

Feature Your Company And GROW YOUR BUSINESS!

10am-4pm

April 15, 2023

Expo Idaho

WWW.IDAHOPETEXPO.COM (208) 376-0464 | INFO@IBLEVENTSINC.COM

DID YOU KNOW?

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

That's 70% of Idahoans!









The Idaho 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 over 5000 pet lovers at the 17th annual Idaho Pet Expo and get your piece of the \$86 billion a year and growing pet market!



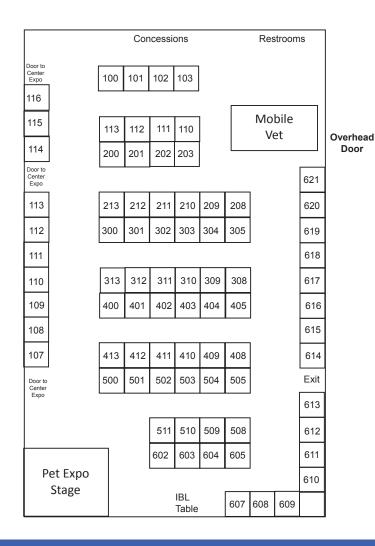


FLOOR MAP & SHOW DETAILS

Thank You Sponsors!



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





BOOTH FEES 10x10 \$425 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 April 15, 2023 10am - 4pm

LOCATION Expo Idaho 5610 Glenwood Boise, ID 83714 VENDOR MOVE-IN April 14, 2023 10am-4pm

VENDOR MOVE-OUT April 15, 2023 4pm-6pm



April 15, 2023 10am - 4pm

SPONSORSHIP PACKAGES

PLATINUM TITLE SPONSOR \$5000 (1 AVAILABLE)

GOLD SPONSOR \$3000 (2 AVAILABLE)

SILVER SPONSOR \$1500 (4 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

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

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



April 15, 2023 10am - 4pm

SPONSORSHIP PACKAGES

BRONZE SPONSOR \$750 (6 AVAILABLE)

LIVE MUSIC SPONSOR \$1500 (3 AVAILABLE)

A LA CARTE Sponsorships

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

Join us in the fun!

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!

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

