

ClickerExpo[®] 2020



Corporate Partner Opportunities

KAREN PRYOR CLICKER TRAINING



karen pryor

CLICKER TRAINING

Founded in 2001, Karen Pryor Clicker Training (KPCT) is a leader in the field of animal training and a recognized world leader in the science and application of marker-based positive reinforcement.

We believe passionately in the power of the clicker training approach to enrich the lives of pet owners, animal professionals, and the animals they live with, work with, or study.

We use our expertise to:

- Build strong bonds between people and the animals in their lives.
- Help people attain specific goals that support having animals in their lives.
- Enrich the lives of the animals and the people who care for them and work with them.
- Help professional trainers and other animal professionals succeed.

We accomplish this through:

- Education • Development • Partnering • Community

ClickerExpo^o

A pillar of Karen Pryor Clicker Training is our signature conference series, ClickerExpo: the world's most innovative animal training conference.

Drawing dog enthusiasts and animal professionals from all over the world with more than 75 insightful Sessions and hands-on Learning Labs, networking opportunities, and special events, ClickerExpo offers the opportunity to learn from the world's best trainers.

Seattle

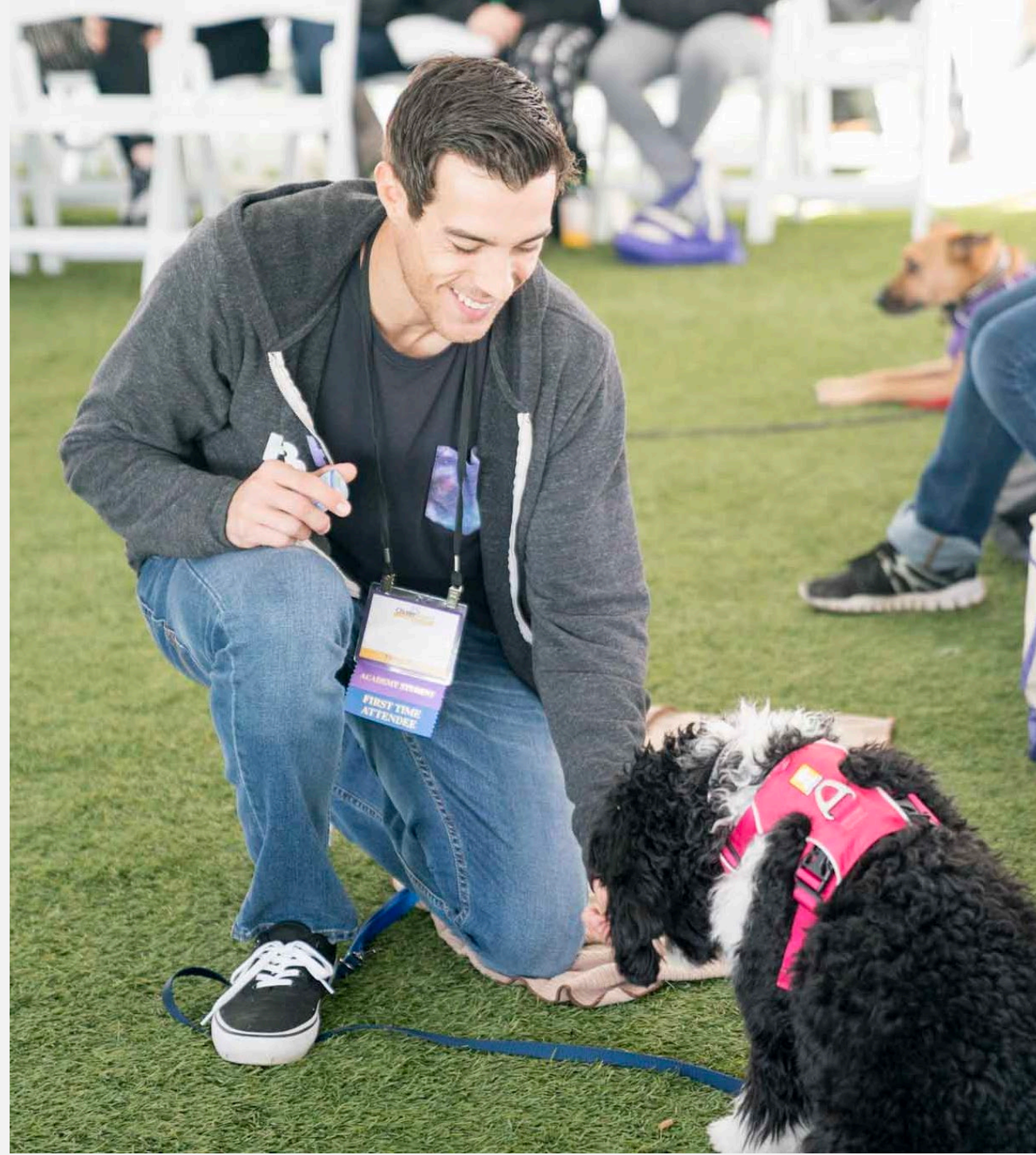
January 10 – 12, 2020

Hyatt Regency Lake Washington at Seattle's Southport

Louisville

March 13 - 15, 2020

Crowne Plaza Louisville Airport



WHAT MAKES CLICKEREXPO SO SPECIAL?



