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**PROSPECTUS**

Organised by Pet Projects International Pty Ltd



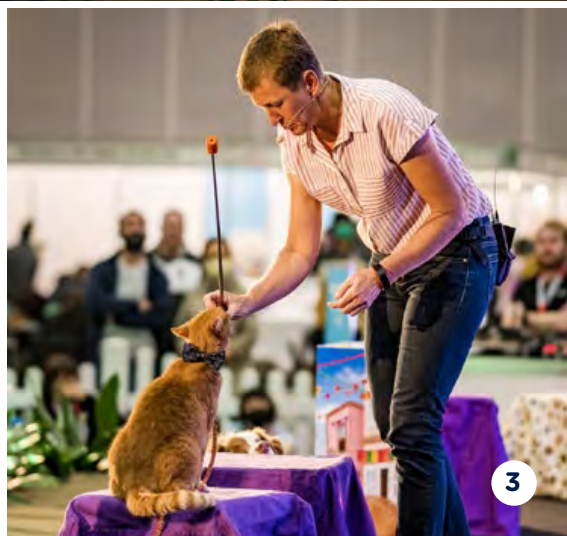
# Contents

Click on each section below to go directly to that page

<a href="#">Introduction</a>	4
<a href="#">Visitor Profile</a>	5
<a href="#">2022 Highlight Video &amp; Editorial Coverage</a>	7
<a href="#">The Stats</a>	8
<a href="#">The Pet Industry at a Glance</a>	9
<a href="#">2024 Brisbane Cat &amp; Dog Lovers Festival</a>	10
<a href="#">The Dog Lovers Festival: Bark up the right tree</a>	11
<a href="#">Visitor Profile: Dog Lovers Show</a>	12
<a href="#">Why get involved?</a>	14
<a href="#">Marketing/PR Campaign</a>	16
<a href="#">Don't just take our word for it...</a>	18
<a href="#">Exhibitor Options</a>	19
<a href="#">How to book your Stand &amp; Sponsorship</a>	20
<a href="#">Who are we?</a>	21
<a href="#">Contact our team</a>	22



**We're  
not kitten  
around**





## The Cat Lovers Festival is the must-attend experiential event in Australia for pet businesses and lifestyle brands.

In 2018 we launched Australia's first major cat-dedicated event in Melbourne and it's grown to become one of the largest festivals in the world committed to educating, entertaining and inspiring cat owners and future pet-parents.

Over 50,000 visitors are expected to attend across our upcoming Sydney, Brisbane and Melbourne Festivals with a combined digital and database (B2C and B2B) audience of around 400,000 cat lovers.

Our visitors are not just passionate feline enthusiasts, their beloved cats are cherished family members. They are eager to learn more about their often enigmatic cat, and to be the best pet-parent they can be whilst creating an environment that will enrich their life.

Visitors come to celebrate the love they share with their feline friend and to spend a weekend immersing themselves in everything and anything related to these wonderful creatures.

Align your brand with Australia's leading and most exciting cat-inspired festival, then get set to experience the power of face-to-face marketing.

No other event in Australia can provide your best salespeople with direct contact to such a large, lucrative and highly targeted audience.

We look forward to the prospect of working together with your team to drive sales and grow your business alongside our upcoming Cat Lovers Festivals.

Paws sincerely

**Jason Humphris**  
Founder + CEO

# Visitor Profile

## from 2022 Melbourne Cat Lovers Show

Reach, engage and sell to a highly targeted audience

18,755

visitors attended the 2022  
Melbourne Cat Lovers Show  
\*Excludes kids under 5 & Exhibitor staff

*The PURR-fect place for cat lovers to get together.*

- Ray from Toorak

69%

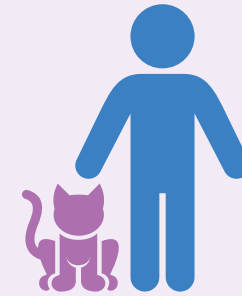
attended  
the Show for  
the first time  
in 2022

84%

of visitors  
purchased  
a product or  
service at  
the Show

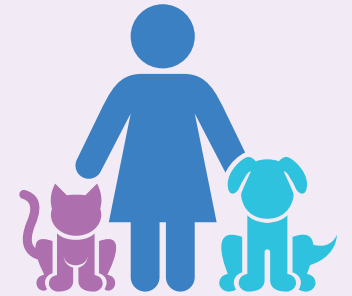
76%

of visitors said  
they will purchase  
products & services they  
discovered at the Show  
after the event



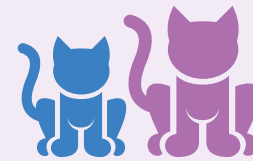
92%

of visitors  
own a cat



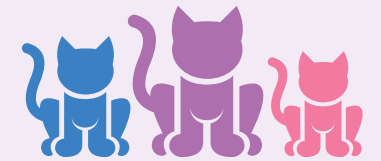
27%

of visitors to the  
Cat Lovers Show  
also live with a dog



38%

of visitors  
own 2 cats



21%

of visitors own  
3 or more cats



\*Click social media icons to visit our Cat Lovers Festival  
Instagram, Facebook & YouTube pages.

