



Produced by
CD Management
2724 2nd Ave. • Des Moines, Iowa 50313
515-282-9101 • 800-367-5651 • Fax 515-282-4483
www.petsandmoreusaexpo.com

Atlanta Pets and More USA Expo returns to Atlanta area October 30-31, 2010
New Location and New Dates

We are very excited to announce that the Atlanta Pets and More USA Expo will return to the Atlanta area October 30 & 31, 2010. This event will be held for two days, Saturday and Sunday.

We are also excited to announce that we have moved to a different location, the Gwinnett Convention Center in Duluth, GA. This move is very beneficial. It will create a more prominent location for our event, with easy access and higher visibility. The Gwinnett Center is home to other animal related events and many other family events and their electronic sign, with the current events, can be seen from the Interstate.

Again this year, there will be entertainment, stage presentations and door prize drawings. An animal charity will also take place. We are partnering with the Georgia SPCA as well as other rescues in the area. We are currently working on media buys for the area in pet related magazines, newspapers, Radio and TV. In addition, flyers will be distributed throughout the area. Marketing will also be done on the Internet, which was one of the most noted ways of communication on surveys taken last year. Direct mail will be used for all who attended last year as well as e-mail blasts. We are working with the convention & visitors bureau to place the event on their sites that are visited by locals on a regular basis.

We appreciate our vendor and community support of last year's event and will value your support again for the 2010 Expo. We have lowered the booth prices for 2010 and will still allow rescues and shelters a complimentary display area. The Gwinnett Convention will allow attendees to bring their pets, making our show both family friendly and pet friendly.

Thank you for your consideration. If you have any questions, please contact our office. Judy Patterson, Beth Vitiritto and Scott Wells will be happy to answer your questions.



Atlanta PETS & MORE USA EXPO EXHIBIT SPACE AGREEMENT
October 30-31, 2010
Gwinnett Convention Center, Duluth GA

Exhibitor

Company Name to be published _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Contact Title _____

E-Mail _____

Web Site _____

Products/Services to be displayed _____

Booth Type Booth Booth Price

- Dimensions**
 Corner booth \$450
 In line booth \$400

Each additional booth \$300 per 10X10 in line space

- Shelters & Non-Profit Rescues — 1- Booth Complimentary
 Other Non-Profit Rates Available (call for information)

In return for the comp space, shelters and non-profit rescues agree to assist in advertising this event through their web site, newsletters and flyers, supplied by show management, distributed at events throughout the year that they plan to attend.

Booth space requested _____

Show Advertising Packages (with booth)

- | | | |
|---|-----------|----------|
| <input type="checkbox"/> Business Card Ad (1/8 pg.) | Add \$ 90 | \$ _____ |
| <input type="checkbox"/> One- Quarter Page Ad | Add \$150 | \$ _____ |
| <input type="checkbox"/> One-Half Page Ad | Add \$275 | \$ _____ |
| <input type="checkbox"/> Full Page Ad | Add \$500 | \$ _____ |

The Show Directory will be distributed on site to attendees.
 Deadline for ad materials is August 15, 2010. Ads are 4-color.

TOTAL BOOTH & ADVERTISING COST \$ _____

PAYMENT ENCLOSED \$ _____

BALANCE DUE \$ _____

Exhibit space is not guaranteed unless contract is returned with a deposit or payment in full.

Exhibit Space Order

- 50% non-refundable deposit is due with Exhibit Space Agreement.
- The non-refundable balance is Aug. 15, 2010.
- NO REFUNDS for cancellations for any reason

Booth space package includes:

- Pipe & drape
- Listing in the show program
- Skirted table, 2 chairs and waste can
- Link on Web site: www.petsandmoreusa.com
- Electrical is **NOT** included
- **Electric is \$45 if ordered in advance**
 Electric is **\$80** if ordered on site at the event.

Credit Card Automatic Payment Plan for BALANCE due
Once the deposit is made

- Pay Remaining Balance on Due Date
 August 15, 2010

* _____ Date: _____
 Authorized Signature

Payment-Full or 50% non-refundable deposit of booth space must accompany contract.

