



Happy Paws Pet Expo November 12 & 13, 2011

Benefits of exhibiting at the Happy Paws Pet Expo

- 🐾 Build consumer awareness of your products & services
- 🐾 High-margin sales revenue opportunity
- 🐾 Enhance customer loyalty

Happy Paws Pet Expo Audience Profile

86% of attendees are female
 59% hold at least an undergraduate degree
 45% earn over \$75,000
 85% have at least one dog at home
 74% report having multiple pets in household
 37% take their pets along on a vacation

82% are home owners
 39% spend \$150 - \$200 a month on pet nutrition
 47% have 2-4 pets at home
 70% spend over \$1000 annually on veterinary care
 Only 7% have pet care insurance

EXHIBITOR RATES 2011

\$299 - Basic space 8' x 10' Please bring your own table & chairs.
Additional Options include the following:

- + \$50 8' skirted table
- + \$50 premium locations (limited spaces)
- + \$99 electric (2 days, limited spaces)

Example:

\$299 + premium location = \$349

\$299 + 6' skirted table = \$349

\$299 + table + premium + electric = \$498

Double booth - 8' x 20' additional \$200 = \$499.00

Pre-order your booth today to ensure that you will get the booth you are requesting. This is a covered venue.

Attention all Exhibitors: Electrical will be available in specific locations. Banner displays and other services are available at an additional charge.

Rain or Shine 2-day event.

Please fill out all the following information below with form of payment and company information and FAX back to 561-330-9391

PET RESCUE/ADOPTIONS 501-C's ARE LIMITED!

Provide copy of 501(C3) required - Cost to participate in the Happy Paws Pet Expo is \$100 or \$50. Becoming a fan of the Happy Paws Facebook Page and agree to emailing our Happy Paws webflyer to your complete email database 3 weeks out, twice a week prior to event saves \$50.00!

You had me at



"Woof"



BERGERON RODEO GROUNDS - DAVIE FLORIDA

4271 Davie Road Davie, FL 33314

954-797-1000 (Directions & Information)

November 12 - 13, 2011

Happy Paws Pet Expo (561) 300-3878

www.HappyPawsPetExpo.com email: Info@HappyPawsPetExpo.com



Exhibitor Coupon Book Program:

This year Happy Paws Pet Expo will be offering exhibitors their 'own' coupons. All vendor coupons will be printed in a SHOP and SAVE COUPON BOOK that will be handed out to every attendee as they enter into the Happy Paws show this year and will also be placed on our website www.HappyPawsPetExpo.com.

It is up to you if you would like to participate in this coupon offer at no additional charge. This is a great way for all attendees to purchase your products and services day of show. The Shop & Save coupon book is only good for November 12 & 13, 2011 day of show. It's your choice to honor the coupons after the show date.

If you are interested please fill out the information below and mail it back to us or email your information to info@happypawspetexpo.com

DEADLINE FOR THIS OFFER IS: 3 Weeks prior to each Happy Paws Pet Expo, Inc. to allow time for printing the Shop & Save Coupon Book.

Yes I would like to participate in this years Shop & Save Coupon Book. Check Here _____

Exhibitor Name: _____

Company Name: _____

Coupon Copy & Amount of Discount: _____

Use this coupon for all Happy Paws Pet Expos: _____

Use this coupon for _____ show(s) only

Here is an example of the Shop & Save Coupon Book ad.:

Thank you,
Show Management
Happy Paws Pet Expo, Inc.



Introducing the Happy Paws Banner Program! Advertise your business on the Happy Paws Pet Expo website for only \$15 per month \$180 annually. Since the launching of the Happy Paws Pet Expo website January 2010 we have had over 74,584 hits! That's a lot of traffic and a great way to introduce your products and services to people visiting our website. Sign up today and begin writing new business tomorrow.

For only \$15 per month you receive a
1.25 x 1.25 banner on the
Happy Paws Pet Expo website.

We will build your banner to your specifications at no additional charge! Order your banner today on this form.

Holistic Products For Pets



HolisticProductsForPets.com
Happy Healthy Life for Your Pet

Please read the Happy Paws Pet Expo,
Inc. Terms & Conditions agreement.



Happy Paws Pet Expo, Inc. Terms and Conditions

1. Happy Paws Pet Expo, Inc. Policies / Contract

This contractual agreement properly executed by Applicant (Exhibitor) shall upon written acceptance by Happy Paws Pet Expo, Inc. (HPPE) acting as show management declares this to be a valid and binding contract. HPPE reserves the right to render all interpretations and to establish further reasonable regulations as may be deemed necessary for the general success of any HPPE exhibitions and / or productions. It is further agreed upon that the conditions, rules and regulations as herein stated and as outlined in the Exhibitor Service Manual are made a part hereof as though fully incorporated herein, and that the said Exhibitor agrees to be bound by each and every one thereof.

