

MAY 30-31
2020



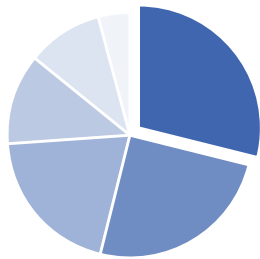
WORLD
Dog Expo


**MEADOWLANDS EXPO CENTER
SECAUCUS, NJ**

World Dog Expo markets itself as the **MOST CUTTING-EDGE SHOW** in the Pet industry with an emphasis on digital platforms. Including:

- *Huge digital screens on site*
- *High quality live event streaming*
- *Interactive social media*

13,500
ATTENDEES
IN 2019



 **29%**
OF ATTENDEES
WERE AGES 25-34

- 25% Ages 35-44
- 20% Ages 45-54
- 12% Ages 55-64
- 10% Ages 18-24
- 4% Over 65



FAMILIES THAT SEEK OUT EVENTS HAVE **HIGHER INCOMES & SPEND MORE**

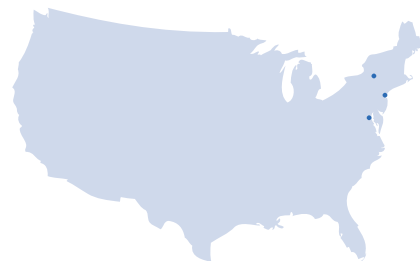


69% OF
ATTENDEES HAD
AN INCOME OVER

\$100,000

THAT'S **3X** THE
NATIONAL AVERAGE

OVER HALF
OF THE ATTENDEES
ARE FROM THE



- **NEW JERSEY/NEW YORK**
- **MARYLAND &**
- **DC MARKETS**

WHICH REPRESENT 3 OF THE TOP 4 MARKETS FOR HOUSEHOLD INCOME

MOST REPRESENTED CITIES:

- | | | |
|-------------|----------------|------------------|
| 1. NEW YORK | 3. BROOKLYN | 5. STATEN ISLAND |
| 2. NEWARK | 4. JERSEY CITY | 6. BRONX |

Visit our website www.WorldExpo.Dog For more information contact **Alyx Robertson** at ALYX@BARKLEIGH.COM or **717-691-3388**.