



สมาคมผู้เลี้ยงสุนัขแห่งประเทศไทย Presents

THAILAND INTERNATIONAL DOG SHOW 2009



EVENT FACT SHEET

Show Name	Thailand International Dog Show 2009
Show Dates / Show Time	25 – 28 June, 2009 10.00 am. – 8.00 pm.
Venue	Hall 3-4, IMPACT Exhibition Center, Bangkok, Thailand
Total Gross Area	10,000 sq.m.
No. of Exhibitors	200 Exhibitors
No. of Visitors	200,000 Local and International Visitors
Organizer	IMPACT Exhibition Management Co., Ltd. The Kennel Club of Thailand Thai Pet Product Industries Association
Objectives	<ol style="list-style-type: none"> 1. To create a marketing platform for exhibitors to promote products and services directly to targeted buyers. 2. To be a one-stop shopping center for dog products and services. 3. To be an event that provides entertainment and enhances relationship between dogs and their owners. 4. To educate dog owners to properly care for their dogs. 5. To be the leading stage for national dog show championships.
Pre-Show Activities	<ul style="list-style-type: none"> • Rabies Vaccination Program for stray dogs • Mini-Marathon for owners and dogs • Dog Blood Donation • Home video contest: owners to send funny video clips of their dogs to compete. • Essay Contest: for students to write about their dogs. • Photo Contest: owners can send photos of their dogs and themselves.
In-Show Activities	<ul style="list-style-type: none"> • Championship Dog Shows • Fancy Costume Contest • Dog&Owner Lookalike Contest • Relationship games and activities • Dog Agility Competition • Winners announcement of home videos contest, essay contest and photo contest • Mobile Clinic • Obedience Course • One baht for Homeless Dogs Donation
Post-Show Activities	Donation of "One baht for Homeless Dogs" and entrance fees to homeless dogs associations and organizations
Exhibitor Profile	<ul style="list-style-type: none"> • Dog Foods & Chews • Shampoos, Conditioners and Lotions • Dog Clothing • Products for Dog: Dog Houses, Dog Beds, Collars, Toys etc. • Dog Healthcare: treatment medicines, vaccines, and supplement • Dog Farms and Breeders (With Pedigree)

	<ul style="list-style-type: none"> • Dog Services: Grooming & Bath, Dog Hotels, Dog Training etc. • Pet Hospitals and Veterinary Clinics • Grooming Equipments • Pet Magazines and Medias • Souvenirs and Products Relating to Dogs • Tourist Attractions • Dog Rescue and Pet Adoption Organizations <p><u>Remark:</u> All types of goods must not be imitation or counterfeit</p>
Visitor Profile	<ul style="list-style-type: none"> • Dog Owners and Dog Lovers • Manufacturers of Dog Products • Importer/Exporter • Distributor/Retailers • Specialty Pet Shops • Veterinarians/Veterinary Clinics • Dog Grooming Business • Dog Breeders • Press and Medias
Promotion Plan	<ul style="list-style-type: none"> • Show Website: www.thailand-dogshow.com • Pet Magazines: Pet Mania, Yourpet, Dogazine etc. • TV Advertisement • Spot Radio • Thai and English Newspapers • Billboards: Downtown Area, Around IMPACT Exhibition Center • Printed Materials: Promotional Poster, Leaflets

For more information or to reserve exhibition space, please contact:

Exhibition Project Department

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