APPLY NOW | VENDOR INFORMATION PACKAGE

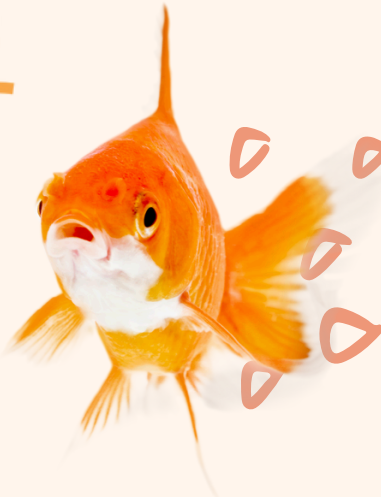
PETSLIFEFESTIVAL.COM.AU





PETS LIFE FESTIVAL





EVENT DETAILS

Hunter Events Group is thrilled to introduce Pets Life Festival, our newest and most exciting event for pet lovers of all kinds! Hosted at The Station in Newcastle, this family friendly festival is set to bring together animal enthusiasts from across the region for a day full of fun, learning, and furry friends.

Pets Life Festival is more than just a celebration of pets, it's a chance to make a real difference. Meet local animal rescues, learn about their incredible work, and show your support through food or monetary donations. Every dollar donated will go directly to our partner rescue foundation to help animals in need.

What's in Store?
From adorable petting zoos to educational wildlife shows, and a variety of pet and human market stalls, there's something for everyone! And of course, delicious food and drinks will be available throughout the day to keep both two legged and four legged guests happy.

What's a pet festival without a little fun? On day, we will have live dog comps🏆
🐾 Enclosed dog races
🎭 Best Dressed
🐶 Cutest Dog
😁 Best Smile
🐕 Waggiest Tail
⚡ Best Trick
🎖️ Sweetest Senior

💎 Winners will take home their very own VIP (Very Important Pup) Hamper!

Stay tuned for more details, and we'll see you at Pets Life Festival!



HUNTER EVENTS GROUP
Complete Event Solutions

PETS LIFE FESTIVAL

24TH MAY 2026 | 9AM - 2PM | THE STATION

LEAD TEAM
HUNTER EVENTS GROUP



Louise Pea
Director & Event Leader
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Logistics Manager, Event Coordinator
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PETS LIFE FESTIVAL

WHY EXHIBIT?

Hunter Events Group's Pets Life Festival is going to be an incredible event that is heading into Newcastle May 2026. As passionate animal lovers, our team is dedicated to making a real impact in the lives of rescue animals while creating a vibrant, interactive, and engaging event for the whole community.

This isn't just another pet event. It's a one-of-a-kind experience packed with interactive activities, educational shows, petting zoos, incredible market stalls, pet photo zones, delicious food, and so much more. Whether you're a proud pet parent, an animal enthusiast, or just looking for a fun-filled day out, Pets Life Festival is the place to be.

We are committed to ensuring our vendors thrive at this event, making participation as successful and rewarding as possible. Here's what we promise:

- Exclusive vendor categories with limited spots per category to maximize your success. First in, first secured.
- Balanced food and beverage selection to meet demand without oversaturating the market.
- A community-first approach dedicated to supporting local businesses and boosting exposure for our region.

If you are an animal lover and are interested in showcasing or demonstrating your services or products, please reach out to us as we would love to support your business and provide you and your company with increased business exposure and success.

All stalls are not required to sell animal products on the day, regular markets will be accepted too.



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STALL OPTIONS

FOOD & DESSERTS

EG. FOOD TRUCKS, BURGERS, CREPES, ETC.

$250 + GST for event - 3m x 3m area
$300 + GST for event - 3m x 6m area
$350 + GST for event - 3m x 9m area

PACKAGED FOOD STALLS:

EG. CONFECTIONARIES, INCL. LOLLIES, CHOCOLATES, ETC.

$100 + GST for event - 3m x 3m area
$150 + GST for event - 3m x 6m area
$200 + GST for event - 3m x 9m area

BEVERAGE (NON-ALCOHOLIC)

$150 + GST for event - 3m x 3m area
$200 + GST for event - 3m x 6m area
$250 + GST for event - 3m x 9m area

PROFESSIONAL STALL

PET PHOTOGRAPHY, PET GROOMING - BUSINESS PROMOTING THEIR OWN BUSINESSES.