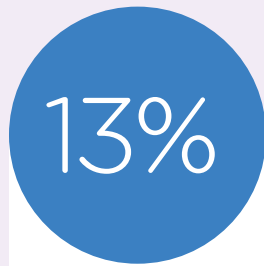
**flickr**

[CLICK HERE](#) to view hundreds of  
high-quality images from our previous  
Cat Lovers Shows since 2018.



26%

of visitors welcomed a cat into their home less than 12 months ago



13%

of visitors are looking to welcome a cat into their home in the next 6 months



21%

of visitors sourced their cat from a registered breeder



63%

of visitors sourced their cat via an adoption group or rescue shelter



89%

of Exhibitors said that the 'Quality' of visitors was either 'Excellent' or 'Very Good'



\$2.1M

worth of purchases were made on the show floor at the 2022 event

Around \$6m is projected across the next Sydney, Brisbane and Melbourne Festivals.

5-6

hours average time spent at the show

\$125

Average dollars spent with Exhibitors at the show

\*more than 20% spent over \$200

*A really wonderful, informative day out with like-minded cat lovers. Pawsome!* - Yvonne from Melbourne

Thousands of visitors attend to make decisions on the brands they want to feed, reward and enrich their cat, so we deliver long-term, lucrative clients often for the life of their kitty i.e. 15+ years.

15+ YEARS

1,160

average leads generated by Exhibitors via official data capture technology, with some businesses collecting over 3,500 leads

25,769,639

Total reach for PR campaign

\*the approximate total audience across all editorial and social media coverage

We expect the Visitor Profile for the inaugural Sydney and Brisbane Cat Lovers Festivals to be similar to the 2022 Melbourne Cat Lovers Show above.

# 2022 Highlight Video & Editorial Coverage



[CLICK HERE](#) to view a Highlight Video from the 2022 Melbourne Cat Lovers Show



[CLICK HERE](#) to view the Editorial Highlights from the 2022 Melbourne Cat Lovers Show

*The show of the year. It has something for everyone and more. - Carol, Melbourne*

**flickr**r

[CLICK HERE](#) to view hundreds of high-quality images from our previous Cat Lovers Shows since 2018

# The Stats

DIGITAL  
STATS

**300,000+**  
Unique Users per year

53% of audience aged  
**25-44**

**65%**  
female skew

## Social Media Followers

\*100% organic and engaged audience -  
we don't buy fake followers

 **6,000**

 **27,000**

\*Click social media icons above to visit  
our Instagram & Facebook pages

**35,000+**



## Newsletter subscribers

\*Consists of all previous visitors since 2018,  
Door Prize Entrants and subscribers to our  
VIP Loyalty Program nationally.

**47,000+**



## Lead records generated by Exhibitors at 2022 Shows

\*Average number of leads  
captured per Exhibitor: 1,160





# The Pet Industry at a glance

- **30.4 million** pets across Australia (69% of households, up from 61% only 2 years ago).
- **Over 1 million additional cats** were welcomed into households **since 2019** with a quarter (24%) of all cats in Australia acquired during the pandemic. Almost half were given freely, and companionship and rescue were the top reasons for getting a cat.
- The typical pet cat is now likely to be **under 6 years** of age, acquired through an animal shelter or via friends/family.
- Around **one in two cats** (48%) continue to be obtained **for free**, while the other half had costed an average of \$372.
- On average, pet owners are spending **\$2,100 per cat** and **\$3,200 per dog** each year primarily on food, veterinary services and healthcare products.
- Cat owners have spent **\$10.2 billion** in the last year while dog owners have spent **\$20.5 billion**.
- **30%** of Australian households own a cat and **47%** own a dog.
- Estimated **4.9 million** pet cats in Australia and **6.4 million** dogs.
- Around **50,000** Australians are employed in the pet industry.
- **7.3 million** households would like to add a pet to their family, including **85%** of existing pet owners and **43%** of non-owners and the Cat Lovers Festival actively targets these audiences.



# 2024 Brisbane Cat & Dog Lovers Festival

The much-anticipated return to Queensland is happening at the Brisbane Convention & Exhibition Centre on Saturday 9 and Sunday 10 March.