Check in the amount of \$ _____ (**Payable to CD Management**) _____ VISA _____ Master Card _____ AMX

Billing Address _____

Deposit amount to Charge upon Receipt \$ _____ Amount to Charge Aug. 15, 2010 \$ _____

Credit Card # _____ CCID* _____ Expire Date _____
 *CCID is the 3 digit number on the back of MC and VISA or the 4 digit number on the front of AMX.

Name on Card _____

Signature _____

Agreement

EXHIBITOR: I hereby agree to the Terms and Conditions of this Agreement for Exhibit Space and Expo Rules and Regulations.

Signature _____ Date _____

Return to: CD Management • 2724 2nd Ave. Des Moines, IA 50313 • Phone: 800-473-9464 • Fax: 515-282-4483

Expo Rules and Regulations

Pets & More USA Expo is conducted to promote responsible pet ownership and draw attention to pets available for adoption through local animal shelters, rescue leagues and humane societies. These rules and regulations have been prepared to serve the best interest of Exhibitors, visitors and Pets & More USA Expo. Exhibitor accepts these Rules and Regulations, which form a part of the Exhibit Space Agreement, and agrees to adhere to all conditions as outlined. Pets & More USA Expo is produced by CD Management Ltd., 2724 2nd. Ave., Des Moines, IA 50313.

Indemnity & Insurance. Exhibitor agrees to protect, save and hold the Show Management and the Gwinnett Convention Ctr, all agents and employees thereof forever harmless for any damages or charges imposed for violations of any law ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, as well as, strictly comply with the applicable terms and conditions contained in the agreement between the Gwinnett Convention Ctr and the Show Management regarding the exhibition premises; and further, Exhibitor shall at all times protect, save and hold harmless the Show Management and the Gwinnett Convention Ctr against and from any and all losses, costs (including attorney fees), damage, liability, or expense arising from, or out of or by reason of any accident or bodily injury or by reason of said Exhibitor's occupancy and the use of the Exhibition premises or part thereof. The Show Management and the Gwinnett Convention Center cannot assume responsibility for the safety of property of the Exhibitor, its officers, agents or employees from theft, damage by fire, accident, other causes, but will use all reasonable care to protect them against such loss. In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and especially when exhibits are being set up or dismantled, to protect them against loss.

Sublease Or Shared Space. The Exhibit Occupant will not assign or sublet assigned space or any part thereof without prior written consent of the Show Management, and agrees that no sign, placard or names shall be placed in or about the space herein leased or upon the printed list of Occupants or Directory of the Expo, except such as identify the Occupant or his product or products, that no products or services other than his own will be displayed in said space without the prior written consent of the Show Management, and that all displays, shall be subject to the approval of the Show Management.

Exhibits With Animals. Any exhibitor displaying animals must have all licenses and permits required by City, State or Federal government bodies with jurisdiction over the display, care and handling of such animals. The Expo 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, uncared 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. No animals may be sold, adopted or in any way change ownership during the Expo. Applications for adoption should be processed in the regular manner. Exhibitors are responsible for the removal of pet waste, food and other related materials to the approved waste receptacles supplied by Expo.

Force Majeure. Show Management shall not be held responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental restriction, enemy action, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of the Show Management.

Eligibility. Show Management reserves the right to accept or decline, in its sole discretion, the Exhibit Space Agreement and to determine the eligibility of any Exhibitor for inclusion in the Expo. Exhibit Space Agreements will be accepted or declined based on availability of exhibit space and the proposed products and/or services of the Exhibitor. Further, Show Management reserves the right to remove any exhibit from the Exposition that does not comply with these Rules and Regulations and the Exhibit Space Agreement. In such cases, Show Management will be responsible to the Exhibitor only to the extent of a refund of the prorated exhibit space rental. Show Management is not responsible for any fees or expenses incurred on the above-mentioned rentals. Acceptance of the Exhibit Space Agreement does not carry Show Management's endorsement of the products or services of that Exhibitor.

Exhibit Space Construction and Display Regulations.

General Requirements. Exhibit displays must be designed and constructed to avoid obstruction of the sightline from the aisle of neighboring Exhibitors, cause aisle blocks, or distract from the overall appearance of the Exposition. Show Management reserves the right to evaluate and modify the design, construction and appearance of any exhibit display at the Exhibitor's expense. All exhibits must be confined to the spatial limits of respective exhibit space(s) as indicated on the floor plan. To assure proper flow of traffic through the Exposition, product demonstration areas cannot be placed on the aisle line but must be within the leased exhibit space. Space must be allowed within the exhibit to absorb people viewing demonstrations, products/services or animals.

