



15th  
Annual



# FAMILY PET EXPO

Feature Your Company And  
**GROW YOUR BUSINESS!**

10am-4pm

**April 17, 2021**

Expo Idaho

[www.IdahoPetExpo.com](http://www.IdahoPetExpo.com)

# DID YOU KNOW?

Idaho ranks in the top 6 in the percentage of households with a pet...

## That's 70% of Idahoans!



### The Family Pet Expo

is a pet-friendly event that's sure to entertain people of all ages!

This fun-filled, hands-on educational animal event will entertain the entire family as they view and shop the pets, products and crafts available in Idaho. This event featuring displays and demonstrations brings together local and national pet industry resources, products and services with the general public.

Join hundreds pet lovers at the 15th annual Family Pet Expo and get your piece of the \$86 billion a year and growing pet market!





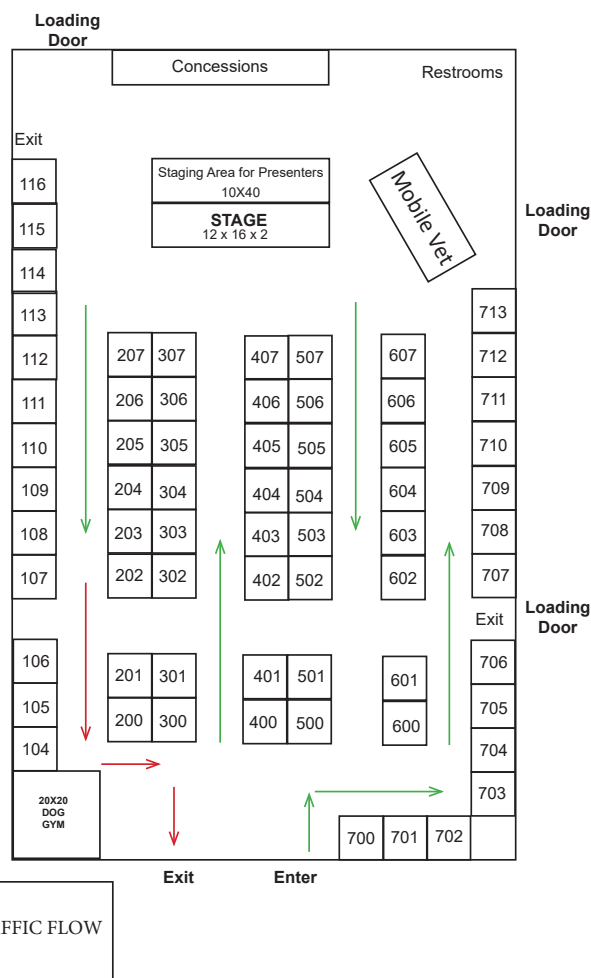
# FLOOR MAP & SHOW DETAILS

Thank You Sponsors!



ADVERTISING

Television  
Radio  
Newspaper  
Social Media  
Direct Mail  
E-mail Blast  
Digital marketing  
Coupons



## BOOTH FEES

10x10 \$395  
10x10 Corner \$495



## ADD ONS

Electricity \$35  
Table (No Cloth) \$30  
Table (Fitted Cloth) \$50  
Chairs \$5

Add ons are not included in booth price.  
Available or rent or vendors may supply their own.



SHOW HOURS  
Saturday April 17, 2021  
10am-4pm

LOCATION  
Expo Idaho  
5610 Glenwood  
Boise, ID 83714

VENDOR MOVE-IN  
Friday April 16  
10am-4pm

VENDOR MOVE-OUT  
Saturday April 17  
4pm-6pm



**APRIL 17, 2021**  
**SPONSORSHIP PACKAGES**

# SPONSORSHIP PACKAGES

## PLATINUM TITLE SPONSOR \$5000 (1 AVAILABLE)

### RECOGNITION

- Exclusive recognition as Platinum Title Sponsor
- Company logo will be integrated into event branding
- Company logo included on show banners and event billboards
- First right of refusal next year

### EVENT EXPOSURE

- Premier 10X20 booth
- Power, Table and Chairs Included
- Company logo displayed on sponsor board at show entrance
- Company flyer included in guest welcome bags (first 500 guests)

### BRAND AWARENESS

- Sponsor mention in radio ads
- Company logo listed as a sponsor on paid digital marketing ad campaigns and email blasts
- Company logo hyperlinked on event website
- Footer ad included in event email blast to thousands of subscribers
- Sponsor mention in Press release
- One Company Spotlight featured on IBL Events Facebook Page

## GOLD SPONSOR \$3000 (2 AVAILABLE)

### RECOGNITION

- Exclusive recognition as Gold Sponsor
- First right of refusal next year

### EVENT EXPOSURE

- Premier 10x10 OR 10x20 booth
- Power, Table and Chairs Included
- Company logo displayed on sponsor board at show entrance
- Company flyer included in guest welcome bags (first 500 guests)

### BRAND AWARENESS

- Company logo listed as a sponsor on promotional email campaigns
- Company logo featured on all paid social media digital ad campaigns profiling sponsors
- Company logo hyperlinked on event websites
- Sponsor mention in Press release
- One Company Spotlight featured on IBL Events Facebook Page

## SILVER SPONSOR \$1500 (4 AVAILABLE)

### RECOGNITION

- Exclusive recognition as Silver Sponsor

### EVENT EXPOSURE

- Premier 10x10 booth
- Power, Table and Chairs
- Company logo displayed on sponsor board at show entrance

### BRAND AWARENESS

- Company logo listed as a sponsor on promotional email campaigns
- Company logo featured on all paid social media digital ad campaigns profiling sponsors
- Company logo hyperlinked on event website
- Sponsor mention in Press release



Questions: Anna Marie Aldinger, 208-376-0464, [info@ibleventsinc.com](mailto:info@ibleventsinc.com)





**APRIL 17, 2021**  
**SPONSORSHIP PACKAGES**

# SPONSORSHIP PACKAGES

## BRONZE SPONSOR \$750 (6 AVAILABLE)

### RECOGNITION

- Recognition as Bronze Sponsor

### EVENT EXPOSURE

- Premier indoor 10x10 booth
- Company logo displayed on sponsor board at show entrance

### BRAND AWARENESS

- Company logo listed as a sponsor on promotional email campaigns
- Company logo featured on all paid social media digital ad campaigns profiling sponsors
- Company logo hyperlinked on event website

## LIVE MUSIC SPONSOR \$1500 (3 AVAILABLE)

### RECOGNITION

- Exclusive recognition as Live Music and Stage Sponsor
- First right of refusal next year

### EVENT EXPOSURE

- Premier 10x10 booth
- Logo displayed on sponsor board at show entrance
- Logo featured on Stage Banner

### BRAND AWARENESS

- Company logo listed as a sponsor on promotional email campaigns
- Company logo featured on all paid social media promoting Live Music
- Company logo hyperlinked on event websites
- Sponsor mention in Press release

\*\*\*Be the life of the party!\*\*\*

## A LA CARTE SPONSORSHIPS

### BEER GARDEN SPONSOR \$600 (4 AVAILABLE)

- 10x10 booth by Beer Garden
- Company logo on sponsor board displayed at show entrance as Beer Garden Sponsor
- Company banner profiled by Beer Garden. (provided by sponsor)
- Logo profiled as sponsor on event website
- Promoted as Beer Garden Sponsor on social media promotions

### BAG SPONSOR \$200

- Exclusive bag sponsor of the show
- Company supplies bags for guests

Join us in  
the fun!