



15th Annual NW Pet Fair

COMMERCIAL EXHIBITOR

April 23 – 24, 2016 | Portland Expo Center

Preparation for the 15th Annual NW Pet Fair is underway! The big weekend is taking place at the Portland Expo Center on April 23 – 24, 2016. Sponsors and Exhibitors should plan now to take part in the Largest Pet Expo and Pet Adoption Event in the Pacific NW!

If you have joined us in recent years as an Exhibitor or Sponsor, you know the NW Pet Fair provides an excellent opportunity to make a lasting impression with consumers and animal lovers in the NW. If you are new to the show this year you will find that the NW Pet Fair provides an environment where you can make sales, market to your true target demographic, establish new relationships, strengthen existing ones, and build your business. We will work hard to make your exhibiting experience fun, profitable, and worthwhile.

Please use the pricing grid below to plan ahead and save money on your booth space reservation:

Exhibitor Booth Space Options	Early Bird Special Register by November 30, 2015	End of Year Special Register by December 31, 2015	Pet Fair Special Register by January 31 st , 2016 (Extended to February 29 th)	Final Pet Fair Pricing Register by April 10 th , 2016
Exhibitor 10' x 10' Booth	\$399	\$499	\$550	\$599
Exhibitor 10' x 20' Booth	\$699	\$799	\$850	\$899
Exhibitor 10' x 30' Booth	\$950	\$1050	\$1100	\$1199
Upgrade any Booth to a Corner	Add \$75	Add \$75	Add \$75	Add \$75

Besides saving money, here are additional bonuses for signing up early:

- Your clickable company profile on the NW Pet Fair website provides extra year-round impressions and added value.
- Newsletters and ongoing social media support keeps the excitement high.
- When you sign up early, you can guarantee the booth space you want is reserved for you.

Why the NW Pet Fair?

- We are the largest pet expo in the Pacific Northwest in terms of public attendance and Exhibitor participation.
- As a locally owned event, we are able to connect with the community on a personal level, offer lower prices than out of town shows, and get to know you and your needs as an exhibitor.

- The NW Pet Fair works year round in Oregon and Washington, we are here in the area, making new relationships and getting the word out at all times.

Thank you for applying to exhibit at the 15th Annual NW Pet Fair! Please fill out all of the applicable grey areas on this Application to reserve your booth space in the 2016 event. For instructions on sending this Application please see the footer of this page. Thank you.

Each 10' x 10' Booth Space Comes With:

- (1) 6' skirted Table
- (2) Chairs
- Company id sign
- Free Wi-Fi

Please Select Your Booth Size:

- 10' x 10' Booth
- 10' x 20' Booth
- 10' x 30' Booth
- Make any Booth a Corner

Additional Exhibitor Services:

- Bag Insert (add \$75 exhibitors, for non-exhibitors add \$125)

Payment Summary:

Booth: \$_____

Corner Upgrade: \$_____

Bag Inserts: \$_____

Total: \$_____

Company Information:

Company Name: _____

Street Address: _____ City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Website: _____

Person handling Exhibitor correspondence: _____

All Exhibitor correspondence should go to this Email: _____

Company Representative filling out this form: _____

Company Representative Signature Accepting Terms & Conditions: _____

By signing, I agree and will abide by the Terms & Conditions of this contract and accept all financial responsibility. Electronic signatures are accepted and hold the same value as a written signature.

Payment Options:

Credit Card: Visa MasterCard American Express Discover Card Amount: \$_____

Card Number: _____ Exp Date: _____ CVV Code: _____

Exhibitor Space Contracts may be submitted by email, fax, or mail, using the contact information below. All of our methods of receiving are secure and personal information is protected.

