



Exhibit Booth Space Contract 2017

June 24 and 25 11:00 am - 4:00 pm

Allen County War Memorial Coliseum, Fort Wayne, IN

Allen County SPCA, 4914 S. Hanna Street, Fort Wayne, IN 46806
Phone: 260-744-0454 • Fax: 260-456-5184 • email sarah@acspca.org

www.northernindianapetexpo.org

FOR OFFICE USE ONLY

Received by: _____

Approved by: _____

Date: _____

SPONSOR INFORMATION:

Company Name _____ Contact Name: _____

Address: _____ City _____ State _____ Zip _____

Email: _____ Website: _____

Telephone: _____ Fax: _____

BOOTH REQUEST INFORMATION:

Champion Levels

\$4,000 \$6,000 \$7,500 \$10,000

All 4 Champion Level Sponsorships include:

- Logo and mention in television advertising on INC (Value: \$20,000)
- Mentions in radio advertising (Value: \$6,000)
- Mentions in press releases and on event signage in venue
- Logo and listing on event program
- Featured as a sponsor on the Expo web site including logo and a listing with link to your company's web site
- Mentions over PA at event
- Custom banner provided at event with your logo
- 10x20 booth space to display company information/merchandise

In addition the **Champion Levels** receives the following

\$4,000 Level

- Adoption Area Sponsor title in printed collateral
- Logo on bags at event

\$6,000 Level

- Adoption Area Sponsor title in printed collateral
- Logo on vinyl adoption paws located on venue floor throughout the aisles

\$7,500 Level

- Coupon distribution point with optional coupon to promote your business (sponsor supplies coupons)

\$10,000 Level - Presenting Sponsor

- Dedicated news segment highlighting your business as a community partner in event (Value: undefined)
- Coupon distribution point with optional coupon to promote your business (sponsor supplies coupons)
- Logo on \$1 off admission coupon

Best Friends Levels

\$500 \$1,000 \$1500 \$3,500

All 4 Best Friend Level Sponsorships include:

- Listing on event signage in venue
- Listing on event program
- Featured as a sponsor on the Expo web site with a listing and link to your company's web site

In addition the **Best Friend Levels** receives the following

\$500 Level

- Display area for your literature in the Vendor Lounge
- Signage opportunity in or above Vendor Lounge

\$1,000 Level

- Signage opportunity in or above Water Hole or Info Area Sponsor area

- Opportunity for 10x10 booth space to display company information/merchandise

\$1,500 Level

- Logo on Event Volunteer & Staff tee shirts
- Opportunity for 10x10 booth space to display company information/merchandise

\$3,500 Level

- Logo on event program
- Mentions over PA at event
- Opportunity for 10x10 booth space to display company information/merchandise

PAYMENT INFORMATION:

Mastercard Visa Amex Discover **Amount to Charge:** _____

Card Number: _____ Exp. Date: _____ Security Code: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Name appearing on card (please print): _____ Phone No: _____

Signature: _____ Todays Date: _____

Exhibitor Booth Rules And Regulations

Please return this form along with application, liability insurance and if applicable, proof of Indiana's Retailers Licenses with required payment either credit card form or check made payable to: Allen County SPCA, Attn: Sarah Magsamen, 4914 S. Hanna Street, Fort Wayne, IN 46806 Telephone: 260-744-0454 Fax: 260-456-5184 or email sarah@acspca.org. Please read the rules and regulations thoroughly before you agree to participate in the Northern Indiana Pet Expo. There will be no exceptions made.

