



You are invited to the 2nd Annual...
Red Deer Pet Fest

The Red Deer Pet Fest is an opportunity to celebrate the incredible relationships between people and their pets. Pet Fest wants to foster responsible pet ownership through education while also bringing attention to a wide variety of animal issues, services and products.

Event Attendees will enjoy entertainment provided by Canada's premiere canine entertainers, the PC Super Dogs including an interactive "Chat and Pat" and the opportunity to participate in a talent search competition to secure a spot on the Super Dog team! Additionally, the Trade Show portion of the event highlights a wide array of services and products that will enhance the health, happiness and quality of life for their animal family members.

For Event Exhibitors, the Red Deer Pet Fest is designed to be an interactive marketing opportunity where they can meet with a large pool of potential customers, conduct on-site sales of products and services, foster positive public relations and enhance brand recognition. Opportunities such as this are a great way to carve out your niche in the highly competitive Pet Industry while also emphasising the value of ethical pet ownership.

Don't miss out on this great opportunity! Booths will fill fast, so get your application in today.

Need more information? Contact us today:

Phone: 403-341-7811 Fax: 403-309-2546

Email: contact@reddeerpetfest.com

Business/GST No. 866861443RT0001

Furry Facts

The 2018 Red Deer Pet Fest saw an attendance of over 1,400 attendees in 2 days.

80%

of Pet Fest Attendees in Red Deer owned at least one dog.

51%

of Pet Fest Attendees owned at least one cat

52%

of Pet Fest Attendees stated they had more than one type of pet

55%

of Pet Fest Attendees saw the event promoted on social media channels

44,149

individuals who viewed Pet Fest social media posts in the past 28 days

12,239

individuals who viewed Pet Fest social media videos in the past 28 days

7,205

individuals who shared, liked, or commented on Pet Fest social media posts in the past 28 days

EXHIBITOR APPLICATION

RED DEER PET FEST

June 1 & 2, 2019
 Saturday 10 am - 6pm
 Sunday 10am - 5pm

Phone: 403-341-7811
 F: 403-309-2546
 Business/GST No. 866861443RT0001

PROCEDURE

1. Fill out the application completely.
2. Submit application forms via fax, email, or in person only. A physical form is required thus phone registrations will not be accepted.
3. Payment will be processed according to the attached documents or completed over the phone. An invoice will be sent out once payment has been processed.
4. For all exhibitors liability insurance, and for those selling or having animals onsite, vet records, vaccination reports, and licenses to sell will need to be brought to the Pet Fest set-up and copy provided to the registers.

Publicly Displayed Company Name: _____

E-Mail Address: _____

Primary Contact: _____ Position Title: _____

Primary Phone Number: _____ (Cell/Office/Company)

Address: _____

Street Address

City

Province

Postal Code

VENDOR CHOICES

BOOTH SIZES				
EXHIBIT SPACE SIZE	PRICE EXPIRES MARCH 4	PRICE EXPIRES APRIL 11	PRICE EXPIRES MAY 4	FINAL DEADLINE MAY 30
<input type="checkbox"/> 10 x 10 Rescue Sponsored or Not for Profit Booth	\$275	\$300	\$325	\$350
<input type="checkbox"/> 10 x 10 Small Business Booth (3 Employees or Less)	\$355	\$410	\$465	\$515
<input type="checkbox"/> 10 x 10	\$650	\$700	\$750	\$800
<input type="checkbox"/> 10 x 20	\$1300	\$1400	\$1500	\$1600
<input type="checkbox"/> 20 x 20	\$2550	\$2750	\$2950	\$3150
<input type="checkbox"/> 20 x 30	\$3900	\$4200	\$4500	\$4800
<input type="checkbox"/> Corner Add on (Per corner)	\$25	\$50	\$75	\$100
TOTAL BOOTH PRICE				\$

Setup Schedule:

1. Below is the set-up schedule for Vendors, please select three time slots that work best for your company.
2. Companies requiring trucks to move-in products will need to do so during the first two slots.
3. If you require additional time, please note this in the comments section.

