



# Breed Showcase Invitation

*Early Bird Offer - Don't miss out!*



**CAT  
LOVERS  
SHOW**®

**Sat 4 & Sun 5  
June 2022**

**Melbourne Convention  
& Exhibition Centre**

# Your Invitation

In 2019 we put the WOW in MEOW and over 20,000 feline-lovers attended the Melbourne Cat Lovers Show to celebrate our wonderful Cats like never before. It was the largest Cat event ever hosted in Australia!

The Cat Lovers Show pounces back to a new home at the Melbourne Convention & Exhibition Centre on Saturday 4th and Sunday 5th June 2022.







Participation is free to a limited number of breeders and fancier members, subject to a number of conditions. Don't miss out on an exclusive opportunity to represent your breed/s in the popular Breed Showcase with our proud partner Trouble & Trix.

[Click here to apply.](#)





# Why get involved in the Trouble & Trix Breed Showcase?

-  Get in front of 20,000 Cat lovers to promote your Cats and Cat ownership;
-  Promote kitten sales to a highly engaged audience;
-  Face-to-face contact to showcase and educate visitors on your specific breed/s;
-  Raise the profile and awareness of rarer breeds;
-  Speak one-on-one with Cat lovers to promote responsible breeding messages;
-  Sell merchandise and/or fund raise.



# What Breed Showcase exhibitors receive



Early Bird Offer: All applications received by 18th March 2022 receive a FREE pack including:

- 1 x carpark pass per day of the event.
- 1 x bag of litter from Trouble & Trix (Value \$35)
- 1 x Feliway disposer & refill (Value \$129)

Total Added Value: \$185



Stand Space - in your fancier's group area including carpet, back and side walls, fascia signage, power point, lighting, 1 table and 2 chairs.



Event Access - Exhibitor badges will be supplied for participating breeders working on the stand, providing free access to the event on both days.



Cat Access - Registration of your Cats on your stand during the show.  
(Cats and handlers must comply with the Animal Management Plan and Vet Check.)



Website - Dedicated page on the Exhibitor List and Breed Showcase pages on the event website including photo or logo, editorial on your breed with links to your website and social media sites (if applicable).



Discounted Tickets - for giveaways to help promote your involvement in the show across your social and marketing platforms.

# Testimonials

With having the pleasure of attending both the 2018 and 2019 Shows all I can say is wow! What an absolutely wonderful weekend had by all at the 2019 Cat Lovers Show in Melbourne The stalls, the public, the organisation were all top notch. The Cat Lovers Show is a wonderful place to showcase not only our purebred cats but the companions and rescue cats. The Show also gave the opportunity to promote responsible cat ownership. I know my boy Grayson truly enjoyed his 20,000 cuddles and I, along with GCCFV and all its members look forward to being part of the 2020 Cat Lovers Show.

Feedback from our members included:

“Can’t wait for next year”

“I met people I sold kittens to over 20 years ago, and they remembered me!”

“How good was it that the breeders showcase was upstairs and the public flowed so easily”

“The public were so happy to be able to touch our cats and talk to us breeders”

## **Wendy Miegilitz** **GCCFV President**

This was a truly spectacular world-class event. Over the years I have had the great pleasure of attending National or World competitive cat shows held in Australia, Europe, NZ, Sth Africa, UK and USA. All of these shows have been truly amazing. Nonetheless I am delighted to say that my experience at the recent Cat Lovers Show in Melbourne was second to none.

I was very impressed with the teamwork at the individual and organisational level, clear attractive signage, uniform layout of cat areas with privacy and timeout pods for cats, entertaining talks, fabulous vendors, beautiful clean large venue with lift access and high quality of a wide variety of food.

Well done and congratulations to all on running a truly world-class event. Good luck for 2020.

## **Dr Kerry Fowler** **GCCFV and ACF All Breeds Cat Judge**



# How to apply

1. [Click here](#) to complete the Application Form.
2. You must read and comply with the [Animal Management Plan](#) as Cat welfare is our number one priority. The COVID SAFE plan will be provided once we receive your application and must also be adhered to.
3. Return the Application Form to [trudi@eventmi.com.au](mailto:trudi@eventmi.com.au) by 18th March 2022

## Got a question?

If you have any questions regarding the Breed Showcase, contact the Cat Lovers Show:

**Trudi Borin**

[trudi@eventmi.com.au](mailto:trudi@eventmi.com.au)

Ph: 0419 303 027





# Key Links

[Click here](#) to view the 2019 Promotional Video

[Click here](#) to view the 2019 Media Release

[Click here](#) to view Flickr 2019 Album (Photo Gallery)

