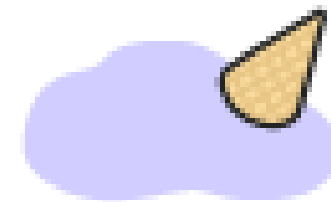




BECOME A VENDOR

AT CANADA'S MOST ANTICIPATED FELINE FESTIVAL
WHERE CAT LOVERS SPOIL THEIR CATS & THEMSELVES!





WHO ARE WE?

meowfest is a full-day festival for the cat community, dedicated to the celebration of all things feline

meowfest's mission is to throw a memorable purrty to increase awareness of cat rescue and adoption, while raising funds for hardworking feline organizations

**For the first-time ever we will
hosting meowfest in
Vancouver & Toronto!**

SHOP. LEARN.
CONNECT.
PURRTY!

2022
VANCOUVER
3,151
ATTENDEES

2018
VANCOUVER
2,000 +
ATTENDEES

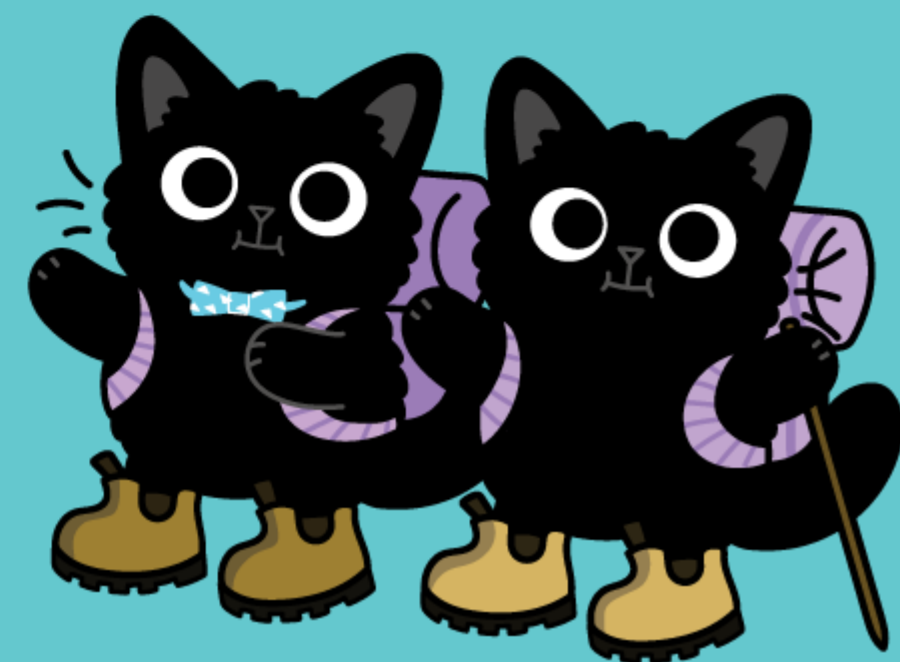
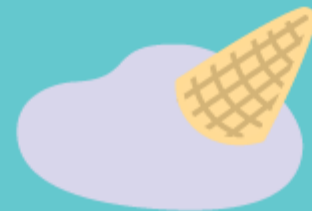
2019
TORONTO
3,000 +
ATTENDEES