It will be a biennial celebration held at Brisbane's leading purpose-built venue and we are pouncing into the Sunshine State with our new multi-show format with the Cat Lovers Festival running side by side with the Dog Lovers Festival over the same weekend (but in very separate venue spaces).

Queenslanders love their feline companions and cat ownership has spiked over the pandemic years. The level of demand for us to run the first ever Brisbane Cat Lovers Festival has been high from the pet sector and cat owners alike, so we can't wait to run the inaugural event in 2024.

An estimated 30% of the 1.6m households in South-East Queensland own a cat, which equates to around 480,000 pet cats.

Around 70% of all people living in Queensland reside in South-East Queensland, which consists of Greater Brisbane, the Gold Coast and Sunshine Coast regions. The Brisbane Cat Lovers Festival will be actively targeting cat owners from all these key regions, but they will come from all across Queensland, interstate and also overseas!

If you're looking to reach South-East Queensland's most passionate cat lovers face-to-face, then book your stand at the Brisbane Cat Lovers Festival which will only be held every two years.



**CAT LOVERS FESTIVAL** | **DOG LOVERS FESTIVAL**

**Sat 9 & Sun 10  
March 2024**

**Brisbane Convention  
& Exhibition Centre**

[CLICK HERE to view website](#)



# The Dog Lovers Festival: Bark up the right tree.

## Want to reach Dog Owners too?

In 2013 we launched Australia's first major dog-dedicated event and since then the Dog Lovers Festival has grown to become one of the largest events in the world committed to educating and inspiring dog lovers and future pooch-parents.

Over 100,000 visitors are expected to attend across our upcoming Sydney, Melbourne and Brisbane Festivals and when combined with our digital and database (B2C and B2B) followers we deliver an annual audience of around 1 million dog lovers.

Many attend to make decisions on the products and services they will buy for the life of their dog, so the new business we deliver provides exceptional results for our Exhibitors and ongoing sales for 10+ years.

So, if you're keen to reach K9-tragics too, then book your stand at the Dog Lovers Festival, as no other event in Australia can provide direct contact with such a highly targeted audience.

It's a cost-effective marketing platform to reach tens of thousands of the most passionate, high-spending dog lovers to promote and sell your products and services.

Around 30% of visitors to the Dog Lovers Festival also live with a cat.

**To book your place see all the information and links on page 19.**

Click logos below  
to view websites

**DOG  
LOVERS  
FESTIVAL™**

**Sat 9 & Sun 10  
March 2024**

Brisbane Convention  
& Exhibition Centre

**DOG  
LOVERS  
FESTIVAL™**

**Sat 24 & Sun 25  
August 2024**

Sydney Showground

**DOG  
LOVERS  
FESTIVAL™**

**Sat 26 & Sun 27  
October 2024**

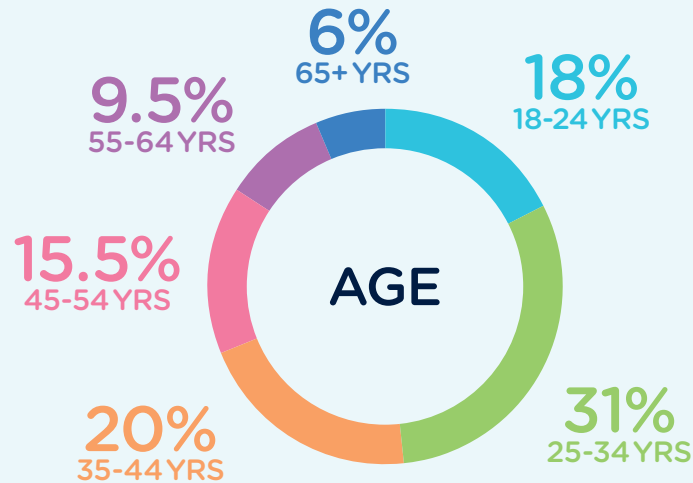
Melbourne  
Showgrounds



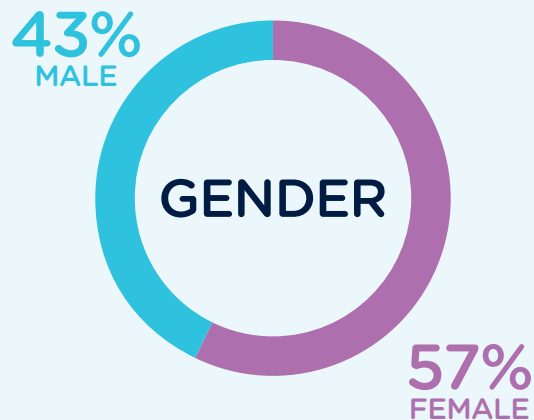
# Visitor Profile

## Dog Lovers Show

Reach, engage and sell to a highly targeted audience



\*Please note: the data above represents the average age of people that responded to the 2022 Post-Show Sydney and Melbourne Surveys.



