



MEET 16,000 DOG-LOVERS LOOKING FOR THE BEST AT WAG!

GET NOSE-TO-NOSE WITH YOUR BEST CUSTOMERS

SATURDAY, AUGUST 19 • 10 A.M. – 4 P.M.

WAG! brings you nose-to-nose with the customers you want to reach most: people who actively sniff out the best products and services to keep their canine companions strong, healthy and happy. WAG! will bring more than 16,000 humans, along with 3,500+ four-legged consumers, to beautiful Prairie Oaks Metro Park for splashy games, contests, information and exhibits.



**PRAIRIE OAKS METRO PARK
HILLIARD, OHIO**

WAGFEST.COM



WAG IS FUN, FREE AND FAMILY FRIENDLY

UNLEASH NEW MARKETING POTENTIAL AT WAG!

Whether your products or services are about canine care or for people who care about canines, WAG! is the perfect showcase: the biggest, most exciting “must see” event for Central Ohio dog-lovers, bringing together all the products and services they need and want. That makes it the perfect setting for:

- Retailers
- Clubs
- Product and food manufacturers
- Non-profit and rescue organizations
- Specialty products
- Veterinarians and hospitals
- Pet photography
- Doggie day cares
- Pet insurance
- Grooming services and spas
- Dog-friendly travel
- Waste removal
- Carpet cleaning services

Attractions that bring thousands of consumers to WAG! include:

- **WAG! Marketplace**
- **Water Bark Beach dog swim area**
- **Meet the Breed Pavilion**
- **Take-A-Bow Wow Stage**
- **Captivating disc demonstrations, dog agility and dock diving**
- **Refreshments, prizes and more**

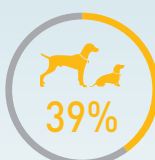
WAG! ATTENDEES ARE THE CUSTOMERS YOU WANT TO MEET



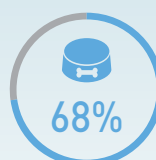
CONSIDER THEIR
DOG(S) AS ONE OF
THE FAMILY



ARE BETWEEN
THE AGES OF
25 AND 54



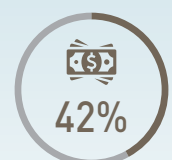
OWN TWO OR
MORE DOGS



SPEND MORE THAN
\$2,500 ON DOG-RELATED
PRODUCTS AND
SERVICES EACH YEAR



HAVE A
COLLEGE
EDUCATION



HAVE AN ANNUAL
HOUSEHOLD
INCOME OF
OVER \$100,000



DON'T MISS THIS OPPORTUNITY TO MARKET YOUR PRODUCTS AND SERVICES TO CENTRAL OHIO'S MOST SOUGHT-AFTER DOG ENTHUSIASTS!

EXHIBITING IN WAG! INCLUDES:

- 10' x 10' exhibit space
- Listing in WAG! MAG
- Inclusion within WAG!'s online directory, with link to your website

EXHIBIT RATES:

Standard Exhibit \$350

Non-Profit/Rescue Group \$50

GET THE MOST OUT OF YOUR PARTICIPATION IN WAG!

Maximize your marketing impact by advertising in WAG!'s official event guide.



Visitors to WAG! will receive WAG! MAG, a full color booklet that highlights event activities and includes other valuable information. Certain to be a take-home resource, your marketing message will remain active for weeks following WAG!, reaching an estimated 21,000+ dog-lovers.

Event Program Advertising \$250

RESERVE YOUR SPACE TODAY!

Reserve your space early and start planning to make the most of the exceptional opportunities at WAG! It's easy: simply complete and return your WAG! Application/Agreement today.

Or, contact:

Mike Poleway

Event Marketing Group

614.225.1908 phone

Mike@EventMarketingGroup.com

WAGFEST.com



PLEASE NOTE:

IMPORTANT EXHIBITOR INFORMATION

- Participants must provide their own tables, chairs and canopy tent(s) if desired. For your convenience, equipment is available for rental if arrangements are made in advance (please see Exhibitor Application/Agreement for rates).
- The natural setting at Prairie Oaks does not allow for electric service to booths. Quiet generators are permitted.