TORONTO
SUNDAY
JULY 23 2023

VANCOUVER
SATURDAY
AUGUST 19 2023



SOCIAL REACH



 775K  195K  36.9K

GEOGRAPHIC REACH

Canada

 78.6%

USA

 13.9%

THROUGH OUR PARTNERING
INFLUENCERS, MEOWFEST
HAS A COMBINED REACH OF

3M +

**ON INSTAGRAM &
FACEBOOK**

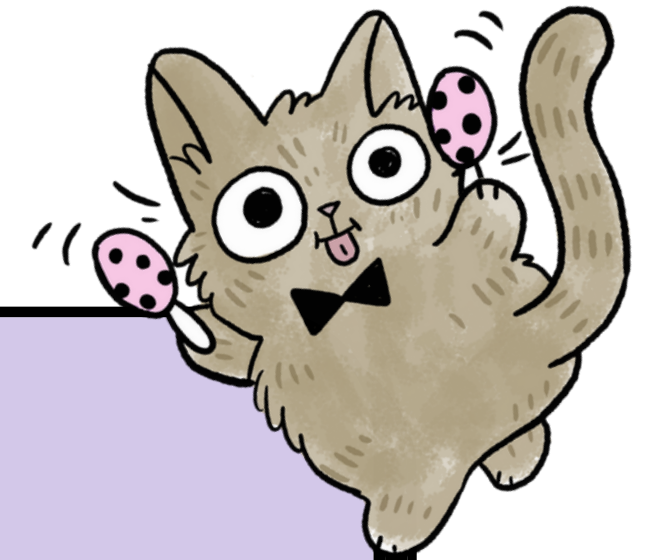
EXPECTING OVER

7000

**ATTENDEES
THIS SUMMER**



OUR CLIENTS



70% FEMALE



75% IN A RELATIONSHIP



45% EARN > \$50K



90% WENT TO UNIVERSITY



59% ARE 25 - 44 YEARS OLD



ANIMAL LOVERS



VEGAN/VEGETARIANS



HEALTH & WELLNESS CONSCIOUS



EAGER SHOPPERS



FOODIES



meowfest IN THE MEWS

THE GEORGIA
straight

"...THE EVENT IS THE PERFECT PLACE FOR CURRENT CAT OWNERS TO STOCK UP ON NEW TREATS AND TOYS, AND FOR ASPIRING FUR-PARENTS TO GET SOME HANDS-ON PLAYTIME."