- Application is hereby made by the undersigned EXHIBITOR for exhibit space at the 2017 Northern Indiana Pet Expo to be held at the Allen County War Memorial Coliseum, Fort Wayne, Indiana from Saturday, June 24, 2017 through Sunday, June 25, 2017. Show hours are 11 am - 4 pm. The EXHIBITOR certifies that the printed matter on the Contract for Exhibit Booth Space along with the Rules and Regulations constitutes the entire agreement between the parties and has been read and that the terms and conditions set forth therein are fully understood by the EXHIBITOR and shall constitute a binding contract when this instrument is signed by both parties. EXHIBITOR must pay total amount by June 4, 2017 or space will be resold.
- Subletting of contracted exhibit space is NOT permitted. Special arrangements must be made, in advance, for two or more firms occupying the same exhibit space and written approval granted.
- Novelty and souvenir handouts permitted only upon approval of the show director. The use, distribution or sale of helium balloons is strictly prohibited.
- If Exhibitor is related to cat or dog food, samples may be distributed but they must conform to the following guidelines:
 - Solid treats or other animal products will be limited to "bite size"
 - Liquids will be limited to no larger than a 4 oz. cup
 - Ice cream or frozen dessert are considered liquid
 - Pre-packaged samples must be smaller than 1 lb.
- Interview, solicitation and demonstrations must be confined to the limits of the space contracted for in the agreement. Exhibitors will not be permitted to stage live musical entertainment within their exhibit areas. This restriction prohibits the use of live musicians, singers, dancers and other entertainers, but does not prohibit the use of models to demonstrate product features.
- Music must be confined to earphones or similar closed-circuit device, unless such music is provided by Northern Indiana Pet Expo management. Amplified devices may be used on voice by Exhibitor as long as the exhibit space is larger than 800 sq. ft. and sound so amplified is not heard beyond the Exhibitor's purchased exhibit space. The Exhibitor agrees that he/she will stop using all amplified sound in his/her exhibit if it is deemed by Northern Indiana Pet Expo management that it does not conform to limitations set forth by this rule.
- Exhibitors will be held responsible for any and all damages to walls, floor, ceiling, or any other part of the Allen County War Memorial Coliseum that may be caused by erection, use or dismantling of its exhibit.
- Exhibitor's working personnel must display identification badges at all times when they are working the exhibit.
- Pet Expo management, and/or the Allen County War Memorial Coliseum shall not be held responsible for any loss or damage that may result from robbery, theft, fire, strikes, accidents or other destructive causes. ALLEN COUNTY SPCA insurance does not extend to exhibitor's property.
- Oil, gas or running of gasoline engines is only permitted with prior approval of the Allen County War Memorial Coliseum management.
- Lessee shall assume all costs and obligations arising from the use of patented and/or copyrighted materials, equipment, devices, processes or dramatic rights furnished or used or incorporated in the conduct of the event. Lessee agrees to indemnify and hold harmless the lesser and its duly authorized representative from all damages, costs, expenses, including attorney's fees, for or on account of the use of any patented and/or copyrighted materials, equipment, devices, processes or dramatic rights furnished or used by the Lessee in connection with the event. Lessee shall obtain and pay for all appropriate BMI, ASCAP and SESAC licenses for performances.
- Any violation of any of the terms and conditions of these rules and regulations on the part of any exhibitor will be cause to terminate the agreement to occupy space, and such exhibitor will forfeit to ALLEN COUNTY SPCA all monies which may have been paid. In case of any violation of the terms and conditions of these rules and regulations on the part of the Exhibitor, right is hereby given to the Allen County SPCA, to terminate the contract to occupy space, at its option, and ALLEN COUNTY SPCA may re-enter and take possession of the space occupied by the Exhibitor, and remove all persons and goods at the Exhibitor's own risk, without liability of ALLEN COUNTY SPCA therefore.
- Pet Expo management reserves the right to deny or refuse any space application - or insist upon the removal of any exhibit - for any reasons it decides is offensive, not appropriate or not in the spirit of the event.
- All decisions involving exhibitors made by the Northern Indiana Pet Expo management shall be final.
- In the event that this space agreement is subject to any federal, state, or municipal taxes, or other tax now or hereafter enacted, the amount of such tax shall be added to the price above agreed.
- ALLEN COUNTY SPCA and its employees will not be liable for any injury, loss or damages to the person or property of any exhibitor, or its employees, agents, guest or invitees arising from or in any way connected with the use of occupancy of exhibitor's space. The exhibitor agrees to indemnify and hold harmless ALLEN COUNTY SPCA and its employees against all claims arising out of acts or omissions of the exhibitor, its employees, agents, guests or invitees. The Exhibitor shall furnish a proper certification of liability insurance with no limit less than \$1,000,000 per occurrence/\$2,000,000 aggregate. If such certificate is not carried, see the sponsor for options.
- Any matters not covered by these rules are subject to the sole discretion of ALLEN COUNTY SPCA.
- 100% of booth space amount is due at time of signing. If Exhibitor must cancel after having paid 100% of rental fee and it is before June 4, 2017 we will refund 50% of the rental fee. Written notice must be received of such cancellations. After June 4, 2017 no monies will be refunded.
