

PET ZEN DEN™



Providing your pet with a comfortable and stylish place for denning and burrowing.



Design,
Marketing
and Sales



Design, Marketing and Sales Objectives

1. Finalize Logo and Sub-brand (Winston/Roxy Collection)
2. Review revisions to the company website (ecommerce)
3. Develop packaging for all bed sizes
4. Develop multiple retail displays for unique retailers
 - Pet shops
 - Specialty retailers (department stores)
 - Home furnishings
5. Establish production output
 - Stock products for quick ship vs. custom made to order inventories (to be determined by the retailer)
6. Pet friendly hotel market
 - Part of the room décor
 - Laundered like towels and bed sheets
7. Informational video
 - For use on the web and in retail displays
 - White board animation promotes your business in a simple yet unique way
8. Product distribution on home shopping networks like QVC
9. Infomercial business for maximum exposure



2014 Tradeshow Schedule



1. NY Pet Fashion Show February 7, 2014
2. Global Pet Expo March 12-14, 2014
3. ISPA Expo March 26-29, 2014
4. High Point Market April 5-10, 2014
5. New York Pet Expo May 3, 2014
6. SuperZoo Expo July 22-24, 2014



Pet Fashion Show

Hotel Pennsylvania
Penn Top Ballroom (18th Floor)
401 7th Ave, New York, NY 10001
www.nypetfashionshow.com

Description:

Highlighting the most stylish pets in the city. Support our Sponsors who will be selling some of the Newest & Coolest Pet Products on the Market Today!

Date:

February 7, 2014

Show Hours:

Friday 6 – 11pm

Booth Cost:

Gold Paw Sponsorship - \$500-\$800
Includes logo in all publicity/marketing efforts , gift bag placement, vendor table, product featured in "Fashion Runway Shows" throughout the night.



Global Pet Expo

Orange County Convention Center
Orlando, FL

www.globalpetexpo.org

Description:

Global Pet Expo is the only show where you can increase sales and network with thousands of pet industry professionals.

Date:

March 12-14, 2014

Show Hours:

Wednesday and Thursday 9am - 6pm
Friday 9am - 5pm

Booth Cost:

\$22.50 per sq. foot by January 12, 2014
\$24.50 per sq. foot after January 12, 2014
Example: 10x10 booth would be \$2,250 before 1/12/14

To qualify as an exhibitor:

To exhibit as a Pet Products Manufacturer, companies must be a member of the American Pet Products Association (APPA).
To exhibit as a Pet Products Distributor, companies must be a member of the Pet Industry Distributors Association (PIDA).



High Point Market

164 South Main Street, Suite 700

High Point, NC 27260

www.highpointmarket.org

Description:

The High Point Market is the largest home furnishings trade show in the world, with over 11 million square feet of showroom space in 180 buildings.

Date:

April 5-10, 2014

Show Hours:

Saturday - Wednesday 8am - 7pm

Thursday 8am - 5pm

Booth Cost:

\$2,000 for a 10x10 space

(no membership required)

Showrooms for furniture and accessories and sub-categories for each including bedding, soft goods, décor, rugs, etc.



The New York Pet Expo

Nassau Veterans Memorial Coliseum

1255 Hempstead Turnpike

Long Island, NY 11553

www.newyorkpetexpo.com

Description:

The NY Pet Expo is a one-of-a-kind event in which you are welcomed to bring your pets. This allows vendors to connect directly with their animal clients.

Date:

May 3, 2014

Show Hours:

Saturday 10am - 6pm

Booth Cost:

\$1,000 for a 10x10 space
(no membership required)



SuperZoo Expo

Mandalay Bay Convention Center
Las Vegas, NV

www.superzoo.org

Description:

The pet industry's leading place for business. From top suppliers to unique resources to fly-off-the shelf products.

Date:

July 22-24, 2014

Show Hours:

Tuesday and Wednesday 10am - 5pm
Thursday 10am - 3pm

Booth Cost:

\$3,000 for a 10x10 space
(non-member rate)

A possible future opportunity to pursue



ISPA Expo

International Sleep Products Association
900 Convention Center Blvd.
New Orleans, LA 70130
www.ispaexpo.com

Description:

ISPA EXPO is the world's largest trade show exclusively for the mattress industry! Mattress producers come to ISPA EXPO for efficient "one-stop" shopping to fill their equipment, component, and service needs.

Date:

March 26-29, 2014

Show Hours:

Wednesday and Thursday 9am - 5pm
Friday 10am - 5pm, Saturday 9am - 12 noon

Booth Cost:

Non-member rate of \$8,000 for marketing fee, plus \$24 per square foot for all space sizes.