[Click here](#) to view 2019 Post Show Report

[Click here](#) to view the 2019 PR Report

[Click here](#) to view the 2019 Visitors Show Guide

[Click here](#) to view 2019 Promotional Flyer

[Click here](#) to view 2019 Promotional A3 Poster

[Click here](#) to view 2019 outdoor billboard

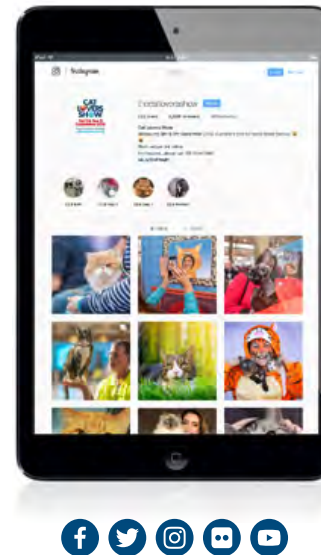
[Click here](#) to view Facebook page


[Click here](#) to view Instagram Page

[Click here](#) to view YouTube page

[Click here](#) to view 2019 Essential Marketing Tips for Exhibitors document

FOR THE  OF CATS





## ESSENTIAL MARKETING TIPS FOR EXHIBITORS!

### 1. Maximise the impact of your Exhibitor Page

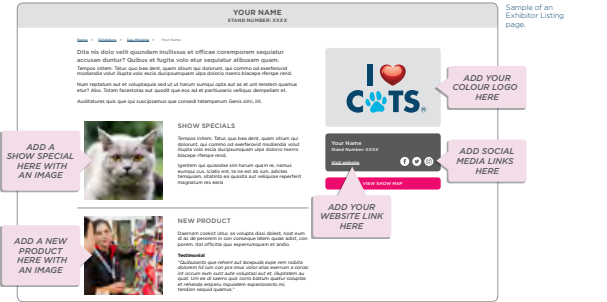
[Click here](#) to submit your Compulsory Exhibitor Form as it provides us with the information we need to load your free website listing.

[Click here](#) to check-out the dedicated website listings on the Exhibitor List section of the Cat Lovers Show website. The Exhibitor Listing pages will enjoy a lot of traffic from Cat owners in the lead up to the Show as visitors want to know what they can see, compare and buy at the event.

So here are some tips on how to get the best results from this page and remember it's free:

- Stay up to date: Make sure all the information on this page is up to date and that you outline what you are actually doing, selling and promoting at the Cat Lovers Show. Give people compelling reasons why they must visit your stand with genuine incentives to do so. Simply cutting and pasting the ABOUT US page from your own website is not necessarily going to get people excited about visiting your stand at the show. So get creative!
- Text: Keep the text short and punchy – as a general rule you don't want to load more than one page of text.
- Image: Make sure you add your company logo and visually arresting images to make the page come to life.
- Add key links: Ensure that you add links to your Social Media pages and your Website.
- Add wow factor: Add an exclusive [Show Special](#) and any [New Products](#) you are launching at the show on this page and this will also be included on these dedicated pages on the website (more free exposure!).
- Categories: Make sure you tick all the relevant product and service categories that relate to your business as many visitors search for Exhibitors this way.

Research clearly shows that Exhibitors who promote their participation BEFORE the event substantially increase their stand traffic and interest in their products. If you require any further assistance with your Exhibitor Listing page then please email Nikki on [nikki@eventm.com.au](mailto:nikki@eventm.com.au) or call on (03) 9696 9961.





# Our Credentials

Event Management International Pty Ltd (EMI) is one of the most qualified and committed Professional Exhibition Organisers (PEO) in Australia, with the experience and expertise to ensure the continued success and expansion of the Dog & Cat Lovers Shows.

Very few other PEO's in Australia have the credibility and proven track record of delivering large scale and highly successful exhibitions across a variety of industry sectors.

Our Executive team (all Dog & Cat lovers!) has over 100 years combined experience and has been directly responsible for running some of the largest and most successful exhibitions in Australia and around the world since 1966 including:

Our other howling successes

- 🐾 Dog Lovers Show
- 🐾 Australian International Motor Show (Sydney)
- 🐾 Channel 9 Money Show
- 🐾 National 4 x 4 Show
- 🐾 Fishing Show & Outdoors Expo
- 🐾 Holiday & Travel Shows
- 🐾 London Wine Show
- 🐾 Home Buyer & Property Investor Show
- 🐾 International Liquefied Natural Gas Exhibition



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