By Mail: NW Pet Fair
c/o West Columbia Gorge Society
PO Box 873879
Vancouver, WA 98687

By Fax: 360-326-1778
By Email: lauren@nwpetfair.com

For Official Use Only

Exhibitor Contract #:
Exhibit Space Assigned:
Amount Received:

Billing Address: _____ City: _____ State: _____ Zip: _____
Cardholder Printed Name: _____
Cardholder Signature: _____

Company Check: _____ Check # _____ Dated: _____ Check Amount:\$ _____

Please make checks payable to NW Pet Fair (returned checks will be charged \$50 fee)

If you would like a follow up regarding any extra participation options, please check the corresponding box:

- | | |
|---|---|
| <input type="checkbox"/> Bag Insert (1,000 inserts total) | <input type="checkbox"/> Sponsorship |
| <input type="checkbox"/> Show Guide Advertising | <input type="checkbox"/> Pet Fashion Show |

Please briefly describe the items, services, and function of your booth below:

Please check all applicable features of your booth:

- | | |
|---|--|
| <input type="checkbox"/> Will have pets for adoption | <input type="checkbox"/> Bringing covered tent or canopy |
| <input type="checkbox"/> Will have live animals in booth | <input type="checkbox"/> Bringing vehicle for display |
| <input type="checkbox"/> Will have information booth only | <input type="checkbox"/> Will be selling items |

Please note there is no extra charge if any of the above applies to your booth space.

What category best describes your exhibit:

- | | |
|---|--|
| <input type="checkbox"/> Veterinary/Medical | <input type="checkbox"/> Adoption/Rescue |
| <input type="checkbox"/> Retail Store | <input type="checkbox"/> Animal Club |
| <input type="checkbox"/> Pet Food or Treats (distributor) | <input type="checkbox"/> Illustration/Art/ Photography |
| <input type="checkbox"/> Apparel/Boutique | <input type="checkbox"/> Pet Services |
| <input type="checkbox"/> Trainer/Pet Camps | <input type="checkbox"/> Groomers |
| <input type="checkbox"/> Resources | <input type="checkbox"/> Household/Two-Legged |
| <input type="checkbox"/> Toys/Gear | <input type="checkbox"/> Other: |

Please list types of companies and animals you would like to be near and not like to be near:

Acceptance & Payment:

Acceptance: Upon acceptance by Show Management, this application for Exhibit Space will become a Contract between the applying Exhibitor and the 2016 NW Pet Fair.

Payment: A 50% deposit of the total space fee is required with this Exhibit Contract, and the remaining 50% balance is required by February 29th, 2016.

Payment Plans: If you would like to get on a payment plan to cover the booth space, please let us know how we can work with you to make this experience possible.

Additional Information:

Booth Share: Please let us know if you would like the Booth Share Application.

Badges: Badges are not required at the NW Pet Fair.

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Electrical: Please note that electrical is not provided. Event Power & Lighting handles all of the electrical at the Expo Center and we will provide their forms to you.

Booth Selection: We allow Exhibitors to select their booth location preference subject to availability. If you would like to select your booth space, please contact Show Management for an up to date floorplan.

2016 Terms and Conditions

1. USE OF SPACE

- a. LIABILITY** - The Exhibitor is entirely responsible for the space leased and shall not injure, mar or deface the premises and the Exhibitor shall not drive, nor permit to be driven any nails, hooks, tacks or screws in any part of the building. Exhibitor shall not affix to the walls or windows of building any advertisement, signs, etc., or use Scotch tape, masking tape or any other adhesive-type materials on painted surfaces. The Exhibitor agrees to reimburse the facility and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased to the Exhibitor. Show management and their sponsors shall not be liable for failure to perform its obligations under this contract as a result of strikes, acts of God, or any other causes beyond its control.
- b. AISLES** - Aisles, passageways and overhead spaces remain strictly under the control of the Management, and no signs, decorations, banners, advertising matter, helium balloons or special exhibits will be permitted in them except by written permission from show management. All Exhibits and personnel must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products that obstruct the view or disadvantageously affect the display of other Exhibitors. No interference with another Exhibitor's space is allowed.
- c. SPACE** - The space contracted for is to be used solely for Exhibitor whose name appears on the Contract, and it is agreed that Exhibitor will not sublet or assign any portion of same without the written consent of the Management. In the event Exhibitor fails to occupy or use his space or to have his exhibit completed and in place by the opening of the show, he shall forfeit his right to the space, and all prepaid rents, and upon demand pay any rental balance owing to management.
- d. ALL DEMONSTRATIONS** - or promotional activities must be confined within the limits of the purchased space. Noise resulting therefore must not interfere with the other exhibitors.
- e. RESTRICTIONS** - The Management reserves the right to restrict or remove exhibits, without refund, that may have been falsely entered, or may be deemed by the management unsuitable or objectionable. This restriction applies to noise, P.A. systems, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to the show or the Show Management.
- f. OFFENDERS** - will be asked to leave the area if any of the above is violated: and as an exhibitor offender no refund will be given.