High-end pet boutiques are another great way to introduce your stylish products to a very targeted audience. Six popular locations in NYC include:



The New York Dog Shop

46 West 73rd St.

New York, NY

(212) 595-0800

www.thenewyorkdogshop.com

Pets on Lex

1109 Lexington Ave

New York, NY

(212) 426-0766

www.petsonlex.com

Fetch Club

85 South St.

New York, NY

(212) 401-8199

www.fetchclub.com

Trixie + Peanut

3 East 20th St.

New York, NY

(212) 358-0881

www.trixieandpeanut.com

Canine Styles

1195 Lexington Ave.

New York, NY

(212) 472-9440

www.caninestyles.com

Bitch New York

2005 Merrick Rd. #227

Merrick, NY

(877) 269-3647

www.bitchnewyork.com

Pet Boutiques in NYC

Five popular locations in LA include:

Pussy & Pooch Pethouse
and Pawbar
564 S. Main Street, 90013
Los Angeles, CA
(213) 438-0900
pussyandpooch.com

Maxwell Dog
12336 Ventura Blvd
Los Angeles, CA
(818) 505-8411
maxwelldog.com

My Pet...Naturally
12001 W Pico Blvd
Los Angeles, CA
(310) 477-3030
mypetnaturally.com

Woof Dog Boutique
3172 Glendale Blvd
Los Angeles, CA
(323) 661-7722
woofdogboutique.com

The Urban Pet
7515 Beverly Blvd
Los Angeles, CA
(323) 933-2100
theurbanpet.net



Pet Boutiques in LA

Five popular locations in Chicago include:

Tails in the City

1 East Delaware Place

Chicago, IL

(312) 649-0347

www.tailsinthecity.com

The Active Pet

5441 -1/2 N. Lincoln Ave.

Chicago, IL

(773) 942-6785

www.activepet.com

Doggy Style Pet Shop

2023 W. Division St.

Chicago, IL

(773) 235-9663

doggystylepetshop.com

For **Dog's Sake**

207 W. Superior

Chicago, IL

(773) 278-4355

www.fordogsake.com

D Spa & Pet Boutique

2211 W. Roscoe St.

Chicago, IL

(773) 935-2856

dspagrooming.com



Pet Boutiques in Chicago

Four popular locations in Miami include:



Doggie Bag Café
& Pet Boutique
7310 Biscayne Blvd
Miami, FL
(305) 710-7266
www.doggiebagcafe.com

Pet Palace Productions
1929 NE 164th St
North Miami Beach, FL
(305) 940-3131
www.petpalaceproductions.com

My Dog's Boutique LLC
10856 NW 27th St
Miami, FL
(305) 463-7151
www.mydogsboutique.com

Paws and Bone, Inc.
6805 SW 40th St
Miami, FL
(305) 668-7818
www.pawsandbone.com

Pet Boutiques in Miami

Four popular locations in Dallas include:



Lucca Bella Doggie
Spa & Boutique
2512 Oak Lawn Ave
Dallas, TX
(214) 559-0855
www.luccabella.com

Oak Clips Pet Boutique
& Grooming
502 N Edgefield Ave
Dallas, TX
(214) 484-6881
www.oakclips.com

Pet Resort Dallas
2737 W Mockingbird Ln
Dallas, TX
(469) 335-0400
www.petresortdallas.com

Aquarium Boutique
9035 Garland Rd
Dallas, TX
(214) 660-0537
www.theaquariumboutique.com

Pet Boutiques in Dallas

Three popular locations in Las Vegas include:

Snooty Pets

8560 W Desert Inn Rd

Las Vegas, NV

(702) 396-5510

www.snootypets.com

The Dog House

6569 Las Vegas Blvd. South

Las Vegas, NV

(702) 750-0033

www.thedoghouseboutique.com

Frisky Pet Emporium

4300 Meadows Ln #136

Las Vegas, NV

(702) 870-0939

www.thefriskypet.com



Pet Boutiques in Las Vegas

For advertising opportunities, featured stories and product endorsements.



Bark Magazine (1/4 page ad - \$1,250)

Topics explored in each issue of Bark magazine include behavior and health, recreation and travel, culture and community and art and literature.

Modern Dog (and Cat) Magazine

Each issue features breed profiles, budget buys, activities for you and your dog, health & wellness, dog-friendly travel destinations, rescue stories, product reviews and much more.

Cesar's Way Magazine (1/4 page ad - \$3,000)

Focuses on dog training and ownership tips, lifestyle articles and features on celebrity dog owners, pet products and more.

Best Friends Magazine (1/4 page ad - \$2,100)

Every issue is loaded with all the good news about companion animals and wildlife told through stunning color photos and inspiring stories.

Animal Wellness Magazine (1/4 page ad - \$840)

This educational and highly respected bi-monthly publication provides consumers with everything they need to know from the best natural foods and products to integrative veterinary advice, book reviews and healthy recipes.

From allyoucanread.com - Top 10 Editor's Choice Pet Magazines

Popular Pet Publications

PET ZEN DEN™



Providing your pet with a comfortable and stylish place for denning and burrowing.



Design,
Marketing
and Sales

