

NIAGARA DOGFEST

A festival for dogs and the people who love them!



Dear Fellow Dog Lover,

We are excited about the return of the 6th annual Niagara DogFest coming again to the Niagara Region on Saturday, July 24th, 2010 at the Merritton Community Centre, 7 Park Avenue, St. Catharines. Last year we had pet sitters, dog trainers, jewelers, photographers, dog groomers, a chiropractor, rescue organizations, pet stores and dog food companies, (just to name a few). There was also a vast network of very talented dog lovers who showcased their quality handmade dog treats, crafts, toys, fashions, food and furnishings.

Niagara DogFest's goal is to hold a fun and informative festival for dogs and their people where dog lovers can bring their dogs out to shop as well as view dog shows and demonstrations. Last year, well over 2,000 people attended the show with their dogs from all over Southern Ontario and Western New York. They watched events like our Canine Fashion show and the wildly popular Parade of Breeds show featuring over 40 breeds of dogs. What a great opportunity to showcase your pet products and services!

If you have dog related products and/or services that you'd like to showcase, or would like to donate products and/or services for our free draws or goodie bags, please contact Susan at niagaradogfest@coqeco.ca for more information. Any donations from companies and/or individuals will be acknowledged on our website and at the show. Applications for exhibit space can be found online at our website www.niagaradogfest.com.

We look forward to having you join us for a day that's guaranteed to be both fun and promotional for your business.

Let's give dogs their day!

Sincerely,

Susan McCormick,
Event Organizer, Niagara DogFest 2010

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WHO SHOULD EXHIBIT?

- Retailers
- Dog Trainers
- Pet Photographers
- Artists and Crafters
- Home Related Products
- Animal Themed Products
- Accessories and Clothing
- Pharmaceutical Companies
- Pet Products and Suppliers
- Publishers of Pet Magazines
- Manufacturers and Distributors
- Groomers and Grooming Services
- Alternative Healing and Medicines
- Pet Enclosures and Fencing Companies
- Food and Treat Manufacturers and Pet Bakeries
- Veterinary Services, Chiropractors, Massage Therapists
- Pet Friendly Hotels, Motels, Pet Camps and Accommodations
- Pet Boarding, Kennels, Dog Daycares, Dog Walkers and Sitters



WHY YOU SHOULD EXHIBIT

- Niagara DogFest is the Regions only show dedicated solely to dogs and the people who love them. It's your chance to meet fellow dog lovers and to promote your products and services to an audience interested in making their pets' lives more enjoyable.
- Last year, over 2,000 people attended Niagara DogFest with their dogs from all over Southern Ontario and Western New York.

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HOW TO BECOME A VENDOR/EXHIBITOR

- Carefully read through the Exhibitor Information and the Terms and Conditions Agreement on pages 4 and 5.
- Fill out the Application for Trade Show Exhibit Space and the Booth Requirements pages completely.
- Special booth requirements will be strictly honored on a first come, first serve basis and cannot be guaranteed. If you require an electrical outlet, booth against a wall, etc..., please send in your forms in as soon as possible to better your chances.
- If you are interested in participating in this year's "Parade of Breeds" show or "Doggie Fashion" show, please also fill out the additional form and include.
- Mail all you forms along with a cheque or money order for the full amount made payable to Susan McCormick c/o:
4025 Dorchester Road, Suite #209, Niagara Falls, Ont. L2E 7K8

QUALIFIED VENDOR AND EXHIBITORS:

- Qualified vendors and exhibitors will be notified of acceptance via e-mail within one week of Niagara DogFest management receiving their forms. If you have sent in your forms and not received a reply within three weeks, please notify management at niagaradogfest@cogeco.ca to ensure that your forms were not lost or misdirected.



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EXHIBITOR INFORMATION

Show Date: Saturday, July 24th, 2010

Show Time: 9:30 am – 4:30 pm

Move-In Time: Saturday, July 24th 7:30am – 9:30am

Move-Out Time: Saturday, July 24th 4:30pm – 6:30pm

There shall be **ABSOLUTELY NO** dismantling or take down of any part of Vendor/Exhibitor's booth(s) prior to the show closing time of 4:30 pm. Any Vendor/Exhibitor that leaves the show prior to 4:30pm without consulting the show organizer will be prohibited from applying to future shows.

