

You are invited to...

PetEXPO

Edmonton

Edmonton EXPO Centre | January 16 & 17, 2027



For over 20 years, the Edmonton Pet Expo has been a trusted annual gathering place for pet owners, animal lovers, and industry professionals who believe pets are family. Each year, thousands of passionate pet parents come together to learn, connect, and discover products and services that help them provide the best possible care for their animals.

Why the Edmonton Pet Expo?

The Expo is an unrivaled platform for engaging potential customers in an interactive, memorable way. We focus on meaningful connections—creating a low-pressure environment where trust is built naturally and visitors feel confident exploring new products and services.

- **Direct access to engaged pet owners and enthusiasts** actively looking to learn, ask questions, and discover new solutions
- **One-on-one interaction** that builds trust and long-term customer relationships
- **A relaxed, fun setting** that removes the fear of trying something new
- **Strong brand alignment** with an event dedicated to education, animal welfare, and community

Exhibitors consistently tell us the Expo is where they make some of their **most meaningful connections**.



By the Numbers

- **Unparalleled Exposure:** In 2026, we welcomed approximately 12,200 attendees.
- **Extensive Reach:** A multi-channel marketing campaign delivering millions of touchpoints across digital, social, and traditional media platforms throughout the Edmonton region.
- **Targeted Engagement:** You gain direct access to a high-intent audience of pet owners and enthusiasts actively looking for new solutions and professional expertise

A Platform for Every Stage of Business

The Edmonton Pet Expo brings together highly engaged pet owners who attend with the intention to learn, ask questions, and discover products and services that support the health and happiness of their animals. How exhibitors use that access looks different—but the opportunity remains the same.

Local Businesses, Rescues, and Breeders: Use the Expo to build trust, educate the public, and form meaningful connections within a like-minded community. It's a supportive space to share your story, raise awareness, and grow your reach naturally.

Pet Stores and Growing or National Brands: Leverage the same environment to introduce new solutions and strengthen brand presence through face-to-face engagement. The Expo offers a high-intent audience for experiential discovery, including product demos, sampling, and hands-on education.

One audience. Many ways to connect.

Marketing Reach That Extends Beyond the Weekend

The Expo is supported by a comprehensive marketing campaign across digital, social, and traditional media. Exhibitors can also access optional social media and content services through **Family Productions Inc.**, producers of the Edmonton Pet Expo with over 35 years of marketing and media expertise.

Join Us

Whether you're a one-person operation or a national brand, the Edmonton Pet Expo offers flexible exhibitor opportunities designed to meet you where you are.

Reserve your booth today and connect with a passionate pet parent community ready to discover businesses that share their love for animals. Get ready to make a positive impact on the vibrant pet community in Edmonton!



Family
Productions
Inc.
EST. 1993

Phone: (780) 490-0215

PO Box 22119 Edmonton Alberta, T6L 0A1

Email: louise@edmontonshows.com

Business/GST No. 888484615RP0001

www.PetExpo.ca



Exhibit Space Application

January 16th & 17th, 2027

Saturday 10 am – 5 pm
Sunday 10 am – 5 pm

Edmonton EXPO Centre
www.EdmontonShows.com

Phone: (780) 490-0215
klaus@edmontonshows.com
GST No. 888484615RP0001



2027

Procedure

1. Fill out the application as completely as possible.
2. Submit along with payment method (no application will be processed without payment).
3. Confirmed registrations will be e-mailed an **Invoice**.

Applicant is responsible for following up should an invoice not be received, as well as for reviewing the invoice.

Company Name: _____

Is this the name to appear in the Exhibitor Listings? Yes No, use _____

If your company is known by any other names include them here: _____

Contact: _____

Position Title: _____

Phone: _____

Cell: _____

Address: _____

City

Province

Postal Code

E-Mail Address: (write clearly): _____

Note: Invoices, Complimentary tickets and instructions to the Exhibitor Manual will be sent to the e-mail address above.

Complimentary tickets are to be sent to the following (if different than Above) E-mail: _____

Also send a copy of the instructions to the Exhibitor Manual to a 2nd person. E-mail: _____

You must list and describe the **type of product(s) and/or service(s)** to be displayed, along with any materials or samples to be distributed. **All undisclosed products or services, along with unauthorized third party promotion, are not approved or permitted and will have to be removed from your booth at the discretion of show management.**

NOTE: All companies **sampling or selling Human food/beverage products** must have their application in by **December 18, 2026**. You will also need to submit the appropriate forms to AHS and Edmonton Expo Center no later than **December 18, 2026** (4 weeks) prior to the event if selling or sampling. Please be aware that some food/concession products are subject to a 25% commission to the Edmonton Expo Centre.

Yes **No** Are you sampling and / or selling any Human food and / or beverage products?

Please list all products and services that you will have in your booth. Family Productions Inc must approve all.

Reminder: Balloon and Animal restrictions **DO apply. No animal sales or adoptions off of the Show Floor (Paperwork Only).**

Any pets brought to the Expo **must have proof of recent vaccination, and should be in good health with a recent vet check.**

Contact office for additional information.