Property Damage. No signs, parts of exhibits, supplemental lighting, or other exhibit material may be taped, posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or any interior or exterior surface of the exhibition facility or furniture. Adhesive-backed promotional items are prohibited. Exhibitors must keep and leave exhibit spaces in a clean condition with all trash, animal waste and debris properly removed. Show Management reserves the right to charge a cleaning fee if required. Exhibitors are liable for any damage to floors, walls, columns, or other parts of the exhibition facility. All animal waste must be removed daily.

Fire and Safety. All materials used in the exhibit area must be flame-proof and fire-resistant to comply with the local fire ordinances and the fire regulations of the exhibition facility. Combustible decorations of any kind will not be permitted. All packing containers and wrapping paper must be removed from the exhibit floor and cannot be stored under tables or behind displays. Volatile and flammable oils and gases, explosives and flammable matter or any substance prohibited by local ordinance or insurance authorities will not be permitted in the buildings. Exhibitors must also comply with all safety health and hazardous materials ordinances regarding installation and operation of products or equipment. All display material and equipment are subject to inspection by the Fire Marshall. All aisles must be kept clear at all times, and fire stations and fire extinguisher equipment must not be covered or obstructed.

Americans With Disabilities Act (ADA). Each Exhibitor shall be responsible for compliance with the Americans with Disabilities Act (ADA) within its assigned exhibit space.

Exhibit Hall Conduct.

General Conduct. Exhibitor may not disclose any confidential Show Management information obtained by virtue of exhibiting. All Exhibits will be located in the contracted portion of the exhibition facility. Exhibitor will use the assigned exhibit space solely for the purpose of exhibit displays. Exhibitor will not permit the space to be used for any unlawful purpose or in any manner that may injure persons or property in or near the assigned exhibit space. Exhibit space must be fully operational and staffed during published Expo hours. Show Management reserves the right to exclude an exhibitor from participating in future Expos if the exhibit booth is not staffed accordingly. Show Management reserves the right to restrict or expel exhibits which, because of noise, method of operation or any other reason, become objectionable, or otherwise detract from, or is out of keeping with the character of the Expo. The materials and conduct of all Exhibitors are subject to the approval of Show Management, which reserves the right to require modification of any exhibit which is deemed inappropriate for the Expo. All Exhibitor representatives should conduct themselves professionally. Exhibitors must treat all attendees and fellow exhibitors equally and with dignity. The use of public address systems, entertainers, presentations or devices not in conformance with the objectives of the Expo are not permitted. Noise levels from demonstrations or sound systems must be kept to a minimum (no more than 80 decibels) and not interfere with other exhibitors. Show Management reserves the right to request the volume of audiovisual equipment be adjusted, withdraw any previously approved use of audio-visual equipment and to resolve any conflict that may arise involving interference between Exhibitors' presentations.

Exhibit Construction, Decoration, Signs, Etc. – Exhibitors are solely responsible for the safety of their exhibits. The Exhibitor and its display company remain solely liable for the safety of their exhibit. Exhibitors must comply with all regulations published by Show Management, laws, regulations, and ordinances in force in the exhibit facility, city of Duluth, the state of Georgia, and the United States.

Regulation/rules page 2

Promotional/Selling Guidelines. The aisles and other spaces in the Expo not leased to Exhibitors shall be under the direct control of Show Management. All displays, interviews, conferences, distribution of literature, lectures, and the conduct of business of any nature by an Exhibitor, shall only occur inside the contracted exhibit space or in other Show Management approved locations. Exhibitor may sell no items without collection of applicable sales taxes and Exhibitor must be registered as required by local authorities. Exhibitors shall offer to all purchasers a written receipt which includes the vendor name, address, telephone, date of sale, amount paid, item sold and return policy, and merchandise should be tagged as sold or placed in a shopping bag. Return policies must be posted at the booth for customer review prior to purchase of any merchandise. If purchasers need to return to the Expo to pick-up or exchange merchandise, prior arrangements must be made with Show Management to allow them to re-enter the exhibit hall.