$125 + GST for event - 3m x 3m area
$150 + GST for event - 3m x 6m area
$175 + GST for event - 3m x 9m area

NOTE: Marquees/booths/tables are NOT provided.
All stalls must provide their own if required.



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SEE NEXT PAGE FOR MORE STALL TYPES.

STALL OPTIONS

ANIMAL RELATED STALL

PET TREATS, PET ACCESSORIES ETC.

$125+ GST for event - 3m x 3m area
$150 + GST for event - 3m x 6m area
$175 + GST for event - 3m x 9m area



MARKET STALL

$75 + GST for event - 3m x 3m area
$100 + GST for event - 3m x 6m area
$125 + GST for event - 3m x 9m area

POWER

$50 + GST for 1 x 10amp or 1 x 15amp (1 plugin)
$100 + GST for 1 x 3phase (1 plugin)
$100 + GST 2 x 10amp/15amp (2 plugin)

NOTE: Marquees/booths/tables are NOT provided.
All stalls must provide their own if required.

DISCLAIMER: Stall types will be assessed on a case by case basis, determined by product type, and is up to the discretion of Hunter Events Group.

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SEE NEXT PAGE FOR EVENT PARTNER OPPORTUNITIES

EVENT PARTNERS



ANIMAL RESCUES AND SHELTERS

To show our appreciation and encourage local participation, we are offering local animal rescues and centres the opportunity to be part of our highly anticipated Pets Life Festival completely free of charge. This is our way of supporting and celebrating the incredible work you do while fostering community engagement and connection.

This is a unique opportunity to connect directly with a passionate audience of pet owners and animal lovers, showcase your rescue centre, and elevate your brands' visibility. By joining us, you'll gain exposure to thousands of attendees, create meaningful community connections, and help educate and inspire pet owners about what you do to make a difference and how people can offer the best care for their furry friends.

Secure your place now and be part of a festival that celebrates pets, supports local businesses, and makes a real difference in the lives of animals in need.

Apply to enquiries@huntereventsgroup.com.au to receive our event partner form for Pets Life Festival.

Interested in providing an educational speech, demonstration, service or wildlife or animal show at our event?
(Wildlife Show, Pet Photography Zone, Educational Talk, etc.)
Please email enquiries@huntereventsgroup.com.au for more information about opportunities to become an event partner.

Animal Rescue Centres will have the chance to promote adoption opportunities, and local reptile parks, animal carers and zoo's can highlight their expertise and educate our attendees through live demonstrations and consultations.

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EVENT MARKETING

EVENT MARKETING

- Extensive local and extended regions social media marketing
- Numerous event platforms including ATDW and event marketing sites
- Council and local community marketing platforms and 'What's On' pages for the respective locations (including Visit NSW and Lake Mac Community Marketing for example)
- External digital marketing campaigns with local advertising companies (Hunter Hunter, Newcastle Live, etc.)
- Newsletters writeups to growing database of over 12k+
- Local (Hunter Region and surrounds) signage distribution
- Social media features across multiple accounts (Facebook + Instagram)
- Paid Social Media Campaigns reach of 200,000+ impression with a reach of 100,000+
- Digital Media Kits provided to all attendees for external promotion
- Oztix ticketing platform marketing and EDM
- Promoted through exhibitors social media (Ts & Cs)
- Extensive SEO event website marketing

VENDOR MARKETING

- Event platform websites
- Social media marketing across multiple accounts with 20K+ following
- Event website vendor listing (your logo with click-through to your website)
- Oztix (ticketing partner) exposure
- 'Supplier Spotlight' social media posts on the event social pages
- Venue website 'What's On' pages
- Signage and online features including marketing campaigns

with Hunter Hunter and Newcastle Live etc*



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TICKET ENTRY

ADULTS STANDARD ENTRY TICKET – $5 + BOOKING FEE
UNDER 18 ENTRY IS FREE

All Ticket holders will have access to all areas of the events including:

- Pet Stalls & Treats
- Food & Beverage Stalls
- Market Stalls
- Petting Zoo
- Dog Shows & Competitions
- Animal & Wildlife Educational Shows
- Local Animal Rescue and Adoption Centres
- Pet Food & Donation Drive
- Pet Photobooth Zone
- Live Music
- Kids' Entertainment





This event is funded completely by a small local business with no grants or funding supplied which is why we charge an entry fee to cover the event and logistical costs of organising, planning and coordinating. The money we receive from our tickets are to cover all event expenses (marketing, advertisement, venue hire fees, suppliers, entertainment, infrastructure, printing, expenses and staffing hours, etc.). Our goal is to provide an affordable, high-quality event for the local community, highlighting local vendors, suppliers and local animal rescue centres while ensuring a successful and enjoyable experience for all involved.