- At the close of the Expo, if Exhibitor owes Northern Indiana Pet Expo management any sums arising hereunder, or if Exhibitor fails to remove an exhibit, equipment or paraphernalia at the time determined by Northern Indiana Pet Expo management, Northern Indiana Pet Expo management is hereby given permission by Exhibitor to take immediate possession of Exhibitor's exhibit, equipment or paraphernalia. Same may be removed, sold at public sale or private sale with notice to Exhibitor and without relief from valuation or appraisal laws, in order to defray any sums due the Northern Indiana Pet Expo management or to pay removal costs. No dismantling or removal of booths is permitted prior to the official announced closing time on final day of show. Exhibitor acknowledges that in the event it dismantles or removes its booth(s) prior to the announced closing the Expo as well as other exhibitors may be harmed. The damages suffered if such an event were to occur would be uncertain and difficult to ascertain. Exhibitor thereby agrees to pay Northern Indiana Pet Expo management liquidated damages for unauthorized dismantling or removal of its exhibit, a sum equal to the total space cost Exhibitor is obligated to pay. Exhibitor acknowledges that the sum indicated as liquidated damages is not unreasonable and should not be considered a penalty.
- Pet Expo management will not be liable for the fulfillment of this agreement as to the delivery of space if non delivery is due to: fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, postponement or cancellation of the Expo, or any other cause beyond Northern Indiana Pet Expo management's control. Northern Indiana Pet Expo management will, however, in the event of not being able to deliver space for any of the foregoing reasons, reimburse Exhibitor for any amount paid, less any and all reasonable expenses incurred by Northern Indiana Pet Expo management for advertising, salaries, operating expenses, etc.
- In the event Exhibitor defaults in the performance or observance of any of the terms and regulations contained in this agreement, or Northern Indiana Pet Expo management employs attorneys to enforce all or any part of this agreement, Exhibitor will reimburse Northern Indiana Pet Expo management for the attorney fees incurred, whether or not suit is actually filed.
- This agreement shall be governed in accordance with the laws of the State of Indiana. Should Northern Indiana Pet Expo management commerce or maintain litigation to enforce the agreement, Exhibitor agrees to submit itself to the jurisdiction of the courts of Allen County, Indiana, for the purpose of such litigation and hereby waives any objection it might have to such litigation been commenced or maintained in the courts of Allen County, Indiana, on the basis of lack of subject matter jurisdiction, lack of personal jurisdiction, improper venue or inconvenient forum.
- All areas are 10 feet deep and 10 feet wide. (a.) You may construct your booth 8 feet tall at the back of the booth and a maximum of 10 feet wide for each single booth. (b.) Sides may extend forward a maximum of four (4) feet, 8 feet tall and an additional 4 feet at 3 feet tall. (c.) Booths that are back to back (frontage on 2 aisles will be limited on height as described in (b) above. Note - all exhibit booths are considered to face the long aisle, not the cross aisle, for purposes of this regulation. (d.) All non-standard sizes are basically the same as above, if in doubt, call management before you build. Important: Space dimensions shown on the floor plan and discussed in (18) are from center line of booth equipment such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance for this equipment.
- All vendors must have their booth space set up and ready no later than 10:30 am on June 23 and 24, 2017. All vendors must move in belongings and live animals through doors 11 & 12 and not through the front entrances. Check in and move in on Friday is from 12-4 pm but you must be out of the premises by 5 pm. Check in and move in on Saturday is 9 am - 10 am.
- It is your responsibility to get the provided vendor badges and parking passes to your booth workers. All badges and parking will be provided when you check in on Friday or Saturday. You may inquire about purchasing additional vendor badges or parking passes for the weekend in advance. No additional tags or parking passes will be provided at the show.
- There must be someone at the booth space at all times during the Expo. Members of the general public must be out of the arena before any booth tear down or exiting of arena by vendor occurs, which will not be before 4 pm. An announcement will be made each day to begin shut down. Violation of this policy will result in a forfeit of the event deposit.
- Exhibits with animals must have all licenses, permits and vaccinations required by the City, State or Federal government bodies with jurisdiction over the display, care and handling of such animals. For detailed vaccination requirements see our website or contact us before signing this document. In accordance with ACSPCA philosophies, all dogs and cats must be spayed or neutered and current on all vaccinations. No exceptions! The Northern Indiana Pet Expo management reserves the right to approve any animal or the display of any animal at the Expo. Any animal that the Expo or its agents deem unhealthy, not cared for, too dangerous or in any other way not satisfactory for display at the Expo must be immediately removed from the Expo by the Exhibitor upon notification. Exhibitors are responsible for removal of pet waste, food and other related materials to the approved waste receptacles. All Shelters and Rescues with animals must have adult handlers over the age of 18 with them at all times. No exceptions.
- For all shelters and rescues: We will allow any rescue to operate under their own adoption policies. If you allow same day adoptions, you can exercise that at the Pet Expo. Whatever is normally required of your shelter or rescue will be allowed that weekend. Please provide those policies in advance to the Allen County SPCA so we may use for informational purposes only.
- For artists: To qualify as an artist rate, all artwork must be of original design by the artist. No subcontracting is permitted. No buy/sell items.

Exhibitor Signature: _____ Date: _____

Company Name: _____