- | | |
|---|--|
| <input type="checkbox"/> May 31, 2019 - 11:00am to 1:00pm | <input type="checkbox"/> May 31, 2019 - 3:00pm to 5:00pm |
| <input type="checkbox"/> May 31, 2019 - 12:00pm to 3:00pm | <input type="checkbox"/> May 31, 2019 - 4:00pm to 5:00pm |
| <input type="checkbox"/> May 31, 2019 - 1:00pm to 3:00pm | <input type="checkbox"/> May 31, 2019 - 4:00pm to 6:00pm |
| <input type="checkbox"/> May 31, 2019 - 2:00pm to 4:00pm | |

All booths include the following items:

- 8' back draping
- 3' side draping (unless on a corner)
- 2 Vendor Badges: Rescue Sponsored or Not for Profit Booth, Small Business Sponsored Booths, 10 x 10 Standard Booth
- 3 Vendor Badges: 10 x 20 Standard Booth
- 4 Vendor Badges: 20 x 20 Standard Booth and 20 x 30 Standard Booth
- *** Additional Vendor Badges Available Upon Request ***

Other available options:

- Power is available upon request and at additional costs, please contact us for further details
- Tables and other additional booth add-ons must be ordered and paid for directly through the Westerner Park's sole logistics provider Goodkey Show Services (Phone: 780-426-2211 or Email: exhibitorservices@goodkey.com)

***** PRICING WILL BE DETERMINED BY THE DATE THAT BOTH THE APPLICATION AND PAYMENT ARE RECEIVED *****

***** BOOTH PRICES INCLUDE 5% GST AND ALL OTHERS ADMINISTRATIVE FEES *****

***** EXHIBIT PRICES MAY BE SUBJECT TO CHANGE *****

Other Requirements:

All Exhibitors must submit proof of insurance by the show date with a Copy of the policy to be left with the registrants. Minimum of \$2,000,000.00 liability coverage is required. Your insurance company can transfer your existing liability insurance to include the Westerner Park, Spectrum Promotions and Red Deer Pet Fest as additional insured for the weekend of the show. If you do not have existing coverage, you will be required to purchase insurance designed specifically for exhibitors.

***** PLEASE NOTE *****

Encroachment: Exhibitors will be charged a fee for any intrusion into the aisles or other exhibit space during the hours of the event. Please ensure you have booked enough space to accommodate your needs.

PAYMENT OPTIONS

Cash or Cheque

- Cheque / Money order enclosed (Full invoice amount required if paying by cheque)
- I will stop by Career Assistance Network at Unit 102, 5214 47th Avenue during regular business hours (8:30am – 4:30pm) to process my payment via debit or cash before May 31, 2019.

Credit Card Payment Option

- I authorize \$ _____ from my credit card to satisfy the 100% total due for this contract upon its processing

Card Number: _____ Expiry Date: _____
Name on Card: _____ Signature: _____

*** Mail to: Unit 102, 5214 47 Avenue Red Deer, AB. T4N 3P7 or Fax to: 403-309-2546***

*** GST: 886867443 RT 0001 ***

*** PLEASE NOTE ***

Further communications, including invoices and the preliminary vendor package, will be sent to the e-mail indicated. List or describe products or services to be displayed. If you are a not-for-profit company or a charitable organization, please list your registration numbers in the below section as well as your official status.

CONDITIONS OF CONTRACT - EXHIBITOR

For the purposes of these conditions Spectrum Promotions, a division of Career Assistance Network, shall herein be referred to as Management; the event, event space and event staff shall be referred to as the Show; and the exhibitor shall be referred to as Vendor.

