

January
28th & 29th
2017

You are invited to...

PetEXPO

Edmonton



Edmonton
EXPO Centre



The Edmonton Pet Expo is an exciting event geared towards pet owners, celebrating the important role that pets play in the lives of people. The Expo strives to increase awareness of animal issues and to educate on the various facets of responsible pet ownership. Visitors to the Edmonton Pet Expo come to enjoy the entertainment, interact with pets, and discover services and products that will help them deliver the best care possible to the animals they love. Bringing together this large community of pet owners, the Expo is a unique and invaluable opportunity to interact with potential customers one-on-one.

We are pleased that the Edmonton Pet Expo has grown into an event where exhibitors benefit from the interactive marketing of their products and services. The Expo is your chance to get great positioning for branding, on-site sales, and gain positive public relations. Our pre-qualified audience of over 14,250* animal enthusiasts is the perfect opportunity to reach a wide range of people who can benefit from what you have to offer.

While the Edmonton Pet Expo is a wonderful way to further your business, it is also about educating on the value of animals and the importance of responsible pet ownership. It is up to all of us. Take this opportunity to make your business a part of this effort. You can save money by registering early, so get your application in today!

**Book early -
Save money!**

Want to know more?

Family Productions Inc.

Phone: (780) 490-0215 Fax: (780) 450-3757

Email: info@edmontonshows.com

Business/GST No. 888484615RP0001



FAMILY PRODUCTIONS INC.
EST. 1993

www.EdmontonShows.com



Attendee Snapshot*

- 14,250 people attended in 2016
- 48% were between the ages of 25-44, and 21% were between the ages of 18-24
- 54% had a household income of over \$61K/year
- 42% own their own home – ideal for owning or fostering a pet
- 66% own at least one dog and 47% own at least one cat. 87% own an animal of any kind
- 54% were first time visitors to the Expo – a good mix of new and returning
- 91% indicated they would attend again in the future!

*Based on the 2016 Edmonton Pet Expo



CONDITIONS OF CONTRACT - EXHIBITOR

For the purposes of these conditions Family Productions Inc. shall herein be referred to as Management, the event shall be referred to as the Show, and the exhibitor shall be referred to as Exhibitor.

1. **RULES & REGULATIONS:** The Exhibitor 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 Exhibitors 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, Exhibitors, and others attending the Show.
2. **LOSS OR DAMAGE:** Exhibitor will be liable for and will indemnify and hold harmless Management from any loss of 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 Exhibitor, other Exhibitors, Show Sponsors, Management, the Show, the owners of the building, their respective agents, servants and employees, 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 Exhibitor's occupancy of said space.
 - a. 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.
3. **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.
4. **CANCELLATION:** This contract may be cancelled by either party provided written notice is received by the other at least eight (8) weeks prior to the first day of the Show, in which case the Exhibitor will be responsible for 50% of the total contracted amount. If the Exhibitor cancels after this date the Exhibitor will be liable for 100% of the total contracted space costs. By cancelling this contract the Exhibitor 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.
 - a. Management reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the Conditions of Contract, in which case the Exhibitor shall forfeit as liquidated damages all space rental payments made by him and any further occupancy of such space.
5. **DATE/VENUE CHANGE:** If the Management shall consider it inadvisable to hold the said Show at the time and/or place herein provided, Management shall have the right to change the date and/or place within the same City, giving the Exhibitor written notice thereof by e-mail addressed to the e-mail address given herein.
6. **BOOTH ASSIGNMENT:** Management reserves the right to alter or change the space assigned to the Exhibitor.
7. **EXCLUSIVITY:** Management does not provide Exhibitors with exclusivity to any one particular product or service unless specifically negotiated in writing through sponsorship.
8. **INSURANCE:** The Exhibitor 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 Family Productions Inc. one week prior to scheduled Show move-in.
9. **DISPLAY:** The Exhibitor 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 Exhibitor 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 Exhibitor agrees to pay for such additional costs as may be incurred.

10. ENCROACHMENT: Exhibitor 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 4 feet at the sides of the exhibit, unless agreed upon in writing with Management in advance of the Show.
11. SUBLETTING: Space contracted by the Exhibitor may not be sublet or re-sold without the prior written permission of Management.
12. THIRD PARTY PROMOTION: Exhibitor 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.).
13. LIGHTING & ELECTRICAL: All electrical wiring and outlets shall be at the Exhibitor'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.
14. SALES/ADOPTIONS OF LIVE ANIMALS: The Exhibitor understands and agrees that no live animal will be sold or adopted off of the Show floor.
15. SECURITY: Management will provide necessary security for the building during the hours the Show is closed. Exhibitors must have an individual directly responsible for his own exhibit each day during the hours the Show is open.
16. 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 Exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Show participants.
 - a. Management reserves the right to approve or disapprove of any and all products, materials or displays that are to be carried by the Exhibitor. The Exhibitor acknowledges that he is one of many Exhibitors and agrees to co-operate with the other Exhibitors 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 Exhibitors 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.
17. UNIONS & LABOUR: The Exhibitor 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.
18. PROMOTIONAL MEASURES: Where an Exhibitor 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.
19. PRIVACY: Exhibitor 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.
20. SHIPPING/DELIVERIES: All goods shipped to the Show must be clearly marked with the name of the Show, the name of the Exhibitor 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.
21. PHOTOGRAPHS & VIDEO: Management reserves the rights to reproduce all photographs, images and likenesses taken during the Show for future promotional purposes.



Edmonton Pet Expo Extra Promotions Opportunities

Here at the Edmonton Pet Expo we are our exhibitors' number one fans! When our exhibitors have super exciting things going on, we absolutely love to spread the word. Fill out this form for extra promotional opportunities (the Edmonton Pet Expo website, Facebook, Twitter, and possibly even our radio and TV advertising!)

**Please note that filling out this form does not guarantee any extra promotion – promotions of the Edmonton Pet Expo exhibitors and features are entirely at the discretion of management*

- 1.) Is there anything special and/or exciting about your company and its presence at the show that we should know? (special activities, giveaways, etc.)**

- 2.) Are you offering a show special on your products or services? Provide all details.**

- 3.) Are you offering a special discount or service for your fellow exhibitors? Let us know and we'll be sure to spread the word!**

You are also welcome to interact with us on social media! Tag @EdmPetExpo so we can see it!