FEATURED AS ONE OF

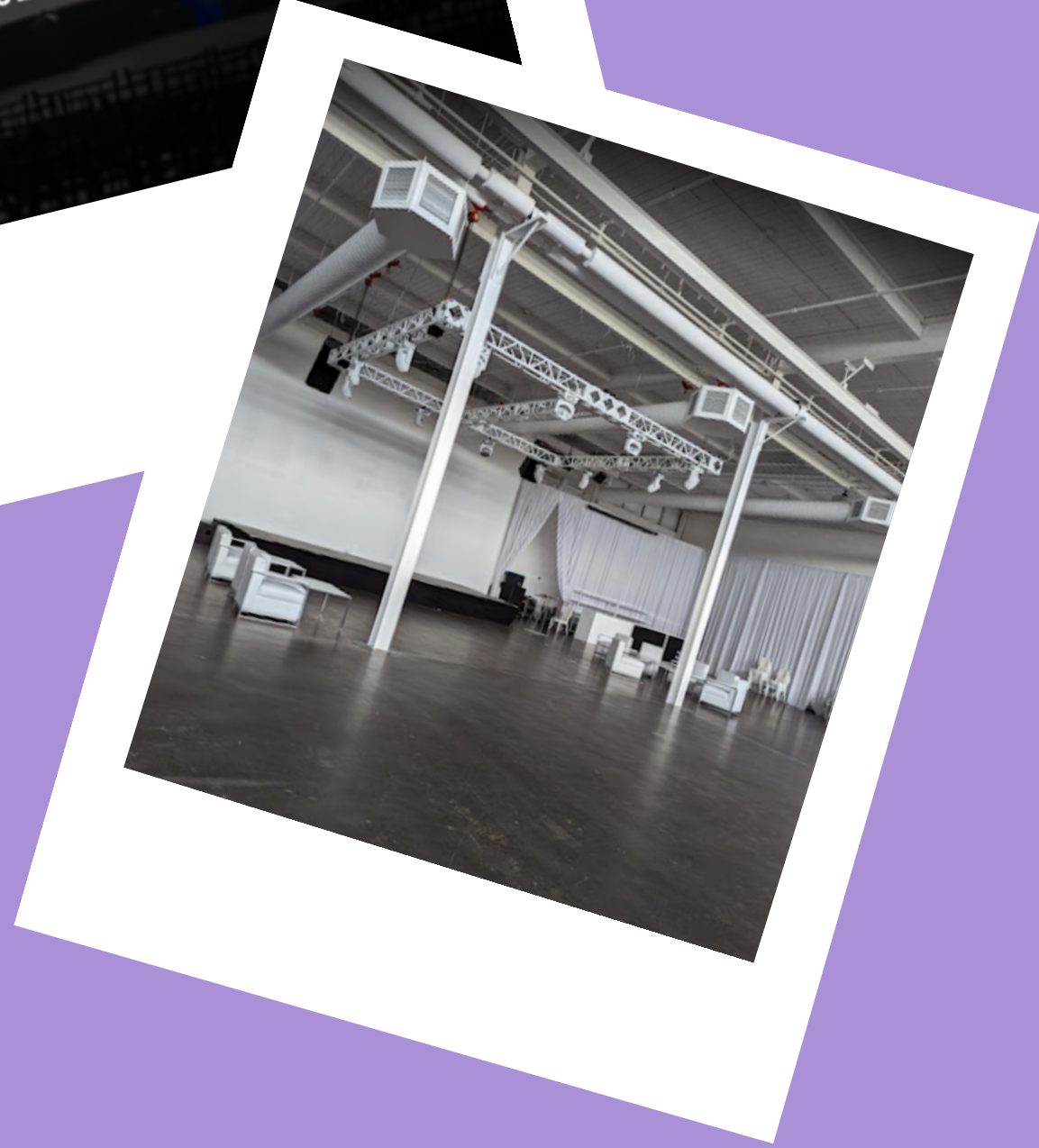
Forbes

BEST FESTIVALS IN NORTH AMERICA FOR PET LOVERS

DAILY **HIVE**

meowfest 2019 WAS LISTED ONE OF THE HOTTEST SUMMER EVENTS HAPPENING IN TORONTO





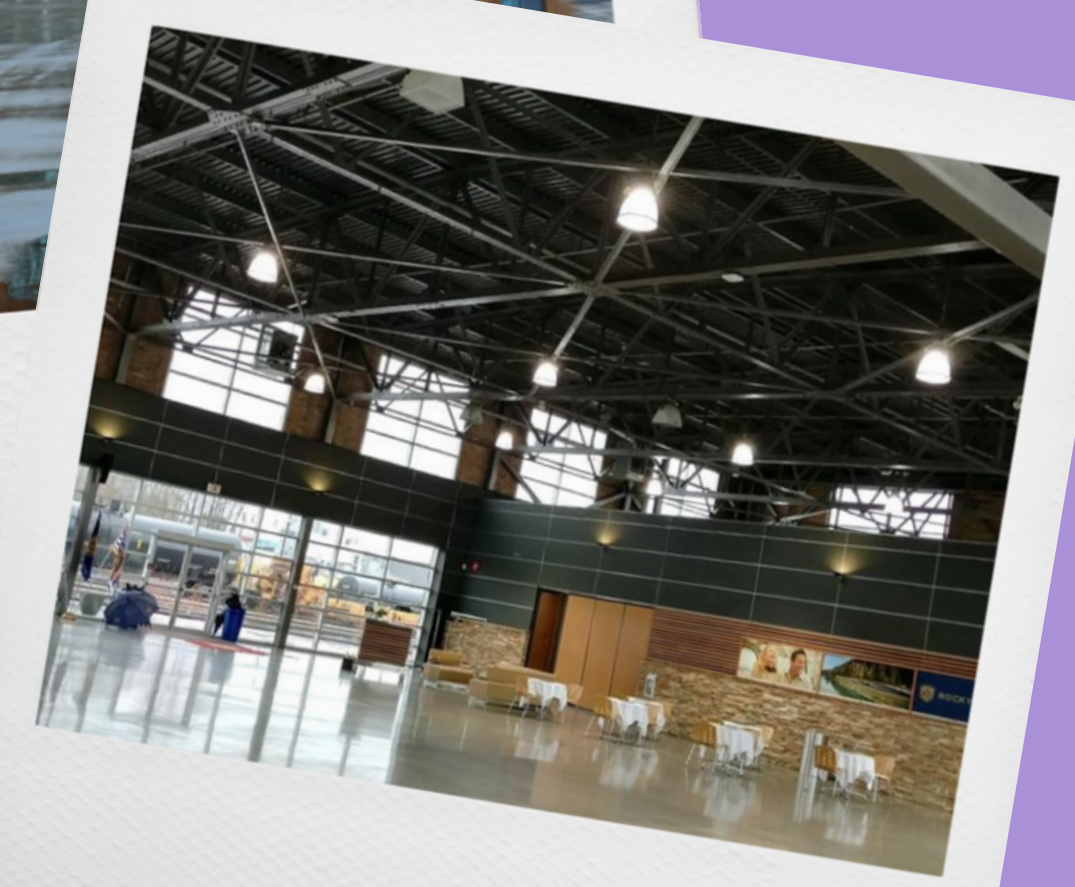
TORONTO EVENT VENUE

THE WAREHOUSE VENUE

35 CARL HALL RD #2, NORTH YORK, ON M3K 2B6



- Toronto's first loft-inspired event space located mid-town
- The open concept 20,000 square ft and 30 ft high ceilings, multi-functional space.
- Located in North York district of Toronto
- Easily accessible by car or TTC.
- Barrier free for patrons using wheelchairs or similar assistive devices
- On-site WIFI and power
- Lots of parking for vendors and guests within walking distance



VANCOUVER EVENT VENUE

ROCKY MOUNTAINEER STATION

1755 COTTRELL ST, VANCOUVER, BC V6A 2L8



- Over 12,000 square feet of event space
- Indoor and outdoor venue
- Contemporary facilities
- 34' high ceilings and natural lighting
- Walking distance to the SkyTrain & Bus
- 10 minute drive from Downtown Vancouver
- On-site WIFI and power
- Lots of parking for vendors and guests

INDOOR BOOTH

CAT'S MEOW