**27,502** visitors attended the 2022 Sydney Dog Lovers Show  
\*Excludes kids under 5 & Exhibitor staff

**31,592** visitors attended the 2022 Melbourne Dog Lovers Show  
\*Excludes kids under 5 & Exhibitor staff

**12,535** visitors attended the last Brisbane Dog Lovers Show in 2018  
\*Excludes kids under 5 & Exhibitor staff

**67%**  
of visitors attended the Shows for the first time

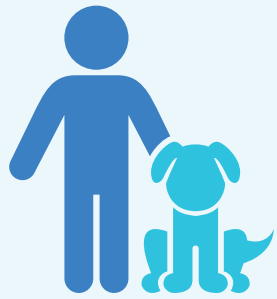
**83%**  
of visitors purchased a product or service at the Show

**79%**  
of visitors will purchase products & services they discovered at the Show after the event

**5-6**  
hours average time spent at the show

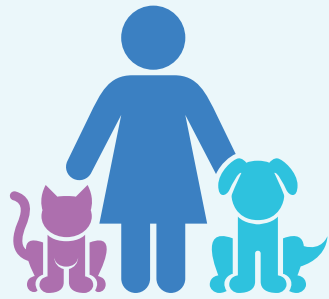
**\$125**  
Average dollars spent with Exhibitors at the show  
\*around 20% spent over \$200

**500+**  
Total number of Exhibitors  
\*2022 Sydney & Melbourne Dog Lovers Shows including Breed Clubs and Adoption shelters



83%

of visitors own a dog



28%

of visitors to the Dog Lovers Show also live with a cat

27%

of visitors welcomed a dog into their homes less than 12 months ago

17%

of visitors are looking to welcome a dog into their home in the next 6 months



87%

of Exhibitors said that the 'Quality' of visitors was either 'Excellent' or 'Very Good'



33%

of visitors own 2 dogs



11%

of visitors own 3 dogs



52%

of visitors sourced their dog from a registered breeder



26%

of visitors sourced their dog via an adoption group or rescue shelter



\$3.9M

worth of purchases were made on the show floor of each 2022 event

Over \$12m is projected in total across the next Sydney, Melbourne and Brisbane Festivals

Thousands of visitors attend to make decisions on the brands they want to feed, reward and enrich their dog, so we deliver long-term, lucrative clients often for the life of their dog i.e. 15+ years

15+ YEARS

1,035

average leads generated by Exhibitors via official data capture technology, with some businesses collecting over 4,000 leads

# Why get involved?

## Drive sales and spark new B2B relationships

You can't beat the effectiveness of face-to-face engagement and two-way conversation when it comes to driving sales. No other event in Australia can provide you with direct access to this many cat owners. Exhibitors transact large volumes of sales on-site at the event, but also experience an uplift in sales across their retail and online channels for months after each Festival.

It's also the best opportunity all year to network with key decisions makers from throughout the pet sector and we run a dedicated Trade Registration campaign to maximise the B2B connections made at the event.

## Connect and engage with Cat Owners - no tyre kickers

Take part in other general public shows or broad-based pet events and your staff will need to screen every visitor to seek out the cat owners. If you're lucky 3 out of 10 visitors might be a prospect for your cat products and services.

But at the Cat Lovers Festival, you can be assured that virtually every visitor that walks past your stand either owns a cat or is looking to welcome a kitty very soon. So, you are being connected with a highly targeted, receptive and passionate audience and only engaging with genuine prospects with a chance of converting a new customer.

And this in turn delivers more 'bang for your marketing bucks' and ensures every dollar spent at the Cat Lovers Festival is not wasted.



# Why get involved?

## Reach households about to welcome a cat

Our marketing strategy is committed to attracting people that are looking for a new cat, or have just welcomed a feline friend into their household.

New and prospective cat owners need to embark on the process of deciding which products, services and brands they want for their new tabby including food, treats, toys, beds, enclosures, insurance, accessories, their trusted vet and more.

By actively targeting and attracting these pre-kitty parents, we deliver the most lucrative, long-term clients for our Exhibitors that can become customers for the entire life of their cat. And this in turn helps generate a more positive return on your investment.

And as Australia's leading Cat Lovers Festival, visitors trust the brands taking part.

