

# THE DOG LOVER SHOW

9th-10th September 2023 SEC Glasgow



[thedoglovershow.co.uk](http://thedoglovershow.co.uk)

# Your Invitation

## Make your mark at Scotland's leading Dog Shows.

The Dog Lover Show 2018 and 2019 attracted over 10,000 dog lovers each weekend from all over Scotland. After the overwhelming success of the first two years we returned in 2022 with Covid restrictions to Glasgow and a first at Aberdeen, with yet again with 2 successful shows.

We have established The Dog Lover Show in Glasgow, and our events offer exhibitors and sponsors the chance to promote, sell and introduce their brands to thousands of dog owners from across Scotland.

TDLS is Scotland's biggest indoor "Dog Show" not due to the number of dogs but due to the volume of visitors!

Expect 10,000 plus passionate, high-spending Dog lovers attending, delivering exceptional results for our Exhibitors and Sponsors.

The Dog Lover Show is a unique opportunity to get up-close-and-personal with the Dog loving public to promote, sell and educate dog owners about your products & services.

We look forward to the prospect of working with your company on this multi-award winning show!

With 1000's of visitors daily your assured a guaranteed footfall of passionate Dog Lovers and the chance to reach a huge Scottish audience..

**We invite you to attend Scotland's favourite dog show and to share in our success at the SEC Glasgow.**



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# Vistor Profile

**Expect up to 10,000 passionate, high-spending, dog lovers in one weekend visiting The Dog Lover Show in Glasgow in September 2023**

However wide the demographic of visitors, they all have one thing in common, **they all love dogs.**

These A, B, C1, C2, D and E customers come from all over Scotland, with the largest proportion from the central belt for our annual show in Glasgow at the SEC.

The vast majority of the visitors are dog owners, however, there will be a small percentage looking to own their first dog.

Visitors traveled for more than 2.5hrs to visit the show with some visitors staying overnight in Glasgow. The majority of visitors came from a 90 min catchment of the SEC Glasgow.



## Important Facts

The Dog Lover Shows in 2018/2019 and 2022 were the largest attended largest dog shows taking place in Scotland.

Expect up to 10,000 plus visitors at Glasgow in September and from 6,000 to 8,000 visitors at Aberdeen in June.

The visitors spend an average of 3hrs at the show.

The average visitor spend at the show on stands/purchases is high at over £50 Glasgow and over £60 at Aberdeen.

73% of the visitors were female and 27% male

Age Range Of Visitor :

- 18 - 24 = 8%
- 32 - 34 = 16%
- 35 - 44 = 24%
- 45 - 54 = 34%
- 55 - 64 = 13%
- 65 + = 5%

Visitor research found that 86% of visitors who attended enjoyed TDLS, stating they would return!

Our venues are Scotlands preferred venues for large events, the award-winning Scottish Event Campus, and The Event Complex Aberdeen, P&J Live Arena.

# Marketing Campaign

The aim of The Dog Lover Show 2023 marketing campaign is to attract thousands of new visitors and increase visitor numbers from previous years. The advertising will be aimed at dog owners, dog lovers and potential owners.

The Dog Lover Show 2023 will be announcing new media partners later in the year for Glasgow and have Edition Dog Magazine and Your Dog Magazine as already on board. Our valuable media partnerships will help maximise the Dog Lover Shows' exposure across Scotland through these newspapers and magazines and their various online platforms.

Our overall marketing campaign will use a mix of innovative and engaging forms of media.

## Newspapers & Magazines

Advertising in newspapers and their social media platforms across central Scotland. and major towns and cities in the north. Annually we have various media partners with our 2023 show's media partnerships to be announced in due course.

## Posters Outdoors

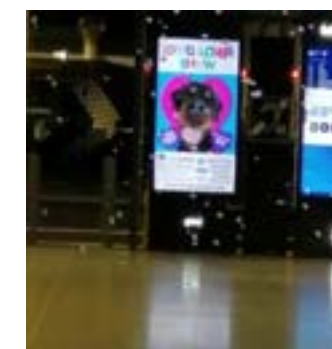
As many as 100 x 4 & 6 Sheet Posters across Glasgow and central belt. Plus traditional paper poster sites in Glasgow, Edinburgh, Dundee and Aberdeen Sponsored content and Instagram promotions.