2 x 6ft tables & 2 chairs

2 x Vendor passes

1 dedicated post on @meowfestival
Twitter, Facebook and Instagram

Opportunity to include product in
meowfest swag bags and event game

2 complimentary General Admission
tickets

Inclusion in meowfest's newsletter

THE CAT PAJAMAS

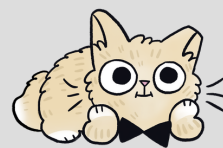


1 x 6ft table & 2 chairs

2 x Vendor passes

1 dedicated post on @meowfestival
Twitter, Facebook and Instagram

SMITTEN KITTEN



1 x 4ft table & 1 chair

1 x Vendor pass

OUTDOOR BOOTH

LOAFIN' CAT



10 x 10 Space (Tent not included)

1 x 6ft table & 2 chairs

2 x Vendor passes

1 dedicated post on @meowfestival
Twitter, Facebook and Instagram

Social Reach
3M +






Expecting over
3,500 +
attendees at each
event

Forbes

Featured as one of
FORBES best festivals in
North America for pet
lovers.

***10% DISCOUNT FOR ALL RETURNING
SPONSORS & AN ADDITIONAL 5% OFF
FOR PARTICIPATING IN TORONTO &
VANCOUVER**

All Vendor Packages include:

-  Table(s) + 2 chairs
-  Vendor passes
-  Complimentary WiFi** (Vancouver only)
-  1 x parking spot
-  Logo and click-through link on meowfest website & meowfest program guide

