

FEATURING
200 BREEDS
OF DOG

EXCEL,
LONDON!

»EUKANUBA

DISCOVER
DOGS

50% OF VISITORS
COME TO BROWSE &
SHOP AT TRADE STANDS

Don't miss out - **BOOK YOUR STAND NOW!**

1 IN 3
VISITORS
SPEND
OVER
£50
AT THE SHOW

London's BIGGEST DOG EVENT



ATTENDED
BY MORE THAN
26,000
VISITORS IN
2016

87% OF VISITORS
RATED THE
EXCEL
EXCELLENT,
VERY GOOD
OR GOOD

Presented by



THE KENNEL CLUB

ExCeL London 21st & 22nd October 2017

Dear Trade Stand Holder!

We hope all the information in this document will help you to make the decision about joining us at London's **BIGGEST** dog event. Exhibiting at Eukanuba Discover Dogs provides a fantastic opportunity to reach out with your brand and products to an audience of thousands of dog enthusiasts and pet loving families.

To book your space, download a booking form at:
www.discoverdogs.org.uk/content/trade-exhibitors/

See you there!

The Discover Dogs Team

Please ensure that you read the Application Procedure and Terms and Conditions before completing the application form.



Why you need to be at **Eukanuba Discover Dogs**

Eukanuba Discover Dog is London's **BIGGEST** dog event – its great fun and aims to help potential owners to find their ideal breed, to learn about buying a healthy, happy puppy, and, for existing dog owners, to learn how to train and care for their dogs.

The Kennel Club runs Eukanuba Discover Dogs as well as other high profile successful shows including **the world's greatest dog show - Crufts!**



The event is in its **22nd year**, and in 2016 **more than 26,000 dog lovers** flocked to the **ExCeL London!**



97% of visitors rated the event "good", "very good" or "excellent". **Nearly half of visitors rating it as excellent!**



Over 80,000 unique users visited the **Discover Dogs website** in the run up to the 2016 event



2/3 of all visitors **own a dog**

Over 50% of visitors last year said the **main reason** they visited was to **browse and shop** at the trade stands



79% of visitors said that they **will attend this year's event!**



90% of visitors rated the **trade stands** "good", "very good" or "excellent"



1 in 3 visitors **spent over £50** whilst at the show

ExCeL London 21st & 22nd October 2017

Even more fun planned for 2017!

The event will be packed full of fantastic activities, Kennel Club competitions, displays and much more including:

Scruffts semi-final to qualify for Crufts final

.....
'Have a Go' ring for everyone to get involved in

UK Junior Handler of the Year

.....
Junior Warrant Semi Final and Crufts Agility Qualifier

.....
Flyball and Heelwork to Music

.....
Training and Display Ring displays

Around 200 breeds of dog for families to meet and greet each day

.....
Over 170 trade stands providing the greatest doggy shopping experience outside of Crufts



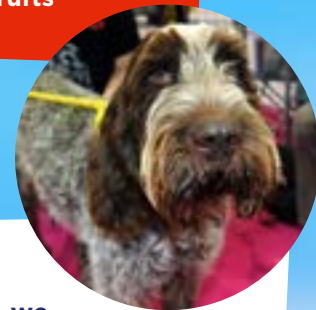
Third year at our new venue!

Following on from the success of the last 2 years in the new venue, we can't wait to embrace ExCeL London for another year!

The venue has proved popular with its fantastic travel network, with Tube or DLR, City Airport, Car Parking, River and even Cable Car access! ExCeL also benefits from a fantastic atmosphere and new opportunities which stood out in the customer feedback from last year's event.

We saw a development in our audience with the new venue last year, with existing and loyal Discover Dogs visitors returning, as well as a new audience visiting, as we took this new part of London by storm!

For more information on the venue, visit www.excel-london.co.uk



PR & Marketing for ExCeL, London

Visitors to the show usually spend approx. four hours at the show and our loyal audience knows the quality and fun that they can expect each year. We have built on our comprehensive PR and marketing plans ready to meet our objective, retain our loyal audience of visitors and to find new dog fans.

The campaign includes:



Outdoor campaign including **Tube** and **Train advertising**



Comprehensive **PR coverage**



Radio advertising on Heart FM



Promotional links with **major retailers**



Digital campaign via social media and Google Ad words

Once confirmed as a Eukanuba Discover Dogs exhibitor there are many ways you can reach out to our fan base

Why exhibit?

Eukanuba Discover Dogs attracts more visitors than any other canine event, other than Crufts. In its 22nd year, it is London's leading canine event attracting trade, media and consumers from across the South East.

EXHIBITING OFFERS COMPANIES THE CHANCE TO:

- Increase brand awareness
- Meet new customers face to face
- Associate your brand with London's premier and longest standing pet event
- Engage with customers in a different way
- Sell to an engaged group of dog lovers
- Launch new products



What are you waiting for? Book today!

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