## Turbocharge your digital and other marketing activities

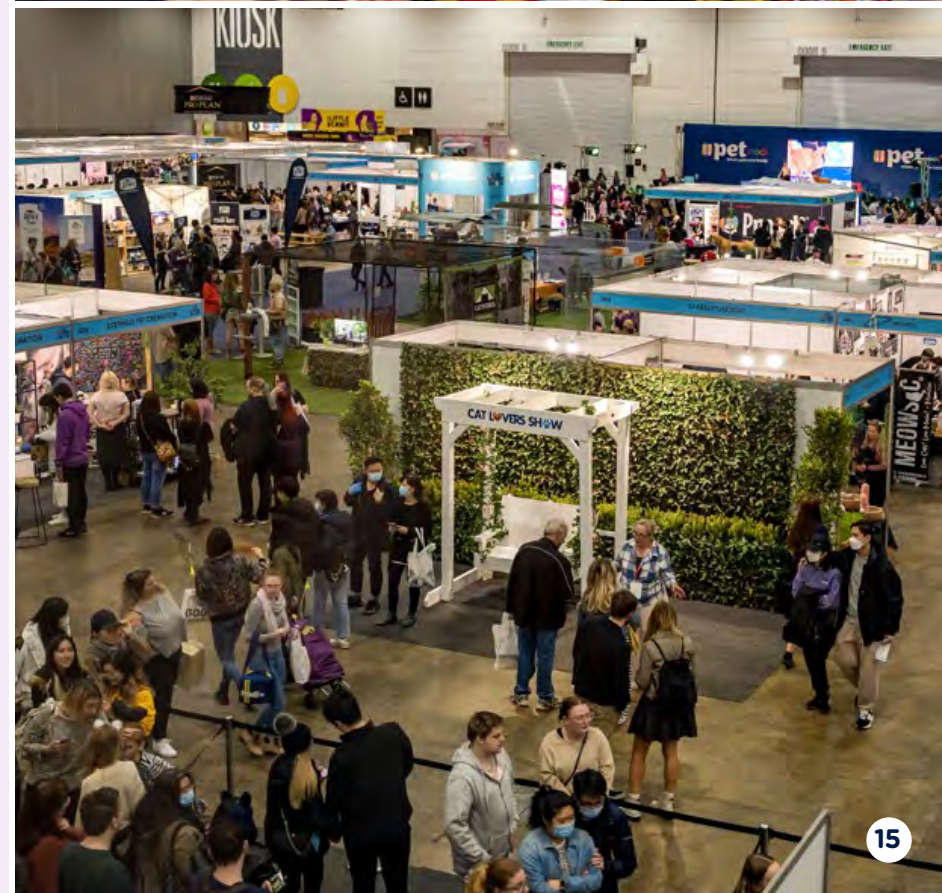
Cat owners love talking about their cats with other cat lovers - at the vet, with friends and family, and especially at our Festival.

If your marketing mix does not include a strong element of face-to-face then you risk losing touch with your potential and existing customers. One face-to-face interaction is more powerful than 10 phone calls or 1,000 website impressions!

The digital landscape is overcluttered with literally tens of thousands of pet products and it's now very costly to get any share of voice.

At the Cat Lovers Festival your brands will stand-out, and a human presence will help support your digital campaigns as you will be seen by those hard-to-reach 'early adopters' and 'word-of-mouth spreaders' in the cat community.

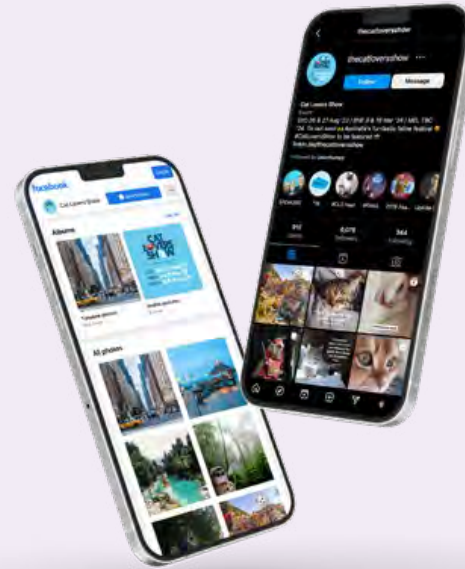
You will also gain a deeper understanding of the perceptions and values of the most passionate cat owners right now, and it's a great way to demonstrate that the team behind your business is just as passionate about cats as they are.



# Marketing/PR Campaign

The marketing campaign is developed with one sole focus: to inspire thousands of passionate cat owners and soon to be cat owners to attend the Festival.

We have successfully marketed some of the largest public events ever staged in Australia and overseas and have the expertise to attract the audience your business needs to reach, and lots of them!

