

# ClickerExpo 2019

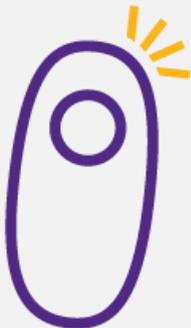


## Corporate Partner Opportunities

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

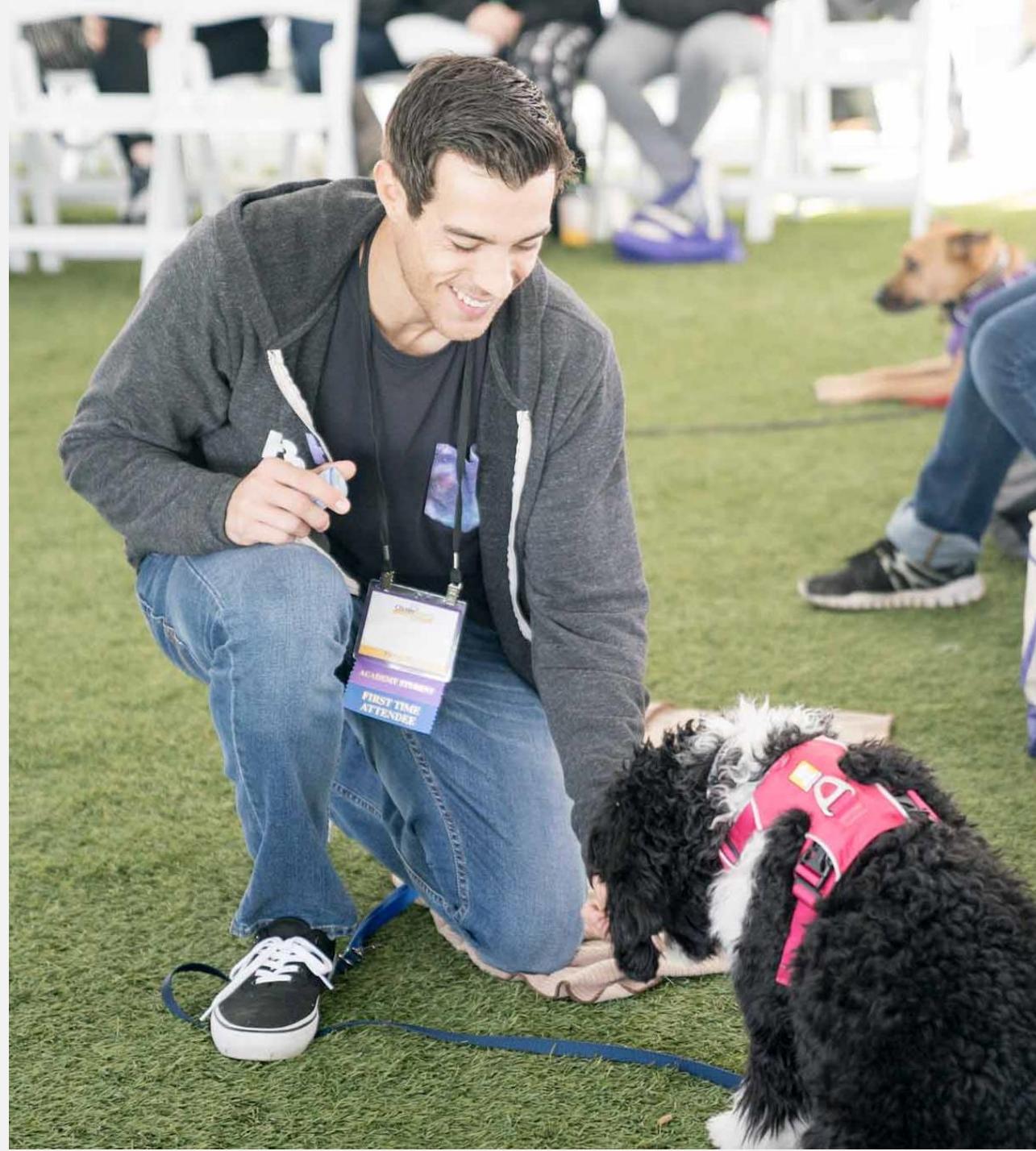
# ClickerExpo

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 80 insightful Sessions and hands-on Learning Labs, networking opportunities, and special events, ClickerExpo offers the opportunity to learn from the world's best trainers.