Animal Sales/Adoptions. Animals are not to be sold at this event. Shelters, rescues and humane societies may use their regular application process for adoption of a pet.

Smoking and Alcohol. No smoking or alcoholic beverages are permitted on the exhibit floor during move in, exhibit hours and/or move out.

Photography/Video/Film. Exhibitor is prohibited from taking photographs, video or film of other exhibits or the exhibit hall in general without the approval of Show Management.

Exhibitor Badges. All Exhibitors must wear an Exhibitor's Badge during installation, show hours, or dismantle of the Expo. In the interest of safety and injury prevention, children under 16 will not be permitted on the exhibit floor during installation and dismantling of exhibits. Children under the age of 16 cannot enter the exhibit hall with an Exhibitor Badge. Prior arrangement will need to be made with Show Management to accommodate volunteers under the age of 16. All personnel representing the Exhibitor or its authorized agents must be properly identified with an official Pets & More USA Expo Exhibitor badge at all times. Show Management reserves the right to refuse entrance into the exhibit hall without an official Pets & More USA Expo Exhibitor badge.

Installation and Dismantle.

General Requirements. Materials for an exhibit display may not be delivered to the exhibition facility before the official move-in day. All exhibit displays must be completely installed at least one (1) hour before show opening. Depending on the exhibition facility, exhibitors may be prohibited from driving vehicles inside the exhibition facility. Exhibitors will not be permitted into the Exhibit Hall for any reason prior to the published move in times. **No displays may be dismantled prior to the official closing to the Expo.** Such activity will be considered a violation of these Rules and Regulations and Show Management reserves the right to exclude an Exhibitor from participating in future Expos. All materials, including trash, must be removed from the exhibition facility by the end of move-out period.

Unions. When union contracts exist, Exhibitor must acknowledge union jurisdictions and conform to union regulations and use union workers.

Compliance and Enforcement. Show Management shall have full discretion in the interpretation and enforcement of Rules and Regulations governing Exhibitors. All matters and questions not covered by the Exhibit Space Agreement and these Rules and Regulations shall be the final judgment and decision of Show Management. Third parties acting on behalf of or representing the Exhibitor must adhere to and abide by the Exhibit Space Agreement and Rules and Regulations. It is the Exhibitor's responsibility to inform third parties of the Rules and Regulations, guidelines, deadline dates, and to forward all items for which such third party may be responsible. These Rules and Regulations may be amended at any time by Show Management upon written notice by Show Management to Exhibitors as may affect them.

Special Electrical, Cleaning, Catering Services, Etc. - For insurance, safety and security purposes, electrical, cleaning, catering, sign hanging, drapage, and other special services needed by individual Exhibitors are provided only when the Exhibitor orders and agrees to pay for them from the exclusive suppliers authorized to provide such services listed in the Exhibitor Manual.

Floor Plans - Show Management publishes floor plans that are provided by the exhibit facility and are believed to be correct.

Amendments - Show Management shall have full power to make or amend these rules.

SHOW MANAGEMENT RESERVES THE RIGHT TO RELOCATE ANY BOOTH(S) FOR ANY REASON DEEMED NECESSARY.

Show Colors - Pipe & drape is provided. Any changes must be approved by Show Management.

Third Party Contractors - Must provide a certificate of insurance to Pets & More USA Expo, Attn: Show Manager, 2724 2nd Ave., Des Moines, IA 50313 • Fax: 515-282-4483 and the official show contractor.

Only EXHIBITORS & SHOW MANAGEMENT STAFF will have access to the show floor during setup hours.

Booth staff must display badges at all times during set-up. All booths shall be fully staffed during show hours.

Exhibit Move-in Hours	
Friday, October 29	1 pm - 8:30 pm
Exhibit Hours - Show Hours -(subject to change)	
Saturday, October 30	10 am - 5 pm
Sunday, October 31	10 am - 4 pm
Exhibit dismantle	
Sunday, October 31	4 pm - 8 pm
NO displays may be dismantled prior to the official closing of the expo at 4 pm.	