- I. **RULES & REGULATIONS:** The Vendor agrees to abide by all regulations and rules adopted by Management in the best interest of the Show, and agree that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the Show. All Vendors will be required to observe such further rules and regulations as Management may consider it necessary to impose for the success, safety, and well being of the Show, Vendors, and the general public.
- II. **LOSS OR DAMAGE:** Vendors will be liable for and will indemnify and hold harmless Management from any loss or damages whatsoever suffered by the Show as a result of any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Vendor, other Vendors, Show Sponsors, Management, the Show, and attendees of the Show (public), either on the said space or elsewhere if said loss or damages arose from, or were in any way connected with Vendor's occupancy of said space. Management assumes no responsibility whatsoever for loss or damage of goods before, during the period of the Show, or after its close. Management is hereby expressly released and discharged from any and all liability from any loss or damages.
- III. **FORCE MAJEURE:** Management shall not be liable in damages or otherwise for failure to carry out the terms of this agreement in whole or in part where caused directly or indirectly by, or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatsoever beyond the control of Management whether similar to or dissimilar from the causes enumerated herein.
- IV. **CANCELLATION:** This contract may be cancelled by either party provided written notice is received by the other at least four (4) weeks prior to the first day of the Show, in which case the Vendor will be responsible for 50% of the total contracted amount. If the Vendor cancels after this date the Vendor will be liable for 100% of the total contracted space costs. By cancelling this contract the Vendor forfeits all rights or claims to the allocated space and Management is free to rent it to others and collect the cancellation charge as liquidation damages. Management reserves the right to cancel this contract and to withhold possession of exhibit space if the Vendor fails to perform any material condition of this contract or refuses to abide by the Conditions of Contract, in which case the Vendor shall forfeit as liquidated damages all space rental payments made and any further occupancy of such space.
- V. **DATE/VENUE CHANGE:** If the Management shall consider it inadvisable to hold the said Show at the time, date and/or place herein provided, Management shall have the right to change the time, date and/or place within the same City, giving the Vendor written notice thereof by e-mail addressed to the e-mail address given herein.
- VI. **BOOTH ASSIGNMENT:** Management reserves the right to alter or change the space assigned to the Vendor. Vendors can request a specific area for their booth but this is not guaranteed by Management or the Show.
- VII. **EXCLUSIVITY:** Management does not provide Vendors with exclusivity to any one particular product or service unless specifically negotiated in writing through sponsorship.

- VIII. **INSURANCE:** The Vendor is responsible for the acquisition and cost of insurance related to their participation in the Show in advance of the Show. Proof of Insurance must be submitted to Management. one week prior to scheduled Show move-in.
- IX. **RENTAL OF BOOTH ACCESSORIES:** Vendors are responsible to arrange and pay for all rental of booth accessories through Goodkey Show Services. Neither Management nor the Show are responsible the fulfillment, payment or contracts that Vendors make with Goodkey Show Services. Vendors are allowed to provide their own tables and chairs for the Show.
- X. **SALE AND SAFETY OF LIVE ANIMALS:** Vendors that are licensed to sell live animals may bring live animal to the Show subject the following provisions:
- i. Vendors must have a license to sell or adopt the animals that they are presenting to the public. A permit number or copy of the license must be available at Management's request.
 - ii. All applicable animals must have recent vaccination, deworming, and vet records at the Show for Management's approval. Animals without recent records will not be allowed to enter the Show premises. Applicable animals include dogs and cats, as well as large animals (horses, cows, etc.)
 - iii. All animals (Including dogs, cats, reptiles, insects, aquatic species, etc.) must be removed from the Show premises at the close of the Show each day. Vendors are liable for all transportation, overnight storage and cost associated with the nightly storage of live animals at a site separate from the Show site.
 - iv. Animals in attendance of the Show must have an appropriate enclosure that is easily accessible to the animal and provides separation from direct public contact. This includes, but is not limited to: cages, kennels, and outdoor heated enclosures. Animals without an appropriate enclosure will not be allowed to enter the Show.
 - v. During the Show, animals must be properly secured when in interaction with the public. This includes leashes and proper handling equipment. Vendors are responsible to ensure that any public handling of an animal is conducted in a manner that maintains the health, safety and wellbeing of the animal.
 - vi. For the safety of the other Vendors, animals and the entertainers in attendance, any and all public that come in direct contact with animals must exercise proper sanitation before and after handling all animals. Vendors are responsible for having sanitizing substances available to the public and must instruct all public to use the material accordingly. Failure to do so will result in immediate revocation of the Vendors booth with no refund.
- XI. **SALES OF GOODS AND SERVICES:** Vendors are allowed to sell any products that they are licensed to sell subject to the following provisions:
- i. Products sold by Vendors must be legally allowed for sale in Canada. Any illegal merchandise will be confiscated and turned over the RCMP for proper disposal. The Vendor will also lose their booth for the remainder of the weekend with no refund.
 - ii. Merchandise available cannot be harmful to any of the public or animals in attendance at the Show. Vendors with harmful merchandise will be asked to remove the merchandise. Non-compliance will result in forfeit of the Vendor's both with no refund.