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EVENT INFO & RULES

Marketing:
To ensure we promote your business appropriately we ask that you provide us with your business bio and logo. Marketing images will be selected from your social feed and the social media post will only happen once payment is made in full.

Payment Details:
If payment was not paid in full upon application and/or the application didn't require any amendments, the remaining invoices will be sent to approved applicants to be paid in full by the due date provided on the invoice, unless a payment plan has been arranged.

Terms & Conditions:
1. Display Information
1.1 Spaces will be allocated in order of receipt of applications upon confirmation.
1.2 We ask that stalls are professional and not tacky in appearance to keep our event looking professional and of a high standard.

2. Rules / Requirements
2.1 Maximum depth of stalls is as per our pricing page. Should you require increased depth please note this on your application form, we may be able to accommodate this requirement.
2.2 There will be access to water at the venue however exhibitors must provide their own containers and means of transporting it. Exhibitors must also bring their own hoses if required, costs are on application depending on volume required. There are limited taps available.
2.3 All stalls are to bring their own area marquee.
2.4 Exhibitors are to be present at the event and at their stall from 9:00am – 2:00pm. Bump in time begins from 7am, and all stalls must be ready for patrons by 9:00am.
2.5 Please supply Hunter Events with a photo of your proposed exhibition space and products for advertisement.
2.6 The event organiser wants to ensure all stands give an outstanding impression and opportunity for business potential for all exhibitors.
2.7 Bump in and bump out rules and requirements must be adhered to and will be issued within the month before. Should you require more information on these procedure before booking a stall please advise. Bump in will begin on Sunday 24th from 7am with further confirmation to be given closer to the event.

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PETS LIFE FESTIVAL

EVENT INFO & RULES



2.8 Stand sharing is not permitted. Only one business is permitted to operate within a single stall.
2.9 There are no dividing walls to separate exhibits provided. If you require dividing walls and back drops, you must provide them yourself.
2.10 This is an all-weather event and will proceed unless conditions are deemed unsafe for any event stakeholders, as determined at the organiser's discretion.
2.11 If the organiser chooses to postpone the event for any reason, or if a governing body (local, state, or federal) requires the event to be postponed for reasons beyond the organiser's control, the event will be postponed, not cancelled and re-booked for a new date. Your stall commitment will automatically transfer to the new event date. Refunds will not be applicable, as outlined in clause 2.15.
2.12 If you have paid for an event and advise us after the final invoice due date that you are no longer able to attend, all payments are non-refundable and cannot be transferred to another event. Your stall type is held exclusively for you, which limits us from offering it to other suitable applicants within your category. However, if we are able to fill your place with an identical stall type, a credit may be applied to your account.
2.13 Public Liability Insurance is required and food vendors must provide their FSS when completion of application form. If either expires during the period of being on board for the event, you must send your updated document as soon as possible.
2.14 Your stand must comply with risk management and WH&S under the direction of the event organiser.
2.15 All fees paid to Hunter Events Group for the Pets Life Festival are non-refundable, unless their submission to become a vendor is denied upon application and a full refund will be provided within 5-10 business days.
2.16 The exhibitor acknowledges that an exhibition space will not be confirmed until full payment has been received.
2.17 Exhibitors who have not completed full payment for their site fees will not be permitted to enter or set up at the specified venue. The event organiser reserves the right to legally recover the site fees from the exhibitor.
2.18 Exhibitors are required to do at least two social media posts & share the Facebook event twice to your followers tagging @petslifefestival on Facebook & Instagram and @huntereventsgroup on Instagram in the lead up, every marketing action helps.

3. Terms and Conditions
3.1 Upon signing this application form and further making payment the exhibitor accepts the terms and conditions set by the event organisers.
3.2 Payment will be required in full by the due date stated on your invoice that will be issued within 7 days of your vendor application.
3.3 Power and water supply is available to exhibitors, provided they have informed us of their requirements prior to the event.
3.4 All exhibitor electrical items, chords and equipment must be Safety Test Tagged. All cords must be taped down securely.