Freight Shipments The convention center cannot accept advance shipments for exhibitors. All freight should be directed to the official show service contractor. Late freight accepted could be charged an additional fee.

Freight Handling You may elect to deliver your own product to your booth. You **will not be** allowed to drive your vehicle onto the showroom floor. You may use your own un-motorized carts to unload and deliver your own freight. Labor can be arranged with the decorator at their published rates. A kit will be available approximately 60 days prior to show.

Exhibit Labor/Union Labor THIS IS NOT A UNION FACILITY. You may erect and dismantle your own exhibit booth.

Food/Beverage The facility has exclusive rights to food and beverage sales and/or giveaways for human consumption and, if applicable, any such items must be purchased through the facility's caterer. Exhibitors must receive prior approval from Show Management if any food or beverage will be sold or sampled.

NOTICE: Exhibitors MUST check in at the show registration desk before 4 p.m. on Oct. 29. You may not be allowed into the building if you fail to check in prior to 5 p.m. Later setup must be pre-arranged with Show Management.



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Sponsorship Opportunities

Pets and More USA Expo – October 30-31, 2010

ALL sponsorship packages include: 10 tickets to the event for friends and family and logo on admission tickets in addition to the information for each level below.

PLATINUM AND GOLD sponsors will be recognized as a stage sponsor for all stage events.

PLATINUM SPONSORSHIP: \$2000:

- One 10' X 20' company booth
- Your company listing in our advertising flyer and on our website
- Your banner ad on our website with web site links
- Your company listing on our posters and coupons distributed locally
- Your company logo/name prominently displayed on a sign at the event
- Your company listed as a Platinum Sponsor on our web site
- Show guide advertisement of 1/2 page or larger in 4 color (provided by exhibitor)
- Sign with logo/name on 4 (four) approved non-profit charity booths recognizing your kindness

GOLD SPONSORSHIP: \$1000:

- One 10' X 10' company booth
- Your company listing in our advertising flyer and on our website
- Your banner ad on our website with web site links
- Your company listing on our posters and coupons distributed locally
- Your company logo/name prominently displayed on a sign at the event
- Your company listed as a Gold Sponsor in the show guide and on our web site
- Show guide advertisement of 1/2 page in 4 color (provided by exhibitor)
- Sign with logo/name on 2 (two) approved non-profit charity booths recognizing your kindness

SILVER SPONSORSHIP \$500:

- Your company listing in our advertising flyer and on our website
- Your company listing on our posters for advertising
- Your company listed as a Silver Sponsor in the show guide and on our web site
- Show guide advertisement of 1/4 page in 4 color (provided by exhibitor)
- Sign with logo/name on one approved non-profit charity booth recognizing your kindness

BRONZE SPONSORSHIP: \$250:

- Your company listing in our advertising flyer and on our website
- Your company listed as a Bronze Sponsor in the show guide and on our web site
- Sign with logo/name on one approved non-profit charity booth recognizing your kindness

Please consider this sponsorship opportunity. Your sponsorship provides a complimentary booth space for a non-profit pet-related charity at our event. Please respond by June 30 to ensure your maximum exposure

Sponsorship Agreement Form Pets and More USA Expo

Sponsorship is a great way to maximize your exposure at events. Sponsorships provide companies with the opportunity to garner name recognition and market share through the branding associated with this show. Sponsorships are available at various levels and for specific features of the show.

Yes, we will sponsor the Pets and More USA Expo, October 30-31, 2010.
Please list us as the sponsor checked below. Payment is due with this agreement form.

You may type your information directly into this document then print, fax or mail to us at the address listed below

Platinum Sponsor: \$2000

Gold Sponsor: \$1000

Silver Sponsor: \$500

Bronze Sponsor: \$250

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact _____

Contact e-mail _____

Contact phone number _____

Payment form:

I have enclosed a check.

I would like to pay with a credit card. Card information below.

Name on credit card _____

Address if different than above _____

Credit Card Number _____

Expiration date _____ CCI number _____

The CCI number is located on the back as a three digit on MC & Visa.

Mail this completed form along with a check or credit card information to:

Pets and More USA Expo, 2724 2nd Ave, Des Moines, IA 50313.

If you prefer, you may fax the form to 515-282-4483 and call us with your credit card information.
Thank you.