FRESH & FABULOUS

Our program is always changing, always science based and always leading edge.



ACCESSIBLE GREATNESS

The largest collection of world-class faculty - highly accessible and dedicated to your learning and growth.



THE "WOW"

Leave re-energized, bursting with ideas to try and filled with the insights that unlock new possibilities. Year after year we receive 99% satisfaction ratings!



CHOICE IS KING

The most learning choices, through 6 simultaneous courses and multiple formats all day, every day. That's more than 75 choices!



COMPANION COMPATIBLE

Learn with (or without) your dog in our innovative Hands-On Learning Labs or lecture-style Session formats



FUN & WELCOMING

From nose to tail, it's a warm, open learning culture unlike any other.



1100+

ANIMAL TRAINING ENTHUSIASTS AND PROFESSIONALS



**A DIVERSE AUDIENCE WITH SKILLS
ACROSS ALL LEVELS**
AS SELF-RATED IN 2019

14%

BEGINNER

52%

INTERMEDIATE

35%

ADVANCED

WITH VARIED INTERESTS....



DOGS



BEHAVIORAL
SCIENCE



VETERINARY



ANIMAL WELFARE



HORSES



EXOTIC ANIMALS



SMALL ANIMALS



PET INDUSTRY

50/50

RETURN ATTENDEES VS.
NEW ATTENDEES
EACH YEAR

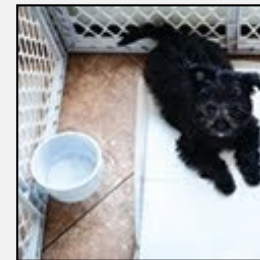
...AND INDUSTRIES!



GENERAL
TRAINING



PET OWNERS



KENNEL &
DAY CARE



SERVICE DOG
TRAINING



COMPETITION



HEARING OR
THERAPY DOG



**At ClickerExpo, each partnership is customized to meet your individual goals.
Read on to review sample offerings, and contact us to create a package built for you.**



CATEGORY SPONSOR

TOP BENEFITS INCLUDE:

- Protected category exclusivity.
- Dedicated Session on Saturday or Sunday morning to speak about your product.
- 6' x 8' space in the ClickerExpo Store that includes a 6' table, chair, electricity and Wi-Fi.
- Opportunity to include a promotional item, product sample, or printed insert in attendee gift bag.
- 3-day registration for (2) and opportunity for 50% discount on (1) 3-day registration.
- Branding and promotional opportunities through our conference mobile app and social channels.
- And much, much more!

Packages start at \$3,850 per event!

PROTECTED CATEGORIES: Toys & Recreation

OFFICIAL SPONSOR

TOP BENEFITS INCLUDE:

- 6' x 8' space in the ClickerExpo Store that includes a 6' table, chair, electricity, and Wi-Fi.
- Exclusive product demonstration during a morning or afternoon break.
- Opportunity to include a promotional item, product sample, or printed insert in attendee gift bag.
- 3-day registration for (1) and opportunity for 50% discount on (1) 3-day registration.
- Branding and promotional opportunities through our conference mobile app and social channels.
- And more!

Packages start at \$2,800 per event!



The ClickerExpo Store’s prime location next to coffee, meals, and fun evening events makes it easy for attendees to visit multiple times throughout the day.

With demos happening during most breaks, attendees know the Store is the place to be!

	Pre-Conference	Morning Coffee Break	Lunch	Afternoon Break	Evening Hours
Thursday					5:00pm – 7:00pm Welcome Reception
Friday	7:30am – 9:00am	10:00am – 10:30am	12:30pm – 2:00pm	3:30pm – 4:00pm	5:45pm – 6:30pm
Saturday	7:30am – 9:00am	10:30am – 11:00am	12:30pm – 2:00pm	3:30pm – 4:00pm	6:00pm – 6:30pm Book & Media Signing
Sunday	7:30am – 9:00am	10:30am – 11:00am	12:30pm – 2:00pm		

How are we different from the rest?

- Attendees love our complimentary bag-check, which allows them to add items throughout the weekend.
- More than 3 hours unopposed each day!
- During non-peak hours, we encourage our partners to attend the Sessions and Labs.



STORE VENDOR

BENEFITS INCLUDE:

- 6' x 8' space in the ClickerExpo Store that includes a 6' table, chair, electricity and Wi-Fi.
- 3-day registration for (1).

Packages start at \$1,750 per event!

Limited spots available in Louisville!



Make it Memorable with...

WELCOME RECEPTION

ClickerExpo kicks off on Thursday evening with a complimentary Welcome Reception. Attendees will enjoy light hors d'oeuvres, access to a cash bar and networking as they check in at registration and get the first look at all the goodies in the ClickerExpo Store!