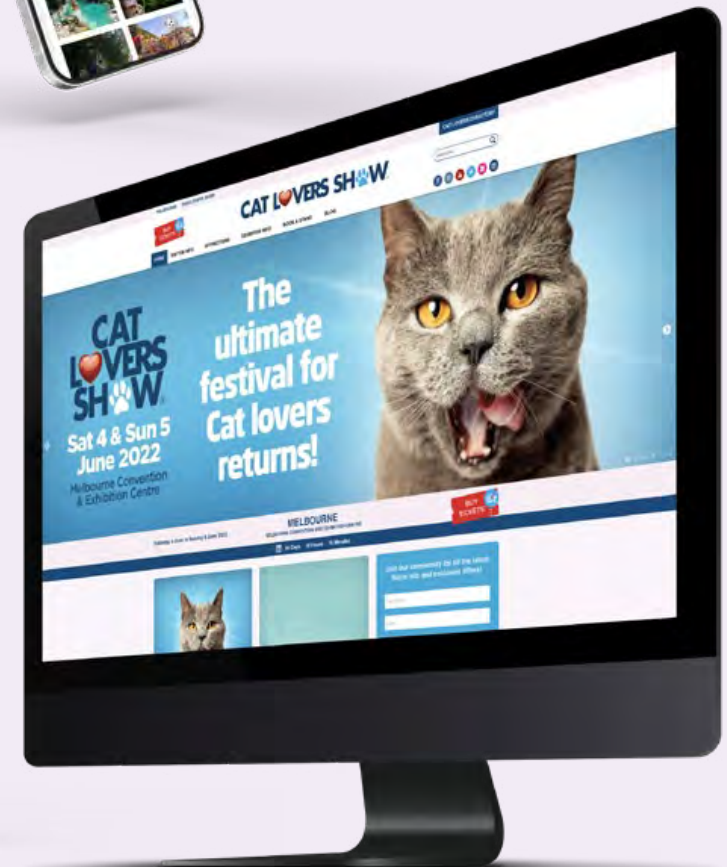
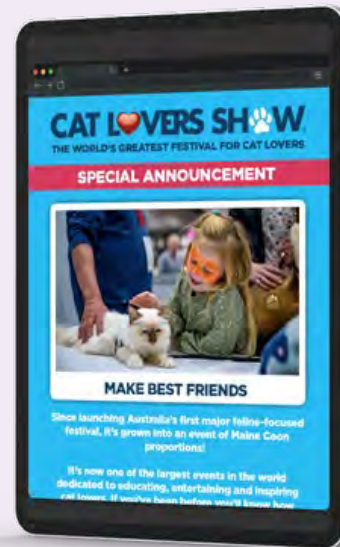


## How do we get them to the Festival?

- Visually arresting, high-impact creative design that inspires cat lovers to attend.
- **Radio** – saturation campaign across leading FM/AM stations with live reads and listener promotions.
- **Catch-up (BVOD) TV** on targeted pet and cat related programs that also re-markets our own data.

[CLICK HERE](#) to view our **2022 Melbourne Cat Lovers Show TV commercial (30 sec)**

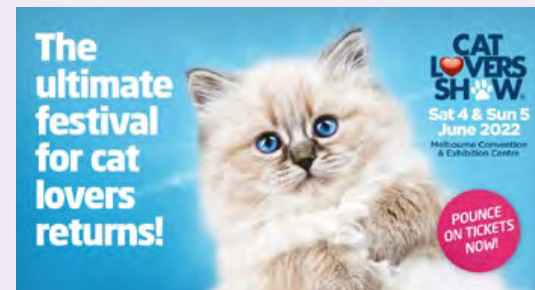
[CLICK HERE](#) to watch our **2022 Melbourne Cat Lovers Show TV commercial (15 sec)**





# Marketing/ PR Campaign

- **Outdoor** – large format billboards on major arterials in/out of suburbs with high cat ownership.
- Paid campaigns across **Social Media, Google AdWords** and various **3rd party websites** targeting a range of key audiences especially cat owners, animal lovers, those in-market for a new cat and households interested in adoption.
- Extensive **programmatic display campaigns** across major news media websites and pet industry-based sites.
- **Festival promotions** to our own extensive Facebook and Instagram audiences.
- **EDM campaigns** to our extensive database of previous visitors, door prize entrants, our VIP Loyalty Club members and various 3rd party databases.
- **Massive PR campaign** led by leading agency TidePR, for months leading into each show targeting national, metro and regional outlets including press, lifestyle and digital media.
- Media and influencer partnerships to hit key audiences.
- Range of incentive-based **ticket promotions** to important segments.
- Various promotions with specialist pet retailers and vets.
- Promotions via the extensive marketing platforms of our Exhibitors, Sponsors, Breeders, Adoption Groups and Presenters with incentives to encourage promotional support.
- **B2B trade campaign** to attract pet industry professionals via free registration.