*TAX is applicable | All prices in Canadian dollars

** Complimentary WIFI in Vancouver only, Toronto is
TBD.

VENDOR ADD-ONS

*TAX is applicable | All prices in Canadian dollars

MEDIA

One story and post on @meowfest

One story and post on @meowbox

Dedicated **blog post** on @meowfest

A **feature** in meowfest email newsletter

BOOTH

Corner Booth

Power

Toronto WIFI

PASSES

Vendor Passes

Parking Passes

General Admission Passes

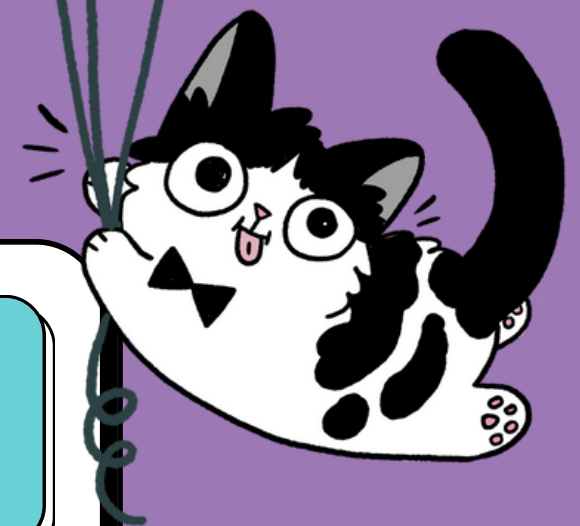
PRODUCT PLACEMENT

Include product in **meowfest swag bags**

Include **prize** in event scavenger hunt

"Overall it was a great show, people were coming from pretty far away for the event and as a company we would be happy to participate again..."

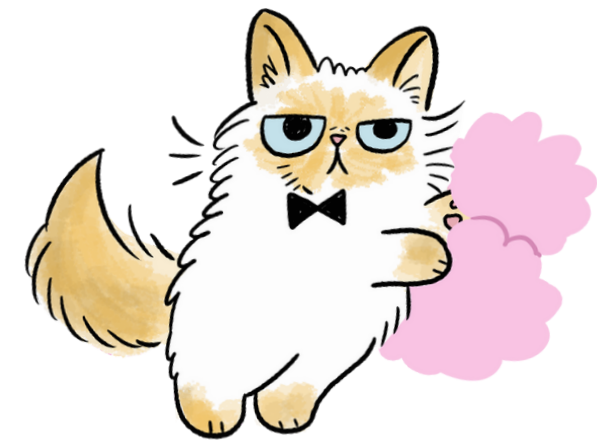
Camille, Mimi & August (2019 Vendor)



*10% DISCOUNT FOR ALL RETURNING SPONSORS & AN ADDITIONAL 5% OFF FOR PARTICIPATING IN TORONTO & VANCOUVER

PRESENT ON OUR WORKSHOP OR SPEAKER STAGE!

Returning for 2023! Do you have an interactive activity* or an informative presentation you'd like to share with our cat community? For the first time ever, we are inviting vendors to showcase on our workshop and speaker stages.



SPEAKER STAGE

TIME SLOTS	TOPIC
10:30-11:15am	
11:30am-12:15pm	
12:30-1:15pm	Reserved
1:30-2:15pm	
2:30-3:15pm	
3:30-4:15pm	

WORKSHOP STAGE

TIME SLOTS	AVAILABILITY
11-11:45am	
12-12:45pm	
1-1:45pm	Reserved
2-2:45pm	
3-3:45pm	

LIMITED
SPOTS
AVAILABLE

To be considered for a session, please submit your idea and your preferred stage/time slot to justine@meowfest.com.

**If materials and supplies will be required, vendors have the option to require attendees to pre-book and purchase the necessary items.*

"WE TRAVELLED FROM TORONTO TO VANCOUVER FOR MEOWFEST 2018 AND IT WAS WELL WORTH IT. WE REALLY APPRECIATED THE EFFORT PUT INTO PROMOTING MEOWFEST AND IT OBVIOUSLY PAID OFF!"

