

# THE RETAIL LANES

Just Dogs Live is a three day event that incorporates The East of England Championship qualifier for Crufts, attracting over 10,000 owners and visitors and 12,000 dogs. It is held at Peterborough Arena (The East England Showground) ideally situated for access to all major road links from all over the UK.

Held in July, the Show attracts a wide selection of traders and has grown a reputation for being a successful trading opportunity with many businesses who have attended for a number of years. Each year more and more exhibitors get involved and the Just Dogs Live shopping lanes are enjoyed by both dog owners and visitors for the wide variety of shopping and entertainment we offer.

We are delighted that you wish to become a part of Just Dogs Live and look forward to receiving your application. Please ensure you include a photograph of your products or stand at a previous event, failure to do so may impede you being selected to exhibit with us. Information you send will help us to make an informed decision about your application.

Please note it is our policy to invite all our existing exhibitors to book space before offering available positions to new exhibitors. Please do not assume that you have been allocated a stand until you have received written confirmation from the Show Office.

## WHY EXHIBIT WITH US?

We understand the importance of our shopping environment to the success of Just Dogs Live and are committed to supporting you in making your experience at the show a positive one.

We want you to enjoy the 36 hours of retail therapy we offer our visitors over the three days, showcasing and sampling your products, educating and informing as well as generating potential new sales and quality leads from our captive audience of canine enthusiasts, who we know want to purchase products and services that will help them improve their ownership and keep their dogs healthy.

We continually strive to improve and develop the Show year-on-year introducing new themes, activities and opportunities in order to keep things fresh and give our visitors something new to enjoy.

Our press and marketing creates an all-year round campaign ensuring that we keep Just Dogs Live in the forefront of our visitor's minds, and includes extensive coverage both before and during the show in a number of varied regional and national publications including print, radio, digital and social media.

## INCLUDED IN THE COST OF EXHIBITING WITH US ARE THE FOLLOWING BENEFITS:

- **Three full days of trading with various options of inside and outside spaces**
- **Dedicated exhibitor parking and camping areas**
- **A full listing in our Show Catalogue**
- **Business web listing on our website**
- **An allocated number of admission tickets**
- **On-site restaurants and mobile beverages offering hot and cold meals and a bar**
- **Roaming site security 24 hours a day during set-up periods and on Show days**
- **A dedicated Show Office team ready and willing to offer support and guidance**

**PLEASE DOWNLOAD OUR TRADE STAND INFORMATION BOOKLET AND APPLICATION FORMS. PLEASE NOTE THAT YOU WILL NEED TO READ THE TERMS AND CONDITIONS INCLUDED IN OUR INFORMATION BOOKLET IN ORDER TO COMPLETE YOUR APPLICATION FORM.**

**[WWW.JUSTDOGLIVE.CO.UK](http://WWW.JUSTDOGLIVE.CO.UK)**