# Don't just take our word for it...

*We had a fur-nomenal time at the Cat Lovers Show and loved the opportunity to meet our customers face to face and share pawsonal conversations with them about our products and of course, all things cat-related!*

**- Fiona from Rufus & Co**

*The 2022 Cat Lovers Show well exceeded our expectations, with an amazing team who supported each exhibitor and visitor for the event. They support small business just like ours here at Cat Cottage Creations and have opened up opportunities for us that wouldn't have been possible alone.*

*We are beyond excited to return next year, and what is to come for this event!*

**- Ellis from Cat Cottages**

*Another wonderfully successful and fun weekend for Melbourne cat lovers. Alkala Bengals will see you all again next year!*

**- Kate from Alkala Bengals Australia**

*The professionalism of the staff was first class, the information supplied was timely and what we needed as an exhibitor. The visitor numbers were very positive. Great event.*

**- Ian from Silver Pet Prints**

*It was amazing, the guest speakers were so engaging and informative. I loved that it was both pure breeds and the rescues were present as it is for all cat lovers.*

**- Paula from Bendigo**

*Packed with great stalls and products, definitely a must go for new or existing cat owners.*

**- Jessica from Geelong**

*Absolutely loved the Cat Lovers Show and would totally recommend any cat lover to attend this fabulous day out.*

**- Colleen from Melbourne**

# Exhibitor Options

To take part in the Cat Lovers Festival you can either book an expo stand or become a sponsor where a stand is included in your package of benefits.

All Exhibitors will be provided with the following comprehensive Exhibitor Package:

- If required a Shell Scheme Display stand which includes (see image):
  - Carpet tiles laid throughout the entire stand area
  - Back & side walls
  - Fascia signage with your company name and stand number on every aisle faced
  - 1 power point plus lighting per stand
- Your own dedicated listing on the 'Exhibitors' section of the website.
- Inclusion on New Products & Show Specials website pages (content provided by Exhibitor).
- Listing in the official Festival Guide distributed to all visitors upon entry.
- Exhibitor Information Manual to assist your participation before, during and after Festival.
- Essential Marketing Tips Manual with all the Festival marketing assets to use for promotions.
- Dedicated Festival Coordinator to assist in lead up to the Festival and on-site.
- Exhibitor name badges and lanyards for all your stand staff.
- Public, unsecured storage areas for stock on-site (limited).

## Please note:

- To view the detailed Stand List, individual stand prices and which stands are sold, on hold or available, please visit the links on page 19
- A one-off 5% corner loading fee applies to stands located on one or more corner locations
- The Exhibitor Package above does not include an iPad data capture solution, but this can be booked via the Cat Lovers Festival, just ask our team for details



## Stand Prices

### 2024 Brisbane Cat Lovers Festival

\$450 +GST per every square metre of expo space booked

### 2024 Sydney Cat Lovers Festival

\$520 +GST per every square metre of expo space booked

### 2024 Melbourne Cat Lovers Festival

\$490 +GST per every square metre of expo space booked

### 2024 Brisbane Dog Lovers Festival

\$450 +GST per every square metre of expo space booked

### 2024 Sydney Dog Lovers Festival

\$520 +GST per every square metre of expo space booked

### 2024 Melbourne Dog Lovers Festival

\$490 +GST per every square metre of expo space booked

# How to book your Stand & Sponsorship

Please see here full details on each upcoming Cat and Dog Lovers Festival including links to the Stand Lists and Floor Plans.

To book now, just review the Floor Plans, pick out your preferred stand at each Festival, then contact us.

[CLICK HERE](#) to send our Sales Team an email now to receive a call back to assist with stand selection or to request a tailored proposal or to finalise your booking.

We can walk you through all the available stand and sponsorship options and email you the final completed Booking Form for you to sign and return to book your space.

[CLICK HERE](#)  
to view the Cat Lovers Festival Sponsorship Opportunities

[CLICK HERE](#)  
to view the Dog Lovers Festival Sponsorship Opportunities



Sat 9 & Sun 10  
March 2024

Brisbane Convention & Exhibition Centre

[CLICK HERE](#) to view the 2024 Brisbane Cat Lovers Festival **Stand List** detailing all the available stands and confirmed Exhibitors.

[CLICK HERE](#) to view the 2024 Brisbane Cat Lovers Festival **Floor Plan** detailing the stands that have been booked, reserved or are available.