CATHERINE, OH MY CAT SHOP
2018 VENDOR



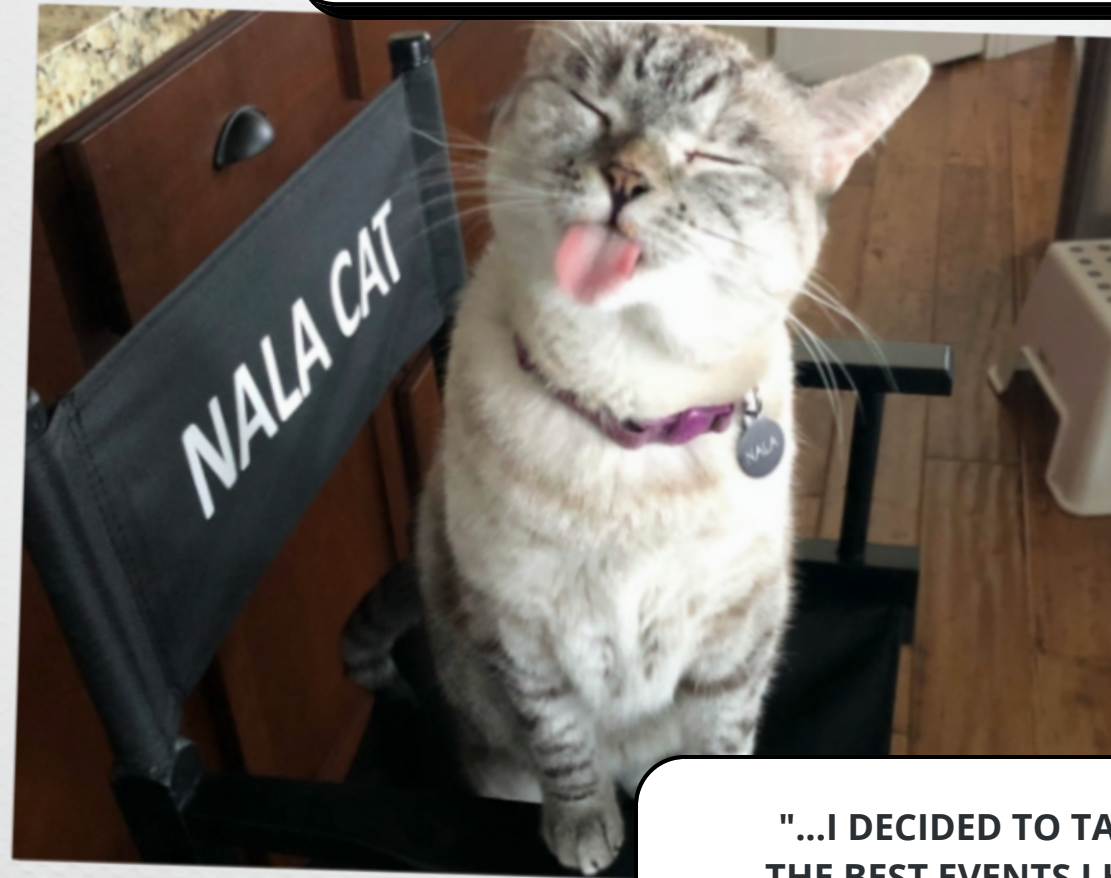
"NOT ONLY WERE OUR SALES STRONG, BUT IT WAS ALSO AN EXCELLENT OPPORTUNITY FOR US TO TALK TO OUR CUSTOMERS DIRECTLY AND GATHER FEEDBACK AND IDEAS. WE WERE ALSO THRILLED TO BE ABLE TO HELP WITH THE FUNDRAISING FOR LOCAL ANIMAL SHELTERS AND OTHER CHARITIES."

OLIVIA, R2P PET
2018 VENDOR



"I LOVED CONNECTING WITH OTHER CAT LOVERS AND SEEING THE ATTENDEE'S PHOTOS OF OUR GOODIES POSTED ALL OVER SOCIAL MEDIA!"

ALLIE, RAIN BAKE SHOP
2018 VENDOR



"...I DECIDED TO TAKE A CHANCE - AND I AM SO GLAD I DID! THIS WAS ONE OF THE BEST EVENTS I HAVE VENDED AT. THE ORGANIZATION AND SCHEDULE WAS WELL THOUGHT OUT, MARKETING AND HYPE FOR THE EVENT WAS EVIDENT AND THE FOOT TRAFFIC CAN RIVAL OTHER MAJOR TRADESHOWS. I HAD SUCH A GREAT TIME INTERACTING WITH CAT LOVERS, SERIOUS BUYERS, AND ENTERTAINED BY UNIQUE PERFORMANCES. WOULD DEFINITELY RECOMMEND THIS SHOW TO ALL NEW AND SEASONED VENDORS."

EMILY, EMMEMA
2019 VENDOR



Apply here: meowfest.com/vendors

For further information, please contact:

Jessica Howorth Event Co-ordinator

jessica@meowfest.com

