

London Pet Show 2011 – A resounding Success!



The Facts

- The London Pet Show opened its doors for the first time at Olympia to 13,460 pet lovers over two days making it the largest consumer pet show in the UK.
- The show featured over 110 companies and charities selling pet related products.
- The visitor marketing campaign reached over 15 million people.
- The PR campaign reached 38 million people and an OTS (Opportunities to See) of over 54 million which was a phenomenal achievement. The show was featured on The One Show (the 7pm BBC1 programme), BBC Radio London's Barking at the Moon programme and had editorial in The Guardian, The Times and Time Out to name a few as well as in many pet related titles.
- Our marketing and PR campaign is the best in the industry and the content delivered at the show has proved to be a major success with our audience.
- Visitors attended the show to buy for their pets, to see lots of animals and to watch the variety of displays. In response to the high demand, we have moved to Earl's Court Two for 2012 where we are doubling the size of the features to allow for more visitors at the show.



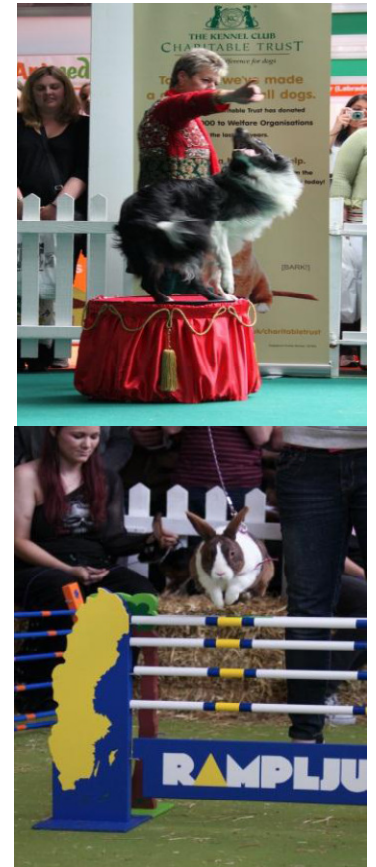
"The London Pet Show 2011, what a show!, we were busy from the time it opened to the time it closed, even 3 months after the show, we are still receiving calls and enquiries which are leading to great sales – we have already booked our space for 2012!" **Rondetto Pet Supplies**

London Pet Show 2012

New for 2012! Bigger and Better!

- The move to Earl's Court Two is fantastic news for the 2012 show. In its launch year London Pet Show outgrew the ground floor of the National Hall, Olympia.
- The Kennel Club are doubling the number of dog breeds attending and bringing more fun, informative and interactive displays to the Agility Ring.
- The GCCF will feature an even wider variety of cats than last time and once again we're putting on lots of popular talks and demos including "meet the cat breeds".
- Burgess Pet Care has confirmed sponsorship of the Discover Small Furrries zone and will be running the hugely successful and now much larger Small Furrries Activities Square!
- The marketing and PR campaign will be even more comprehensive and targeted to deliver 15 – 17,000 of the right visitors from the affluent areas of London and the South East.
- The London Pet Show will deliver even more content and excitement for 2012. We are keeping the show as cost effective for our exhibitors as possible, offering competitive rates and a superb PR campaign that our exhibitors can benefit from.

Stands are already selling fast! Call Norman Grodentz on 020 8376 4508 or email norman@londonpetshow.co.uk



"Working with the London Pet Show was a fantastic opportunity to promote responsible pet ownership as well as ensuring the welfare of animals that were part of the show."
Rachel Tasker, RSPCA

Exhibit at the London Pet Show 2012



We offer two types of stands at the show:

Shell scheme £105 per sqm

Shell scheme includes carpet, walling, fascia and name board

Open space £85 per sqm

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2011 Exhibitor Quotes

“The show layout, visitor flow and quality of visitors has been excellent. The London Pet Show has been great and has surpassed expectations. We’ll definitely be back next year.”

The Anco Team

“We had a great experience in the Discover Cats Zone at the London Pet Show and have already booked for the 2012 show” **Sam,**
www.pawprints-catshop.co.uk