Sat 9 & Sun 10  
March 2024

Brisbane Convention & Exhibition Centre

[CLICK HERE](#) to view the 2024 Brisbane Dog Lovers Festival **Stand List** detailing all the available stands and confirmed Exhibitors.

[CLICK HERE](#) to view the 2024 Brisbane Dog Lovers Festival **Floor Plan** detailing the stands that have been booked, reserved or are available.



Sat 24 & Sun 25  
August 2024

Sydney Showground

[CLICK HERE](#) to view the 2024 Sydney Cat Lovers Festival **Stand List** detailing all the available stands and confirmed Exhibitors.

[CLICK HERE](#) to view the 2024 Sydney Cat Lovers Festival **Floor Plan** detailing the stands that have been booked, reserved or are available.



Sat 24 & Sun 25  
August 2024

Sydney Showground

[CLICK HERE](#) to view the 2024 Sydney Dog Lovers Festival **Stand List** detailing all the available stands and confirmed Exhibitors.

[CLICK HERE](#) to view the 2024 Sydney Dog Lovers Festival **Floor Plan** detailing the stands that have been booked, reserved or are available.



Sat 26 & Sun 27  
October 2024

Melbourne Showgrounds

[CLICK HERE](#) to view the 2024 Melbourne Cat Lovers Festival **Stand List** detailing all the available stands and confirmed Exhibitors.

[CLICK HERE](#) to view the 2024 Melbourne Cat Lovers Festival **Floor Plan** detailing the stands that have been booked, reserved or are available.



Sat 26 & Sun 27  
October 2024

Melbourne Showgrounds

[CLICK HERE](#) to view the 2024 Melbourne Dog Lovers Festival **Stand List** detailing all the available stands and confirmed Exhibitors.

[CLICK HERE](#) to view the 2024 Melbourne Dog Lovers Festival **Floor Plan** detailing the stands that have been booked, reserved or are available.

# Who are we?

**Pet Projects International Pty Ltd (PPI) is more than just one of the country's leading professional event management companies.**

We are passionate about staging truly unique events, delivering unforgettable experiences for our visitors and exceptional results for our exhibitors, sponsor and stakeholders.

We pride ourselves on our creativity and with an innovative and disruptive approach to event management and marketing.

Whether that entails engaging new technologies to deliver memorable experiences for our visitors or incorporating the latest data capture opportunities to exceed the expectations of our commercial partners - we like to go the extra mile to be great.

## What else have we done?

Our Executive team has over 100 years' experience delivering some of the largest and most successful consumer and trade events since 1966 - here's just a sample:

- **Home Buyer & Property Investor Show** (Sydney/Melbourne/Brisbane/Perth)
- **Australian International Motor Show** (Sydney)
- **Channel 9 Money Show** (Sydney/Melbourne/Brisbane)
- **Trading & Investing Expo** (Sydney/Melbourne/Brisbane/Perth)

- **National 4X4 Show** (Sydney/Melbourne/Brisbane)
- **Fishing Show & Outdoors Expo** (Sydney/Melbourne/Brisbane)
- **Holiday & Travel Shows** (Sydney/Melbourne/Brisbane/Adelaide/Perth/Canberra)
- **London Wine Show** (UK)
- **Evening Standard Homes & Property Show** (London)
- **Australian Construction Equipment Expo** (Melbourne/Perth)
- **International Liquefied Natural Gas Exhibition** (Perth/Seoul/Barcelona/Doha/Oran)

## What else are we passionate about?

Providing our stakeholders with unrivalled experiential platforms where they can interact with a highly targeted audience outside the mass-media landscape in a very personal but effective way.

Presenting events that deliver cost-effective sales and marketing platforms for our stakeholders with measurable results and a positive return on investment.

Choosing kindness in everything we do is at the core of our brand DNA. We are also driven by a commitment to improve the lives of as many dogs and cats as humanly possible.



# Contact our team

## **Sales & Sponsorship Enquires**

Alana Cook [alana.c@eventmi.com.au](mailto:alana.c@eventmi.com.au)

For display requirements including custom stand enquires contact ExpoNet at [esd@exponet.com.au](mailto:esd@exponet.com.au) or call (02) 9645 7000

To book or request a quote for data capture terminals contact Lup at: [exhibitor.sales@lup.events](mailto:exhibitor.sales@lup.events)

## **Pet Projects International Pty Ltd**

Level 16, 414 La Trobe Street, Melbourne VIC 3000  
T: 1300 889 655 | E: [info@eventmi.com.au](mailto:info@eventmi.com.au)

[dogloversfestival.com.au](http://dogloversfestival.com.au) | [catloversfestival.com.au](http://catloversfestival.com.au)

