

# LIVING & LEISURE EXPO



FEATURING DOGS BREAKFAST

## **EXHIBITOR PROSPECTUS**

**Sunday 23 October 2016**

9:00am - 1:00pm

Kingsway Sporting Complex

Attendance: 4,000 - 4,500

# EVENT BACKGROUND

The Living & Leisure Expo ft. Dogs Breakfast is a home and lifestyle exhibition showcasing products and services for your home, leisure, pets and adventure!

Attendees are encouraged to bring their four legged best friend for a day of fun activities, free vet checks, workshops, entertainment and lots of giveaways!

The event incorporates the City of Wanneroo's successful Dogs Breakfast event, established to encourage pet registration, as well as promote responsible pet ownership.

More than 4,500 people and their four-legged best friends attended the inaugural Living & Leisure Expo ft. Dogs Breakfast in 2015 as the new format opened the event up to an even wider audience, delivering quality exhibits, live demonstrations, competitions, giveaways and free children's activities.

Attendees consist of new and existing residents to the City, young families and new home owners. The average age of attendees range between 30 - 70 years old.

Exhibitor numbers are limited, so don't delay in submitting your expression of interest for what's set to be another fantastic event.

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# THE CITY OF WANNEROO

## DEMOGRAPHIC

Characterised by a culturally diverse population, the City of Wanneroo is a key area for development in the north-west corridor and the demand for this type of event is high.

As Western Australia's largest growing local government, the City of Wanneroo's population, already in excess of 180,000, is forecasted to grow by a further 81 per cent in the next 20 years, with more than 158,000 new residents expected to reside within the City.



**185,000**  
RESIDENTS



**72,000**  
HOMES



**52%**  
FAMILIES



**32**  
MEDIAN  
AGE



**22**  
NEW  
RESIDENTS  
PER DAY



# EVENT PROMOTION

Our event marketing campaign runs over a period of eight weeks in the lead up the event. The campaign is strategic with its use of numerous print and digital platforms to attract thousands of attendees. It includes, but isn't limited to the following:

## PRESS

- Advert in the City of Wanneroo's What's Happening magazine distributed to 75,000 households within the City of Wanneroo
- Adverts in Wanneroo Times, Wanneroo Weekender and North Coast Times
- Media releases sent to statewide media outlets

## RADIO

- Radio campaign in the lead up to the event

## PRINT

- 10,000 flyers distributed to surrounding suburbs
- Posters distributed throughout City buildings, libraries and sports centres
- 10,000 event flyers distributed to all dog and cat owners in the City of Wanneroo with their registration renewal notice

## DIGITAL

- Event feature on all key event websites in Perth
- Event feature on the City of Wanneroo website which receives more than 2,173,508 views throughout the event season



# EVENT PROMOTION

## SOCIAL MEDIA

- Campaign feature on the City of Wanneroo's Facebook page
- Sponsored promotion on the City of Wanneroo's Facebook page
- Campaign feature on the City of Wanneroo's Twitter page
- Campaign feature on the City of Wanneroo's Instagram page

## EMAIL NEWSLETTER

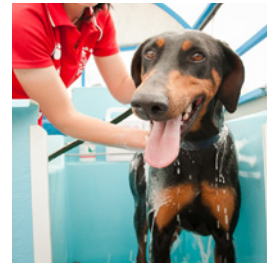
- E-newsletters sent to the City of Wanneroo's events database with more than 10,500 subscribers

## OUTDOOR ADVERTISING

- Outdoor signage at Kingsway Sporting Complex
- Bus shelter signage

## EXHIBITOR MARKETING

Every stakeholder plays a key role in promoting the event via their websites, databases and stores. We provide everything you need to promote the event, making it as easy as possible for you to help spread the word.



# WHY EXHIBIT?

The Living & Leisure Expo ft. Dogs Breakfast is a unique opportunity to promote your company and products to an engaged audience. The event provides the perfect platform for businesses to make immediate sales, launch new products, generate leads, develop a database and create new customer relationships.

## OPPORTUNITY

- Sell and demonstrate your products and services
- Build your database throughout the north metropolitan region of Perth
- Be involved in events that build positive relationships with the broader community
- Face to face marketing
- Community involvement
- Generate brand awareness for your business through the City's numerous communication platforms



**4,500**

ESTIMATED  
ATTENDANCE



**10,500+**

E-NEWS  
SUBSCRIBERS



**5,000+**

FACEBOOK  
LIKES



**1.7m**

WEBSITE  
CLICKS



# EXHIBIT



If you are a business that falls into one or more of the above categories, we'd love to hear from you! Please complete the attached exhibitor booking form.

Each exhibit space includes a walled, structured marquee which will be accessible from 7am on event day. Power can also be supplied at an additional fee.

If you have any site requirements not listed below, please highlight them in your booking form.

## EXHIBIT SPACE

3 x 3m space and marquee	\$200
6 x 3m space and marquee	\$290
6 x 6m space and marquee	\$768
9 x 9m space and marquee	\$1400

## KEY DATES

Applications close: Friday 5 August 2016  
Exhibitor confirmation: Friday 12 August 2016  
Payment due: Friday 2 September 2016  
Expo date: Sunday 23 October 2016

## EXTRAS

15 amp connection	\$20
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## PRIZE CONTRIBUTIONS

The Living & Leisure Expo ft. Dogs Breakfast is seeking prizes for show competitions that will be hosted throughout the event. This is a great way to get more exposure for your business. Exhibitors are invited to donate prizes of varying value in exchange for promotion on the day of the event.



# EXHIBIT

## SPONSORSHIP

If your business is interested in becoming an event sponsor, please contact the Events Team to receive a copy of the 2016/2017 event season sponsorship pack. Sponsor packages start from \$2,500 through to \$10,000 for naming rights.

## BAD WEATHER AND/OR CANCELLATION

The event will occur rain or shine unless the City deems the weather to be a threat to the safety of patrons. Should this be the case, the event will be cancelled. It will be at the discretion of the City of Wanneroo to refund exhibitors. Please ensure you bring tarpaulins and/or plastic to cover any delicate items if there is a forecast of rain.

If exhibitors cancel for personal reasons after payment has been made, no refund will be issued.

## INSURANCE

The City of Wanneroo has property and public liability insurance to cover for property and contents belonging to the City. This insurance does not extend to cover the property of the exhibitors and their staff. It is therefore the exhibitor's responsibility to arrange their own property and public liability insurance cover.

The City of Wanneroo requires all stallholders to have public liability/products insurance with a minimum cover of \$10,000,000. The public/products liability policy must be valid and held with an insurer licensed to do business within Australia (APRA approved). Please attach a current insurance certificate with your application.





# EXHIBIT

## APPLICATION SELECTION & TIMELINE

Applications will be selected based on their suitability for the event. The City will not enter into discussions regarding the denial of competing businesses or organisations to exhibit. We understand that several businesses may want to exhibit similar services or products. The City's aim for this event is to allow exhibitors the opportunity to connect with the community and provide a wide range of diverse exhibits.

Successful applicants will be notified within a week of the deadline. Once notified, you must confirm your attendance at which point an invoice will be mailed to you. Payment of the invoice secures your place at the exhibition.

Send the attached application form to:

### EMAIL

[events@wanneroo.wa.gov.au](mailto:events@wanneroo.wa.gov.au)

### POST

Att: Events Officer  
City of Wanneroo  
Locked Bag 1,  
Wanneroo WA 6946

### CONTACT

For any queries, please contact the City of Wanneroo's Events Team on 9405 5011 or email [events@wanneroo.wa.gov.au](mailto:events@wanneroo.wa.gov.au)

