME BOOTH LOCATION TODAY!**

All sponsors & exhibitors are strongly encouraged to have one or more giveaway items at their booth. We also work with all exhibitors to help promote their booth spaces, and the fact that they are going to be there, in the final weeks leading up to the Expo.

Discounts on booth prices are available for 501(c)(3) non-profit organizations (NPO's) and rescue groups. If you fall into this category, please be sure to make this selection on the booth registration form.

Each booth comes professionally decorated with pipe & drape, one (1) 6-foot covered & skirted table, 2 folding chairs, wastebasket and booth ID sign. Electrical service is NOT included in the booth cost. You may order it through the Vendor Packet.

BRONZE SPONSOR - \$1,500 (\$950 NPO rate)

- * Three (3) available
- * Company name and logo/link listed as a Bronze Sponsor to appear on pre-event publicity and website
- * A 10x20 exhibit booth space on the main center aisle
- * Third-most prominent online and social media promotion
- * Company logo on all signage located inside the exhibit hall and at the main entrance

VALUE: \$7,345.00

BOOTH EXHIBITOR - \$300 (\$125 NPO rate)

- * Company listed as a Booth Exhibitor to appear on show website
- * A 10x10 exhibit booth space
- * Corner/end cap booths are an extra \$125

GOLD SPONSORSHIP EXTRAS

Event 1 Productions would love to offer these additional items as part of your Gold Sponsorship Package. You will receive the following:

- Free 20' x 20' tuxedo carpeting/padding in your booth **OR** one (1) 55-inch flat-screen color TV mounted on a truss (\$1,540 VALUE)
- Up to two (2) free leather couches or four (4) free leather lobby chairs **OR** two (2) highboy tables with spandex covering and four (4) premium counter-high stools (\$1,000 VALUE)
- Two (2) free 36" x 42" full-color signs (with stands) printed on white poly graphic material - used to highlight your company (\$170 VALUE)
- One (1) free company sign hung above your booth – sponsor to provide the sign (\$260 VALUE)
- One (1) free easel **OR** one (1) free literature rack (\$65 VALUE)
- One (1) free 110-volt electrical outlet (\$25 VALUE)

TOTAL ADD-ON PACKAGE VALUE:

\$3,060.00

Your Investment: \$2,500.00 (1 available)



SILVER SPONSORSHIP EXTRAS

Event 1 Productions would love to offer these additional items as part of your Silver Sponsorship Package. You will receive the following:

- Free 10' x 30' tuxedo carpeting/padding in your booth **OR** one (1) 43-inch flat-screen color TV mounted on a truss (\$475 VALUE)
- One (1) free leather loveseat or two (2) free leather lobby chairs **OR** one (1) highboy table with spandex covering and two (2) premium counter-high stools (\$300 VALUE)
- One (1) free 36" x 36" full-color sign (with stand) printed on white poly graphic material - used to highlight your company (\$72 VALUE)
- One (1) free company sign hung above your booth – sponsor to provide the sign (\$260 VALUE)
- One (1) free easel **OR** one (1) free literature rack (\$65 VALUE)
- One (1) free 110-volt electrical outlet (\$25 VALUE)



TOTAL ADD-ON PACKAGE VALUE:

\$1,197.00

Your Investment: \$2,000.00 (2 available)

BRONZE SPONSORSHIP EXTRAS

Event 1 Productions would love to offer these additional items as part of your Bronze Sponsorship Package. You will receive the following:

- Free 10' x 20' tuxedo carpeting/padding in your booth **OR** one (1) 32-inch flat-screen color TV mounted on a truss (\$375 VALUE)
- One (1) free leather arm chair **OR** one (1) lowboy table with spandex covering (\$150 VALUE)
- One (1) free 24" x 36" full-color sign (with stand) printed on white poly graphic material - used to highlight your company (\$40 VALUE)
- One (1) free company sign hung above your booth – sponsor to provide the sign (\$260 VALUE)
- One (1) free easel **OR** one (1) free literature rack (\$65 VALUE)
- One (1) free 110-volt electrical outlet (\$25 VALUE)