2. RULES FOR EXHIBITS:

- a. ALL BOOTHS** and decorations MUST concur with the facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for booth decorations and construction must be fire retardant. Contact the Show Management if at all in doubt.
- b. INSTALLATIONS** - Any special carpentry, wiring, electrical or other work, and water or drainage connection shall be installed at Exhibitor's expense.
- c. LICENSES** - Any and all City, Municipal, State or Federal licenses, inspections or permits as required by law of any Exhibitor in the installation or operation of his display shall be obtained by the Exhibitor at his own expense prior to the opening of the show.
- d. RIGHTS OF MANAGEMENT IN EVENT EXHIBITION IS NOT HELD** Management shall not be liable for any damages or expenses incurred by Exhibitors, if for any reason beyond show management's control the show is delayed, interrupted or not held as scheduled.
- e. TERMS AND CONDITIONS** - The Contract contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.
- f. SECURITY FOR RENTAL** - Failure on the part of the Exhibitor to pay rental as specified under the contract shall entitle Management to seize all merchandise, materials, and exhibits displayed by the Exhibitor at the within described show and to retain the same as security for any unpaid rental amount owing hereunder. Upon the expiration of seven days after such seizure, Management shall have the right to dispose of same without notice to the Exhibitor in such manner as management, in its absolute discretion, deems appropriate, and without any obligation on the part of Management to effect any manner of publication respecting the date or any details or information as to when or how such sale is to be carried out.
- g. AMENDMENTS** - Exhibitor agrees to abide by decisions of the Management concerning all matters pertaining to the administration and success of the Show which are not specifically stated.
- h. ADDITIONAL BILLING/SERVICE FEE** - If additional billing is required after February 29th, 2016 a service fee of \$10.00 will be imposed.
- i. ATTORNEY FEES** - In the event suit or action is brought by any party under this agreement to enforce any of its terms, it is agreed that the prevailing party shall be entitled to be a reasonable attorney fees to be fixed by the trial and appellate courts.
- 3. SECURITY** - We wish to provide the tightest security possible for the protection of your exhibit properties. However, the NW Pet Fair, West Columbia Gorge Humane Society, Living Out Loud, Inc. dba Spot Magazine, the Facility, the Show management, the decorator, nor our insurance company are financially liable for losses or mysterious disappearances of any kind. We recommend that all exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. (Please read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary.) The Exhibitor, at its own expense, directly from the facility, may arrange any additional security.
- 4. CANCELLATION AND REDUCTION POLICY** - Any cancellations or changes **MUST BE IN WRITING** and received by our office **NO LATER THAN February 29th, 2016**. Upon written request refunds will be made, less a \$200 handling fee per booth. **NO REFUNDS** will be made after **February 29th** and **any reduction** in booth space is subject to a \$200.00 penalty for each canceled booth. If the total space rental charges are not

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received by February 29, 2016 the exhibitor may lose any prior rights to booth location, plus incur a service fee of \$10.00 for each rebilling transaction.

5. LIABILITY - Neither the NW Pet Fair, West Columbia Gorge Humane Society, or assigned company, Living Out Loud, Inc. dba Spot Magazine, the Portland Exposition Center, the city of Portland, our co-sponsors, service contractors, nor their representatives, nor any member of the above names will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever. The exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage or injury. The facility will be secured during the time exhibits are not being shown.

6. ATTENDEE EMAIL LIST: The attendee email list will only be distributed to those exhibitors who request it. The attendee email list is ONLY for the exhibitor who requests it. It is unlawful for the recipient of the attendee email list to share it with any other party, post it online for others to see, or sell it. If any of these actions occur, the NW Pet Fair will forbid the Company from being in the show again.

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