## Digital Billboards

Roadside billboards in Glasgow, Edinburgh, Aberdeen and Stirling. Subway screens Glasgow, Shopping centres and train and bus station screens and city centre 4 and 6 sheet digital sites. Huge exposure nationwide from our 2023 OOH marketing campaign. In 2022 we acquired in excess of £100k top end value of digital OOH media across Scotland for both shows in Aberdeen and mostly across central Scotland..

## Mobile Media

Mobile Billboards & digivans in Glasgow, Edinburgh, Stirling, Central Scotland, Perth, Dundee and Aberdeen. The main concentration in Glasgow and the central belt for 4 weeks promotional activity. Adbikes and leafleting at select events in Glasgow, Stirling and Edinburgh.



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# Marketing Campaign

## Scottish Event Campus Concourse Media Screens

Promotion of the Dog Lover Show 2022 on the concourse screens which are live from 10am till 12pm seven days a week, listing events at the SEC for 2022. The Show Advert will receive thousands of impressions in the 8 months prior to show start date.

## Social Media

Ongoing social media from launch, before and during the show. Facebook Twitter and Instagram campaigns. Non stop promotions on social media and various competitions will be running constantly through the various marketing mediums used.

## Email Marketing

TDLS events have over 18k subscribers and growing plus 500,000 registered users through our venue the SEC centre, who will be emailed about The Dog Lover Show event details when the campaign is launched. The Dog Lover Show event information will be sent out again on various emails sent to subscribers, up to 4 times before the show start date. Numerous mailshots sent to our database on the run up to the show.

## Brochures & Posters

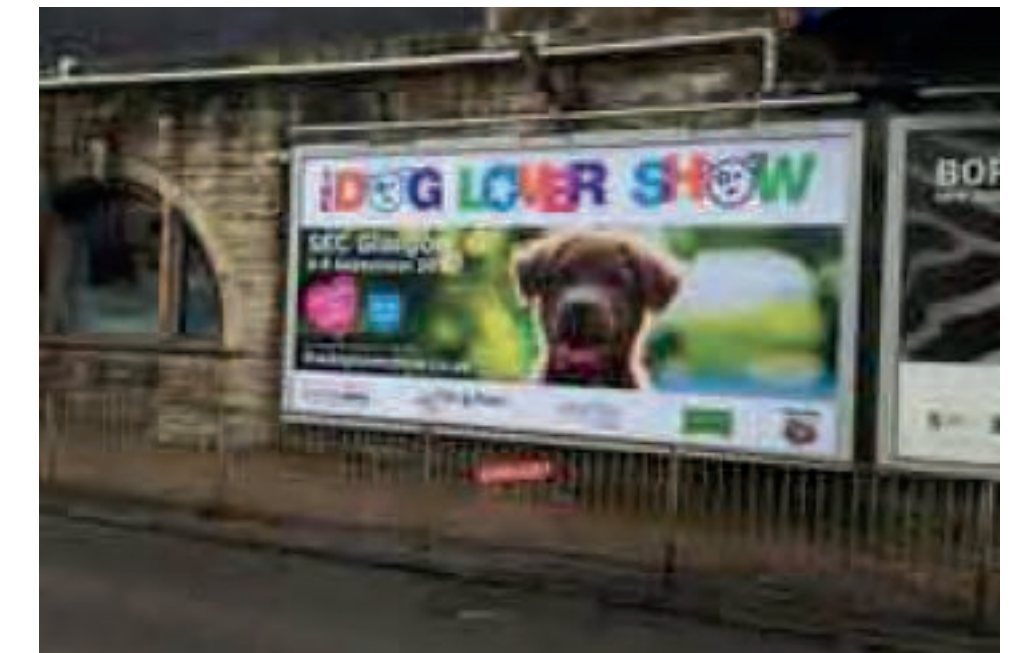
Promotional brochures and posters will be provided free of charge, digital versions also, to distribute by email and for promotional use. A3, A4 posters sizes plus 4 and 6 sheet posters are available to all exhibitors and clubs involved with the shows.