**TOTAL ADD-ON PACKAGE VALUE:
\$915.00**

Your Investment: \$1,500.00 (3 available)





EVEN MORE ADVANTAGES

**EVERY OKLAHOMA FAMILY PET EXPO
SPONSORSHIP INCLUDES THESE
VALUE-ADDED EXTRAS...**

- A highlight of your company's name and booth number on The Oklahoma Family Pet Expo layout website
- Placement of your company's logo and booth number on several 36" x 42" flex stand signs placed throughout the show floor and on all entry door signage (signs will recognize ALL sponsors)
- Placement of your company's name and logo in a thank-you/welcome letter distributed at the Show to all exhibitors
- Recognition of your company's name in a news release distributed to local Tulsa-area TV/radio stations and the Tulsa World newspaper, as well as in all social media exposure

To receive these extras, all sponsorship fees must be paid in full by October 4, 2019.

MOBILE DEVICE CHARGING STATIONS

Includes:

- Your high-quality full-color company logo on two (2) of our mobile device charging stations. The units contain cords for nearly every type of mobile device.
- One charging station will be placed on the show floor for attendee use, with the second unit located inside the exhibitor hospitality lounge, helping you garner goodwill from your fellow exhibitors! (A \$625 VALUE)

The sponsor will be responsible for providing high-res, vectored artwork to Event 1 Productions no later than November 1, 2019

YOUR INVESTMENT: \$450.00

CHOOSE FROM
SEVERAL
OTHER
UNIQUE
OPPORTUNITIES:





MAIN DEMONSTRATION STAGE SPONSOR

Includes:

- Your full-color company logo on one (1) full-color sign (size TBD) printed on white poly graphic material and placed on a support truss that will hang over the stage all weekend
 - Frequent company (name-only) mentions over the stage PA system as the stage sponsor throughout the weekend
 - One free 20-minute segment onstage each day for informational or entertainment purposes (presentation matter subject to Show Organizer's pre-approval)
- A \$1,000 VALUE**

The sponsor will be responsible for providing high-res, vectored artwork to Event 1 Productions no later than November 1, 2019

YOUR INVESTMENT: \$525.00

EXHIBITOR HOSPITALITY LOUNGE SPONSOR

Includes:

- Your full-color company logo on two (2) 24" x 36" full-color signs printed on white poly graphic material (one placed in hallway outside lounge and one placed in the lounge)
- The opportunity to display your own company banner in the lounge, as well as provide giveaways (no food or drinks) and display your products/flyers on one (1) 8-foot skirted table in the lounge. It's a GREAT networking opportunity! **(A \$500 VALUE)**

The sponsor will be responsible for providing high-res, vectored artwork to Event 1 Productions no later than November 1, 2019

YOUR INVESTMENT: \$250.00





Contact Info

Mailing Address

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Email

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Show Producer Steve McDonald: steve@event1inc.net

Social Media

www.event1inc.net
<https://www.facebook.com/Event-1-Productions-327226171986>
<https://twitter.com/Event1Inc>

2019 Show Info for Exhibitors/Sponsors

Exhibitor Move-in

Friday, November 22, 2019 from 8:00am – 7:00pm

Show Dates & Times

Saturday, November 23, 2019 from 9:00am – 5:00pm
Sunday, November 24, 2019 from 11:00am – 5:00pm

Exhibitor Move-out

Sunday, November 24, 2019 from 5:15pm – 9:00pm

Show Venue

Central Park Hall at Expo Square
4145 E. 21st St.
Tulsa, OK 74112

<https://www.exposquare.com/>

The venue has a concrete floor and is NOT carpeted. Carpet & padding may be rented from Event 1 Productions. Access to electrical power is also not included in the booth rental package but may be ordered through the Vendor Packet.

All exhibitors who order electrical service must either bring their own 30' (minimum) extension cord and power strip, or rent them from Event 1 Productions.



Professionally produced and managed by Event 1 Productions,
Tulsa's PREMIER event production company