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PETS LIFE FESTIVAL

EVENT INFO & RULES

3.5 The event organiser will not be held liable for any loss or damage or harm as a result of:
a) An act of god
b) War or terrorism
c) Civil or military actions
d) Natural disaster
e) Strikes
f) Utility supply and equipment failure
g) Insufficient exhibitors or patron non-attendance
h) Exhibitor sales at the event
i) Causes beyond the control of the event organiser



3.6 The event organiser will not be held responsible or liable for damages to an exhibit caused by fire, water, storms, strikes, riots, or any other circumstances. As an exhibitor, you understand and accept that you take full responsibility for your stand, belongings and costs that may arise from your participation in this event.
3.7 The event organiser is not responsible for the security, loss or damage to any of the exhibitor's items and belongings left unattended throughout the event. This also includes damage and loss to said items in an emergency situation. Exhibitors need to have their own property and business insurance and provide a valid copy with your application.
3.8 Except as stated herein, the event organiser makes no representations, conditions, or warranties in relation to the event. Under no circumstances shall the organiser be liable in contract or otherwise for any injury or death of any person, damage to property, economic loss or any indirect, special or consequential damages caused by or arising out of the exhibition or cancellation of the event. The exhibitor shall indemnify and keep indemnified the event organiser against all costs, damages, claims or proceedings in respect thereof. In particular, the exhibitor hereby confirms that the Public Liability Insurance policy held by them covers risks associated with display of merchandise at this event by the exhibitor, this policy must be received by the event organiser.

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EVENT INFO & RULES

3.9 All documents and information shared by Hunter Events Group is copyright to Peachman Group IP. All rights reserved. No document, image, form, information or other intellectual property shared by Hunter Events Group or any of its representatives/employees may be duplicated, broadcasted, replicated, edited or shared to a third party without express written permission from Louise Peachman, Director of Hunter Events Group and Peachman Group IP. You agree not to use this document, or any document shared by Hunter Events Group or any of it's representatives/employees except in accordance with these Terms and Conditions. Any use by you inconsistent with these Terms and Conditions may constitute a breach of Hunter Events Group's rights, including its rights under the Copyright Act 1968, resulting in legal action and your removal from the event.

4. Cancellation Policy
4.1 Any cancellation by exhibitors and stall holders must be advised to the event organiser in writing. Assessment of cancellation penalties will be done on the day that the written advice of cancellation is received by the event organiser in line with the cancellation policy. The event organiser reserves the right to re-sell the cancelled site.
Cancellation penalties are:
a) If an exhibitor cancels a booking for any reason and the event is within one week, the total invoiced booking fee is non-refundable.
b) If an exhibitor cancels a booking for any reason with more than one week notice, the event organisers may consider transferring the booking to another event or future market date.

5. Food & Beverage
5.1 Any exhibitor selling or providing food or selling food must advise the event organiser in writing prior to submitting application form. Event organisers will require all relevant food certificate / safe handling of food must be provided.
5.2 This is a family friendly event and there will be strictly no alcohol to be sold or on the premise of the event venue.



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PETS LIFE FESTIVAL







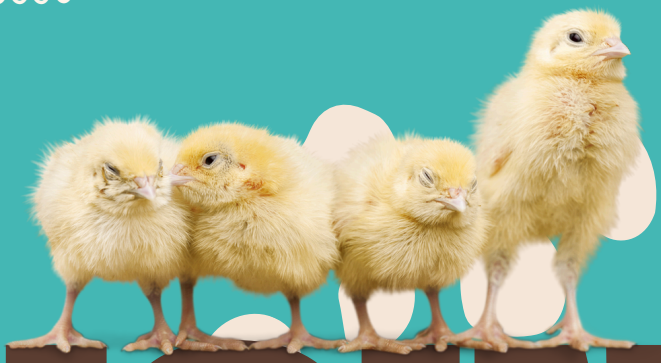



SHOP
EXPLORE
FRIDAY NIGHT FEAST BAR



24TH MAY 2026 | 9AM - 2PM | THE STATION

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JOIN US AT PETS LIFE FESTIVAL



APPLY HERE