## Brochures & Posters in Vets & Pet businesses

Dog Lover Show posters and leaflets displayed in as many as 80 vets across central Scotland.. Up to 200 posters in groomers, pet shops and pet friendly bars and cafes across the central belt.

## Magazines

Advertisements, editorials and features in magazines. Edition Dog, and Your Dog Magazine are just two media partners confirmed for 2023 with more partners soon to be announced.



# Why Exhibit or Sponsor

## Cost Effective Space

Reach a valuable Scottish marketplace at an affordable cost with entry level exhibition stands of 2m x 2m from only £300 for the weekend.

Space only stands also available for only £65 per metre, book what you need.

Fully built shell scheme stands available at £95 per metre square.

The all-inclusive price includes shell build scheme, carpet, lighting and one power socket\*. (NB: All prices are plus vat at 20%, \*Power is only included with stand spaces of 6m or larger on shell scheme only or can be added to space only sites.)

## Generate new business

Gain new customers on the day through exposure to thousands of dog owners and dog lovers from your own stand space.

Reach as many as 10,000+ dog loving visitors from all over Scotland each weekend.

The Dog Lover Show 2023 will increase your retail and online sales, grow your customer database and increase your brand awareness through online activity.

Our show provides the perfect opportunity for your business to connect with potential customers and promote your products directly to them.

Earn new business from The Dog Lover Show 2023 marketing exposure through multiple channels, such as social media, email campaigns, ambient media, poster sites and newspaper media.

## Geographic target specific marketing

We target Scotland's dog owners and dog lovers throughout the nationwide advertising campaign. Our extensive detailed marketing campaign ensures excellent opportunities for sponsors and exhibitors to reach this specific demographic in Scotland.



### Our visitor and exhibitor feedback.

In 2018 we hosted the first consumer dog show to be held in Scotland in over 10 years. Over 10,000 visited our first show and 90%+ confirmed they had a great day out and would return in 2019. In 2019 we had similar feedback with 86% of the dog loving visitors keen to return.

Over two thirds of our exhibitors from 2019 requested to rebook for our third show which ended up being 2022. Albeit held amidst covid restrictions in 2022, feedback from visitors and exhibitors was all positive, even with smaller footfall.


Don't miss your chance to be part of the next Dog Lover Show in 2023 where we expect our highest visitor numbers yet!

# Why Exhibit or Sponsor

## Increase sales

The Dog Lover Show puts you directly in front of your target market so you can sell direct on-site at the event as well as driving retail and online sales before, during and after the event. The Dog Lovers Show can also help substantially build your database and brand, is a platform to research your market, educate consumers and recruit followers on social media.

## Target Specific Marketing

 Our unique show gives your company access to a highly receptive group of passionate, high-spending dog owners and lovers,. Reaching your exact target audience ensures you a good ROI from attending.

## Cost Effective Space

Reach a valuable Scottish marketplace at an affordable cost. All-inclusive pricing for exhibition space with full shell scheme stand build available at £95 per metre square. We have shell scheme stands available to suit your needs and budget.

The all-inclusive price includes shell build scheme, carpet, lighting and one power socket\*. (NB: All prices are plus vat at 20%.) \*Power is only included with stand spaces of 6m or larger on shell scheme only. Space only stands also available for £65 per metre square..

## Entry Level Stands

 We introduced 'Entry Level' stand spaces in 2018 and have increased the number available and size. We do have limited number of these spaces available at £300 plus vat for the 2m front x 2m depth, pre built shell scheme stands..

## Generate New Business

Gain new customers on the day through exposure to thousands of dog owners and dog lovers from your own stand. Reach as many as 15,000 dog loving visitors from all over Scotland in one weekend.

The Dog Lover Show 2023 will increase your retail and online sales, plus grow your customer database and increase your brand awareness through online activity.

Our show provides the perfect opportunity for your business to connect with potential customers and promote your products directly to them.

Exhibitors will earn new business from The Dog Lover Show 2023 marketing exposure through multiple channels, such as social media, email campaigns, ambient media, poster sites and newspaper media.