Portland, Oregon  
January 25 – 27, 2019  
Red Lion Hotel on the River – Jantzen Beach

Washington DC  
March 22 - 24, 2019  
Hyatt Regency Dulles



## 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 80 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**



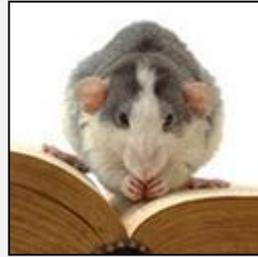
**A DIVERSE AUDIENCE WITH SKILLS  
ACROSS ALL LEVELS**  
AS SELF-RATED IN 2018



# 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.
- 8' x 8' space in the ClickerExpo Store that includes a 6' table, table skirt, 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 50% discount on a third 3-day registration.
- Prominent signage throughout the event and on-stage.
- Branding and promotional opportunities through our conference mobile app and social channels.
- And much, much more!

Packages start at \$3,500 per event!

PROTECTED CATEGORIES: Toys & Recreation

# OFFICIAL SPONSOR

## TOP BENEFITS INCLUDE:

- 8' x 8' space in the ClickerExpo Store that includes a 6' table, table skirt, 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 50% discount on a second 3-day registration.
- Branding and promotional opportunities through our conference mobile app and social channels.
- And more!

Packages start at \$2,500 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	5:45pm – 6:15pm 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:

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

Packages start at \$1,550 per event!



**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 \$1,750 per event!

Deadline: Portland – December 21, 2018 | Washington DC – February 15, 2019





# 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 \$650 per meal, per event!

Deadline: Portland – December 21, 2018 | Washington DC – February 15, 2019

# NETWORKING LUNCH

It's more than just a lunch... join in on roundtable discussions and share knowledge and insight with attendees and ClickerExpo speakers, 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 \$950 per meal, per event!

Deadline: Portland – December 21, 2018 | Washington DC – February 15, 2019





## 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 \$1,400 per event!

Deadline: Portland – December 21, 2018 | Washington DC – February 15, 2019

# 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

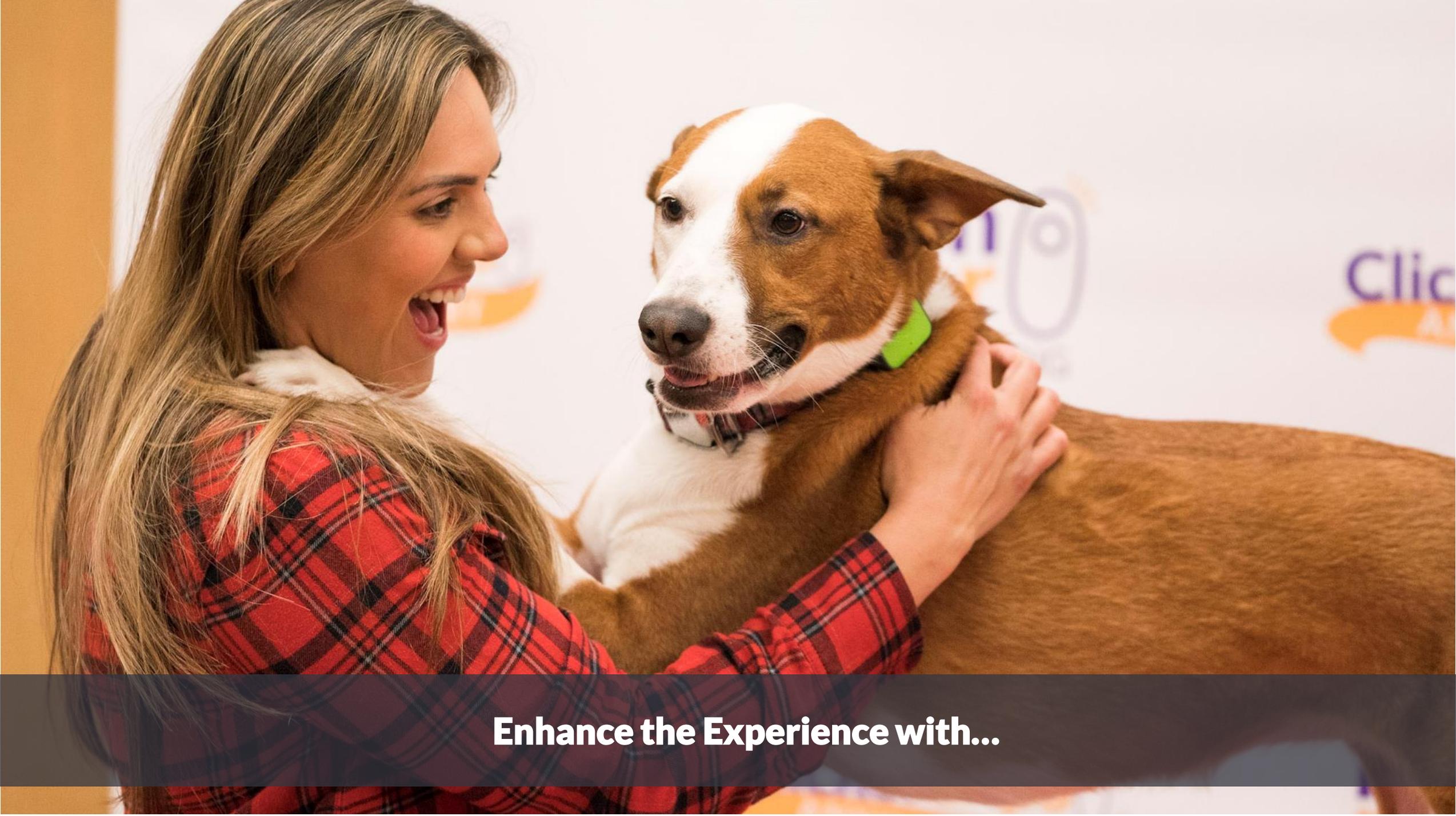
## TOP BENEFITS INCLUDE:

- 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 \$750 per break, per event!

Deadline: Portland – December 21, 2018 | Washington DC – February 15, 2019





**Enhance the Experience with...**



# WELCOME BAG

Packages start at \$4,500 for BOTH events

# WATER BOTTLE

Packages start at \$2,500 for BOTH events

# NOTEBOOK & PEN

Packages start at \$2,500 for BOTH events

# EVENT LANYARD

Packages start at \$4,000 for BOTH events

Deadline: November 16, 2018



# WATER BREAK or GREEN SPACE

Packages start at \$700 per event.

Deadline: Portland – December 21, 2018 | Washington DC – February 15, 2019

# ATTENDEE LOUNGE

Packages start at \$800 per event!

# FACULTY LOUNGE

Packages start at \$650 per event!

Deadline: Portland – December 21, 2018 | Washington DC – February 15, 2019



# PHOTO GALLERY

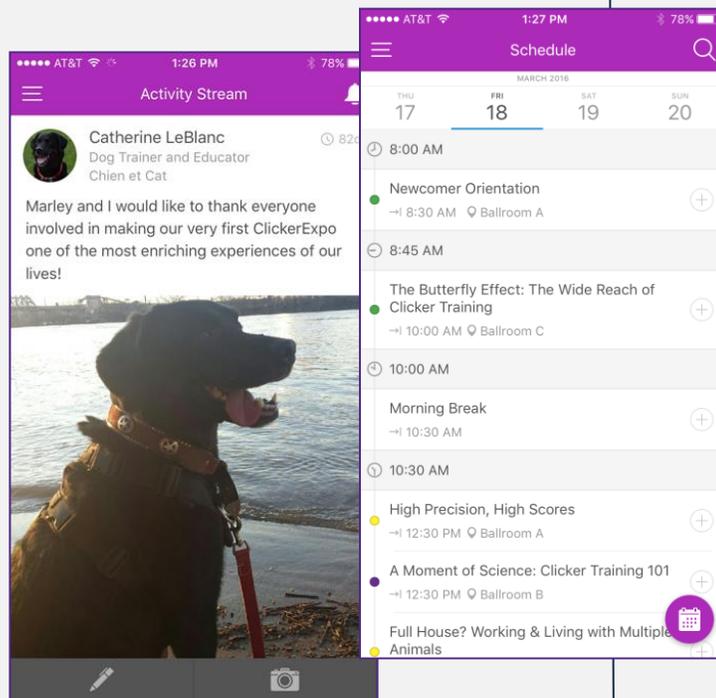
Logo and name inclusion in Karen Pryor Clicker Training's Facebook photo gallery, posted after the event

Packages start at \$2,000 per event



# MOBILE APP presented by YOU!

Packages start at \$1,150 per event



# LIVE STREAM

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

Packages start at \$1,000 per event

# ClickerExpo 2019

**THANK YOU AND HAPPY CLICKING!**

*Questions? Email us at [events@clickertraining.com](mailto:events@clickertraining.com)*