Location: Merritton Community Centre

7 Park Avenue, St. Catharines, Ontario

Booth Type: Standard Indoor Booth 8' W x 8' D (Includes one 6' x 30" table and 2 chairs)

Display Booths: Each Vendor/Exhibitor must provide their own equipment for their booth such as backdrops, display stands, signs, racks, additional tables, etc..

Registration Fee: \$169.00 for Standard 8' x 8' Booth

* **EARLY BIRD RATE: Save \$25.00!** \$144.00 for Standard 8' x 8' Booth

*Application **MUST** be received on or before January 31st 2010 to receive the Early Bird rate



OR, Become a SHOW SPONSOR for only \$349.00

Includes: One Standard Indoor 8' x 8' booth (with preferred location), one 6' table and two chairs as well as your business name and logo on all of our flyers, web page, newspaper and on site advertising for the show.

**** Show Sponsors must register before March 31st to be included in all advertising ****

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TERMS AND CONDITIONS

1. **Contract:** This application for space, when accepted by the Show Management shall constitute a contract between the Exhibitor and the management, and in addition to its terms, shall include and incorporate the Exhibitors terms and conditions printed on this application.
2. **Qualified Exhibitors:** Show Management reserves the right to decline, remove or prohibit any exhibit or part of an exhibit, which in its opinion is not suitable to, or in keeping with the character of Niagara DogFest.
3. **Payment:** Full payment must be submitted with application. Please send completed application along with your payment (Cheque or Money Order) made payable to Susan McCormick to:
4025 Dorchester Road, Suite # 209, Niagara Falls, Ontario L2E 7K8
4. **N.S.F. Cheques:** There is a \$35.00 service charge for all N.S.F. cheques.
5. **Material Handling:** All material handling is the responsibility of the Exhibitor. Staff of Niagara DogFest, the Merritton Community Centre and Show Management are not provided for loading, unloading, transport or set up of Exhibitors' booths or displays.
6. **Exhibit:** Exhibitors agree to confine their exhibits within the contracted booth space only and within a maximum height of 8'. There shall be **NO Balloons** of any type allowed on the premises.
7. **Sub-Licence:** Space contracted by the Exhibitor may not be "sublet" or share space with any other company without the prior written permission of Show Management.
8. **Cancellation:** In the event that an Exhibitor wishes to cancel prior to March 31, 2010, a refund of monies deposited less 50% will be made upon receipt of written cancellation. No refund of exhibit space payment will be made after March 31, 2010.
9. **Postponement:** Show Management reserves the right to postpone or cancel the show at its sole discretion. All monies will be refunded to the Exhibitors and Sponsors. The option to participate in future shows is at the sole discretion of the Exhibitor/Sponsor.
10. **Insurance/Damages:** The Exhibitor is solely responsible for their own liability and property insurance and assume full responsibility for any damages caused by their use while on Merritton Community Centre property. Merritton Community Centre's insurance will not protect the vendors if they are sued for an alleged negligence arising out of their products or actions. Niagara DogFest and/or the Merritton Community Centre shall not be held responsible for any loss or damage as a result of vandalism, theft or an act of God. Exhibitors agree to indemnify and save harmless Merritton Community Centre and Niagara DogFest from any claims arising from their participation while using Merritton Community Centre's property. Show Management will not be liable for any damages, whether direct, indirect, general, special, consequential or otherwise to the Exhibitor, its agents, employees or visitors to its exhibits.
12. **Non-Delivery:** Show Management will not be liable for failure to deliver the space in the event of the building becoming unavailable through fire, act of God, strikes, the authority of the law, or any other cause beyond its control.
13. **Regulations:** Show Management has the right to make such changes, amendments and additions to these Terms and Conditions, as it deems necessary to the proper conduct of the Show.
14. **There shall be ABSOLUTELY NO dismantling or take down of any part of Vendor/Exhibitor's booth(s) prior to the show closing time of 4:30 p.m. Any Vendor/Exhibitor that leaves the show before 4:30p.m. without first consulting the show organizer will be prohibited from applying to future shows.**