Average attendees: 300

TOP BENEFITS INCLUDE:

- Co-branded signage at the event and promotion leading up.
- Opportunity to include a promotional item, product sample, or printed insert in attendee gift bag.
- Branding and promotional opportunities through our conference mobile app and social channels.

Packages start at \$1,400 per event!

Deadline: Louisville – February 7, 2020





CONFERENCE BREAKFAST

Start the day off right in a casual atmosphere with attendees as they select their courses for the day and catch-up on the prior evening's festivities.

Partners may sponsor breakfast on Friday, Saturday, Sunday, or all three days.

Average attendees: 100 per day

TOP BENEFITS INCLUDE:

- Co-branded signage on each table at breakfast.
- Opportunity to distribute promotional item, product sample, or printed insert to breakfast attendees.

Packages start at \$728 per meal, per event!

Deadline: Louisville – February 7, 2020

NETWORKING LUNCH

It's more than just a lunch... join in on roundtable discussions and share knowledge and insight with attendees as you connect on topics of mutual interest! This luncheon integrates a fun networking angle, as attendees self-seat based on table topics. With a natural ice-breaker, these lunches are big hit throughout the weekend with engaging conversation and lasting connections.

Partners may sponsor lunch on Friday, Saturday, Sunday or all three days.

Average attendees: 200 - 225 per day

TOP BENEFITS INCLUDE:

- Co-branded signage on each table at lunch.
- Opportunity to distribute a promotional item, sample, or printed insert to lunch attendees.

Packages start at \$1,032 per meal, per event!

Deadline: Louisville – February 7, 2020





FRIDAY NIGHT SOCIAL EVENT

The first night of ClickerExpo is a great time to reconnect with old friends and make new ones! At this event, attendees kick back and relax with a fun, structured networking game, photo booth, music, socializing, food, cash bar, and chance to win great prizes!

Average attendees: 125 - 175

TOP BENEFITS INCLUDE:

- Hosting the most fun party ClickerExpo has ever seen!
- Co-branded signage at the event and promotion leading up.
- Opportunity to have further event presence through co-branded photo booth props.
- Logo and name inclusion in Karen Pryor Clicker Training's Facebook photo gallery for the Night.

Packages start at \$1,504 per event!

Deadline: Louisville – February 7, 2020

COFFEE BREAK

ClickerExpo days are chock-full, so why not help attendees stay alert and ready to learn? By sponsoring a coffee break, your company can interact with attendees during the day as they transition between courses.

Partners may present coffee 1-2 times per day on Friday, Saturday, Sunday, or all three.

Average attendees: 200

TOP BENEFITS INCLUDE:

- Co-branded signage around the Coffee Break.
- Opportunity to distribute one promotional item, product sample, or printed insert to coffee break attendees.
- Making many attendees' day!

Packages start at \$816 per break, per event!

Deadline: Louisville – February 7, 2020





Enhance the Experience with...

WATER BREAK or GREEN SPACE

Packages start at \$768

Deadline: Louisville – February 7, 2020

PHOTO GALLERY

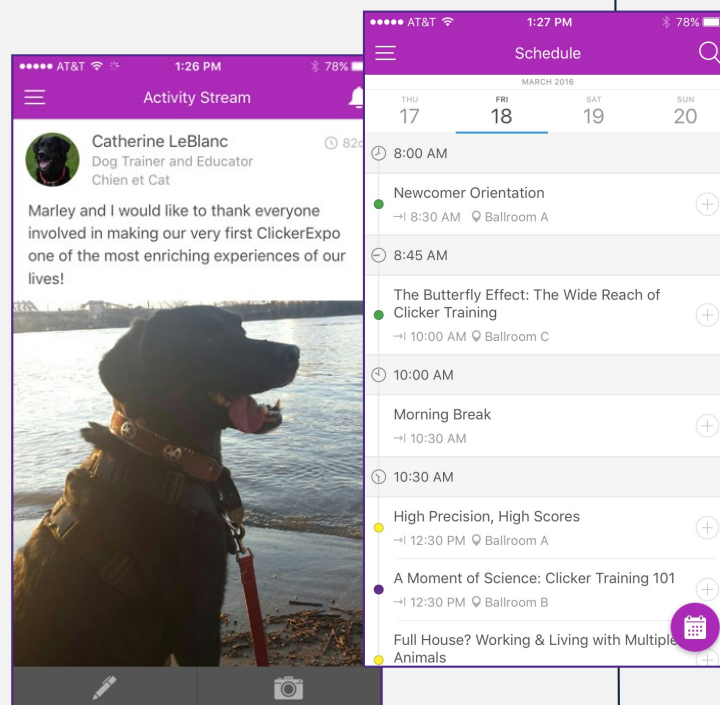
Logo and name inclusion in Karen Pryor Clicker Training's Facebook photo gallery, posted after the event

Packages start at \$1,368 per event



MOBILE APP presented by YOU!

Packages start at \$1,192 per event



LIVE STREAM

Name inclusion in promotion and live stream of (1) ClickerExpo course (approximately 10 - 15 minutes)

Packages start at \$1,056 per event

ClickerExpo^o 2020

**THANK YOU
AND HAPPY CLICKING!**