2. WRITTEN NOTICE OF CANCELLATION

Happy Paws Pet Expo, Inc. REFUND POLICY - An exhibitor must deliver in writing a certified notice of cancellation at least 90 days prior to expo in order to receive a full refund less a cancellation fee of \$75.00. **Any written cancellation notice received within 90 days of the move in of the day of show, is subject to a cancellation fee of 50% of total booth space plus the \$75.00 administrative cancellation fee. No refunds will be issued in the event of cancellation within 60 days of the show regardless of when contract was received and accepted.**

It is agreed that if the Exhibitor fails to comply in any respect with the terms of the agreement, then HPPE shall have the right without notice to the Exhibitor to sell or offer for sale said exhibit space covered by this contract. Said exhibitor will be liable for any deficiencies, loss or damage suffered by HPPE by reason of the premises stated, and further agrees to pay HPPE upon demand reasonable expenses and costs incurred by reason thereof.

3. USE OF SPACE

HPPE reserves the right to decline, prohibit or expel an exhibit which, in its judgment, is out of keeping with the character of the exhibition, this reservation being all inclusive as to persons, things, printed matter, product, conduct, sound level, family standards, etc.

- Distribution of any personal advertising material and exhibitor solicitation of any sort shall be restricted to the Exhibitor's booth only.
- No canvassing of the aisles, parking lots or Expo grounds is permissible, by Exhibitor or its employees.
- Exhibitor's exhibit or product may not extend beyond the limits of the Exhibitor's booth and part of any exhibit or product may not extend into any aisle. If you need additional space please plan accordingly prior to show date.
- No Exhibitor shall so arrange exhibit booth so as to obscure or prejudice adjacent Exhibitors in the opinion of HPPE. No Exhibitors shall assign or sublet any part of his assigned space without the written consent of HPPE. Any space not occupied by the time set for completion of installation of displays will be reassigned at the discretion of HPPE. Deposits will be forfeited unless HPPE has approved special arrangements prior to show date.

Exhibitors please keep your exhibit open and staffed at all times during the show hours.

It is further agreed that actual occupation of the exhibit space by an exhibit is of the essence thereof, and that should the exhibition be unable to affect the sale of the space as herein provided, the exhibition is then expressly authorized to occupy or cause said space to be occupied in such a manner as it may deem in the best interest of the exhibition, without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder, and said Exhibitor expressly agrees to pay the exhibition the full sum as herein set forth.

Happy Paws Pet Expo, Inc. will not be liable for the fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: By reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, postponement or cancellation of the exhibition, or for any cause beyond their control. It will, however in the event of it's not being able to hold an exhibit for any of the above named reasons, reimburse Exhibitor on a pro-rata basis on the amount paid in, less any and all legitimate expenses incurred, such as but not limited to: Rent, advertising, operational costs & expenses or any other unforeseen legitimate expenses, etc.

4. INDEMNIFICATION

The applicant hereby agrees to indemnify, defend and protect HPPE, the Facility and the Official Service Contractor against, and hold and save HPPE, the Facility and/or the Official Service Contractor harmless from any and all claims, demands, suits, liability, damages, loss, costs, attorney fees and expense and all claims, demands, suits, liability, damages, loss, costs, attorney fees and expense of whatever kind or nature (collectively "Claims") which might result from or arise out of: (1) any action or failure to act of the applicant or any of its officers, agents, employees, or other representatives; (2) damage or loss to property, or from or out of any damage, loss, harm or injury to the person or any property of the applicant or any of its officers, agents, employees or other representatives, or any third parties, and (3) any or all Claims relating to or arising from patent or copyright infringement of HPPE merchandising products or trademarked logos. In addition to the duty of applicant to indemnify, the HPPE shall also have the right to terminate this Contractual Agreement if a Claim arises during or prior to the HPPE show.

5. INSURANCE

It is strongly advised that all exhibitors carry worker's compensation, commercial general liability including products and completed operations, independent contractors, personal injury and blanket contractual liability insurance at limits of at least \$1 million per occurrence, \$2 million aggregate. All coverage must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder naming Happy Paws Pet Expo, Inc. and the Facility and Official Service Contractors as additional insured. If requested by HPPE Exhibitors must be made available on show site throughout the duration of Show.

It is strongly recommended that all Exhibitors also carry insurance to cover loss or damage to their exhibits or other personal property while such property is located at or is in transit to or from the HPPE exhibit site.

The distribution of balloons or adhesive--backed promotional items and stickers is prohibited. Sticker removal will be at Exhibitor's expense.

The Facility has the exclusive rights to food and beverage sale and/or giveaways for only human consumption and any such items must be ordered and purchased through them.