**"The Dog Lover Show" by Dog Days Events - Winner of The Best Pet Event Business Scotland 2022 - Pet Products & Services Award 2022**

## Exhibitor Testimonials , from a few who are religiously attending TDLS events.

" Fabulous shows we wont ever miss! Great fun happy shows with visitors buying all weekend.'- **Designs on Dogs**. ' Rhona McColl

" We always exhibit at TDLS. It is one of the few we attend, Crfuts, Discover Dogs & The Dog Lover Show. Love the Scottish adience. **Hem and Boo** Tim Hemmings

Attended since year one, now sponoring the Grooming feature!Great show, team and results! Returning annually and wouldn't miss TDLS shows. **Dog Grooming Academy** - Jackie Poulson

Attended since first shows, great events, great friendly crowd , we wouldn't miss The Dog Lover Shows. **Its A Dogs Life** - Mark Littlewood

"The Dog Lover Show helped make my business what it is! today from a small stand to employing 10+ staff! Was my first show in 2018, an amazing event, we will never miss, the show, the audeince and the organisers, now taking 36m every show. **Opies Emporium** - Dom Hogan

Attended the Dog Lover Show from year one, woudInt miss the shows. Great crowd, arenas, organisers & weekends fn Scotland. **Phytopet** - Hayden Griggs

Wonderful events we have attended from year one. Scotlands mini version of Crufts with a great visitor follwing. Our Pet Portfolios are a huge success! **Venture Studios** - Paul Byrce

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# Sponsor & Partner Packages

There are a variety of Sponsorship Packages available for The Dog Lover Show 2023 starting from £1500 *plus stand cost*.

Sponsorship and partner options, offer extensive marketing exposure from our nationwide media campaign and year round PR of the shows.

**The huge success from our launch in 2018, then 2019, 2022 show proves the value of The Dog Lover Show to potential partners and sponsors.**

For 2023 we have two shows, with marketing and PR year round for top sponsors to benefit from.

**The Dog Lover Show marketing campaign will ensure Top Level sponsors with logos on all adverts receive maximum publicity in Scotland. 5 lucky brands will benefit from our extensive marketing campaign.**

Our reach is expected to be in excess of 6 million impressions/views/likes/shares from the marketing mediums combined, maximising media partner value.

We have limited partner and sponsor opportunities, please contact us for more information.

**Reach several million Scots with The Dog Lover Show nationwide media campaign as a Top Level Sponsor**

Please contact us for sponsor opportunities, availability and pricing.  
For more information contact **Robin Chalmers** or **Vic Shields** for Sponsorship availability.



# Leading the Way

Behind Dog Days Events are a few very talented people bound by one common interest, our love of dogs.

Our small enterprise comprises of a diverse team of experts, offering different skills and expertise within their field. We have experience of delivering inspiring, award-winning events. Our team is a mix of experts in marketing, operations, sales, creativity, and customer service and of course all dog lovers!

The First Scottish Dog Lover Show in 2018 was a huge success from both exhibitor and visitor point of view. 2019's Dog Lover Show was even better and 2022 even amid the pandemic and Scottish Government restrictions we held two succesful shows, with great feedback from an exhibitor and visitor viewpoint. We welcome exhibitors, old and new back to the show for 2023.

Dog Days Events are responsible for running Scotland's largest and most successful consumer dogs shows since 2017. Recently adding to our portfolio, The Scottish Pet Industry Awards, makes us Scotland's leading Pet Event Specialists. In 2022 Dog Days Events won the Pet Products & Services Award for the Best Pet Event Business Scotland.

## Events held to date:

2018	Dog Lover Show Glasgow SEC Arena
2019	Dog Lover Show Glasgow SEC Arena
2020	Scottish Pet Industry Awards 2020
2021	Scottish Pet Industry Awards 2021
2022	Dog Lover Show Aberdeen P&J Live
2022	Dog Lover Show Glasgow SEC Arena
2022	Scottish Pet Industry Awards 2022



The Dog Lover Show Switchboard

**03333 700 121**

Exhibition Sales:

**Vic Shields & Robin Chalmers**

Sponsor or Partner Enquiries:

**Vic Shields**

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