

The CFA Pittsburgh Pet Expo and Cat Show

November 18-20, 2022

by Allene Tartaglia

CFA attended this premier and highly-anticipated event which attracts more than 18,000 attendees. It is a yearly event and the largest consumer pet trade show on the east coast. CFA was invited by the expo organizers to hold a cat show in conjunction with the Pet Expo... and we did - an 8 ring (6AB, 2Spec) show on Saturday and Sunday. The Pet Expo was open Friday night from 5:00 p.m. to 9:00 p.m., but, unfortunately, there was no cat show for spectators to experience. However, thanks to Desiree Bobby and her Lykoi and Dawn Strosko with her Companion Cats, visitors were still able to visit with a few cats at the CFA booth.

In addition to the opportunity to show off CFA cats, this event also provided the opportunity to debut the new CFA logo and

brand style in the pop-up banners and table runners. The graphics were bigger than life and very dramatic. Both taglines, "Since 1906" and "We Know Cats", were used. The table runners were cloth (not plastic or paper) with the logo printed in the center of the section which hangs over the front of the table. There are black and white

options. If the color of the runner matches the color of the table skirting (for example black and black), it's almost imperceptible that the runner is separate from the regular skirting. The runners were used for the tables in the CFA booth, in the judging rings and in the Pet Me area. They can also be hung over pipe and drape. Many options to showcase the CFA logo. (Please note the CFA booth items are not available for loan, however, we can work with clubs/shows to design "swag" for their use. Interested? Contact Teresa Keiger, tkeiger@cfa.org.)

The CFA booth and nearby Pet Me area had a steady flow of visitors. All visiting pets were well behaved as were kids. The demographics of people visiting the show were the audience we are trying to expand, younger people and families. Lykoi, Sphynx, CCW, Cornish Rex and a Japanese Bobtail Longhair were greeting spectators.

As you might imagine for a pet expo, a variety of pets were either on display at the various vendors or attended with their owners: dogs, cats, birds, chameleons, snakes, etc. Dogs, cats, and even a snake visited the CFA booth area. Sorry, no pictures of the snake available but it was friendly and interacted with a couple cats. Amazingly, the CFA cats (in the cat show or Pet Me) didn't seem to be bothered by the con-



stant dog barking which came mostly from the lure course (a large area with a lure that dogs chased around the track). Several of us from the cat show were intrigued by the lure course and think it's something cats might enjoy. Stay tuned for further developments on this!

A huge thank you to the show judges and exhibitors who made this event happen!