- XII. **DISPLAY:** The Vendor agrees that no display may be dismantled, or goods removed during the entire run of the Show but must remain intact until the closing hour of the last day of the Show. The Vendor also agrees to remove his exhibit, equipment and appurtenances from the Show building by the final move-out time limit, or in the event of failure to do so, the Vendor agrees to pay for such additional costs as may be incurred.
- XIII. **ENCROACHMENT:** Vendor agrees to confine his presentation within the contracted space only, and within the maximum height of 8 feet to the back of the exhibit and 3 feet at the sides of the exhibit, unless agreed upon in writing with Management in advance of the Show.
- XIV. **THIRD PARTY PROMOTION:** Vendor agrees to promote only the business(es) registered for and approved by Management. No third party promotion will be permitted without prior authorization by Management, in writing. This includes, but is not limited to, display and any sampling or distribution of materials (ex. business cards, brochures, etc.).
- XV. **LIGHTING & ELECTRICAL:** All electrical wiring and outlets shall be at the Vendor's expense, unless agreed upon in writing with Management in advance of the Show. All operating electrical equipment used in the exhibit must have C.S.A. or equivalent provincial power authority approval. Goodkey Show Services must be contacted in order to receive power to the booth.
- XVI. **SECURITY:** Management will provide necessary security for the building during the hours the Show is closed. Vendors must have an individual directly responsible for his own exhibit each day during the hours the Show is open.
- XVII. **REMOVAL:** Management reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, product, signs, lights or sound, and to expel Vendors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Show participants. Management reserves the right to approve or disapprove of any and all products, materials or displays that are to be carried by the Vendor. The Vendor acknowledges that he is one of many Vendors and agrees to cooperate with the other Vendors and Sponsors and not to interfere with them or create any nuisance to them, the Management, or the people attending the Show. Any dispute among Vendors and/or Sponsors, including any conflict of products, or other materials, shall be settled by the Management, who shall have the final determination as to any such dispute.
- XVIII. **UNIONS & LABOUR:** The Vendor agrees to observe all union contracts and labour relations in force, agreements between Management, official contractors serving companies and the building in which the Show will take place and according to the labour laws of the jurisdiction in which the building is located.
- XIX. **PROMOTIONAL MEASURES:** Where an Vendor offers or provides exhibition, raffles, donations, or other promotional measures that require guests to be present at a specified location and time or any other promotion plans, they must first be approved by Management.
- XX. **PRIVACY:** Vendor agrees to abide by all federal and provincial laws regarding the collection of personal information, including but not limited to, abstaining from the sale or sharing of personal information to a third party.
- XXI. **SHIPPING/DELIVERIES:** All goods shipped to the Show must be clearly marked with the name of the Show, the name of the Vendor and the number of his space. Goods must not be shipped to the Show for shipping charges to be paid on arrival, as Management will not accept these charges. Management assumes no responsibility for loss or damage to goods before, during the period of the Show, nor after its closing.

XXII. **PHOTOGRAPHS & VIDEO:** Management reserves the rights to reproduce all photographs, images and likenesses taken during the Show for future promotional purposes.

I, _____, have read the above contract and agree to all the outlined terms. I understand that by signing this contract, I agree to abide by all of the conditions of this contract or forfeit my rights to my Vendor booth and 100% of my registration fee.

Signature

Date