Happy Paws Pet Expo has no control over prices charged for products nor over the number of vendors selling similar or competitive products, which is provided by the Facility.

Exhibitor parking is under the control of the FACILITY and exhibitors may be subject to a parking fees.

DOWNSIZING (canceling one or more spaces of a multiple space booth) after space has been designated & assigned may result in relocation of booth.

EXHIBIT BOOTHS - Standard booth equipment (with Pipe & Drape & Company Identification Signs) are provided by Happy Paws Pet Expo without additional cost to the Exhibitors. If an Exhibitor plans to install a completely constructed display of such a character that the Exhibitor will not be required or desire the use of standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booths. No exhibit booth, display or its contents may exceed height set limitations as outlined in the HPPE Exhibitors Service Manual. Exposed raw wood, cardboard, or any similar material for booths must be covered or painted if they are visible to adjacent booths and to the public.

EXTRA TALL EXHIBITORS - Any linear exhibitor booth that exceeds the designated height requirements set forth in the Exhibitor Manual shall be known as a Extra Tall Exhibitor. There will be a special location designated by HPPE for these special exhibitors. Extra Tall Exhibitors may only set up in the specified HPPE designated locations. As such, each exhibitor in this section will be allowed to bring their side walls out to the aisle. Additional costs incurred will be the responsibility of the exhibitor.

Failure to comply with these rules and regulations set forth by Happy Paws Pet Expo, Inc. of this contract and as stated in the HPPE Exhibitor Service Manual will result in the alteration or removal of the booth at Exhibitor's expense. Rental fees for services and exhibit space are also non-refundable.

Exhibitors shall be bound by all pertinent Florida laws, codes and regulations of municipal or other authorities, having jurisdiction over the said exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.



BERGERON RODEO GROUNDS

DAVIE FLORIDA

November 12 - 13, 2011

Corporate Offices:

102 NE 2nd Street #271 Boca Raton, FL. 33432

Happy Paws Pet Expo ~ 561-300-3878

Fax: (561) 330-9391

HappyPawsPetExpo.com

Email: Info@HappyPawsPetExpo.com

Business Checks & Credit Card Form:

Make check payable to Happy Paws Pet Expo, Inc.

Mail check to: 102 NE 2nd Street #271 Boca Raton, FL. 33432

Company Name: _____ Date: _____

Name On Credit Card: _____

I, _____, authorize Happy Paws Pet Expo, Inc. to charge my credit card the following:

Authorized amount to be charged: \$ _____ U.S. Dollars

Type of Credit Card: M/C Visa American Express
(please circle one)

Type of Account: Personal / Business
(please circle one)

Credit Card Number: _____
(Security) _____ (AMEX 4 Digit on Front of Card DISC MC/VISA 3 Digit on Back of Card)

Expiration Date: _____ / _____
(month) (year)

Credit Card Billing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email Address: _____

I certify that I am the authorized holder and signer of the credit card above. I certify that all information is complete and accurate. I hereby authorize collection of payment for all charges as indicated above. Charges may not exceed the amount listed above in the "Authorized Amount" field.

X _____
(signature of cardholder)

Phone Number: _____

Please fax this completed credit card authorization to (561) 330-9391

For office use only:

Customer #: _____ Order #: _____

Approval Code: _____ Batch: _____

By signing this form you agree to abide by the terms and conditions of this agreement stated above.
Please fill out the information below so that we can provide you with move-in kits and other important updates concerning the Happy Paws Pet Expo. Thank you.

Company Name: _____

Signature: _____

Print Name: _____

Business: _____

Job Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone Number: _____

Website: _____

Exhibit Space Order / Please fill in form, sign and fax back: 561-330-9391

\$299.00 (8'x10') basic exhibit space (bring table & chairs) _____

\$499.00 (8'x20') double booth (bring table & chairs) _____

\$50 - 8' table skirted table _____

\$50 premium location _____

\$99 electric (2 days, limited spaces) _____

Total Balance Due: _____

All 501-C3 Non-Profit Rescue / Adoptions

All Exhibitors & Rescues please print this agreement and fax back.

Save money! Join our Happy Paws Pet Expo FaceBook page and post our announcements on your FB page and email our Happy Paws webflyer to your email database a minimum of 6 times, twice a week beginning 3 weeks prior to show date your price will be **only \$50** to participate in this years Happy Paws Pet Expo 2011.

501-C3 Exhibit Space: 8x10 \$100 _____

8'x10 \$50 _____ Facebook & Email program

8' x 20' \$150 _____

8' x 20' \$75 _____ Facebook & Email program

Total Balance Due: _____

Happy Paws Pet Expo, Inc. 102 NE 2nd Street, Boca Raton, FL 33432

Phone: (561) 300-3878 Fax: (561) 330-9391

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