Office Use Only

Date Received _____

Invoice # _____

Conditions _____

Booth Size _____

Booth # _____

Invoice Manual Tickets

Insurance Attached Staff list

******* ATTENTION EXHIBITORS *******

Encroachment: Exhibitors will be charged at a premium rate for any spillage into the aisles or into another exhibit space during the hours of the event. Please ensure you have booked yourself enough space.

All Booths include applicable 8' back and 3' side draping only. All other Booth Accessories must be ordered.

- 10'x6' & 10'x10' booths will receive 6 exhibitor wristbands for Staff and 6 complimentary online Show Tickets.
- 10'x20' or greater booths will receive 12 exhibitor wristbands Staff and 12 complimentary online Show Tickets.

Please note that exhibitor wristbands are for booth employees only.

Complimentary Online Show Tickets are to be used for personal guests, clients, or for promotional purposes not booth staffing.

Please use the **Power Needs, Show Extras, and Booth Accessories** areas below to order any of your booth requirements.

***** There are savings by preordering your booth accessories in advance through Family Productions Inc. *****

Price Break that will apply is determined by the date on which our office RECEIVES the application. No Exceptions.

Please note our Cut off day for receiving applications is January 8, 2027

NO Applications will be accepted after January 8, 2027

Exhibit Space Size	Price Break Deadlines (Select Appropriate Price Column)					
	Price Expires March 20 '26	Price Expires June 12 '26	Price Expires Sept. 11 '26	Price Expires Nov. 12 '26	Price Expires Dec. 23 '26	Price Expires Jan 8 '27
<input type="checkbox"/> 10'x6' <i>Home Based Only</i>	\$695	\$995	\$1095	\$1,150	\$1,200	\$1,250
<input type="checkbox"/> 10'x6' Corner <i>Home Based Only</i> <i>Limited corners available (First to book basis)</i>	\$770 <small>If still available</small>	\$1070 <small>If still available</small>	\$1,170 <small>If still available</small>	\$1,225 <small>If still available</small>	\$1,275 <small>If still available</small>	\$1,325 <small>If still available</small>
<input type="checkbox"/> 10'x10'	\$1,170	\$1,550	\$1,700	\$1,775	\$1,825	\$1,875
<input type="checkbox"/> 10'x10' Corner	\$1,220	\$1,600	\$1,750	\$1,825	\$1,875	\$1,925
<input type="checkbox"/> 10'x20'	\$2,242	\$3,000	\$3,300	\$3,450	\$3,550	\$3,650
<input type="checkbox"/> 20'x20'	\$4,164	\$5,400	\$5,600	\$5,800	\$6,000	\$6,000
<input type="checkbox"/> 20'x30'	\$5,650	\$7,200	\$7,500	\$7,800	\$8,100	\$8,100

* Exhibit prices subject to change at the discretion of Family Productions Inc.

* Exhibit Prices are valid for this application only.

Booth Space Total (Use proper amount from above table)	\$
*** All Exhibit Spaces (Booth) Prices Subject To 5% GST ***	

Power Needs	Price	Calculation	Total
<input type="checkbox"/> 1500 watts/120 volts (E1500)	\$190	____ x \$190 =	\$
<input type="checkbox"/> 1500 watts/120 volts (24-hour) (E150024)	\$244	____ x \$244 =	\$
<input type="checkbox"/> Flood Lights 2 - 24 Watt LED fixtures on 8' Telescopic Stand (Power included for lights ONLY. No additional plug-ins) (L2150)	\$150	____ x \$150 =	\$
<input type="checkbox"/> Source 4 Par Fixture (Ceiling Light) (Power included for lights ONLY. No additional plug-ins) (L575S4)	\$270	____ x \$270 =	\$
<input type="checkbox"/> Man-lift Services (ex. Hanging banners/signs)	\$465 per hour	____ x \$465 =	\$

**Power Prices are valid for this application only.

****Prices subject to change without notice****

Power Needs Total (add all totals in column)	\$
*** All Booth Power Needs Prices Subject To 5% GST ***	

Please use the **Show Extras, and Booth Accessories** areas below to order any of your booth requirements.
***** There are savings by preordering your booth accessories in advance through Family Productions Inc. *****

*Show Extras	Price	Calculation	Total
<input type="checkbox"/> 4x4 Additional Storage Request**	\$85 for the weekend \$140 for the weekend \$8 per wristband	<u> </u> x \$85 =	\$
<input type="checkbox"/> Mascot Changing Area <small>*All mascots must be approved by show management in advance</small>		<u> </u> x \$140 =	\$
<input type="checkbox"/> Extra Exhibitor Wristbands <small>Over the included booth quantities</small>		<u> </u> x \$8 =	\$
*Show Extras Prices are valid for this application only. ** Storage Space is limited and may not be available Family Productions Inc. assumes no responsibility for items stored.		Show Extras Total (add all totals in column) ***All Show Extras Prices Subject To 5% GST***	\$

*Booth Accessories	Edmonton Shows Advance Prices	Preorder Calculation	Total
<input type="checkbox"/> Carpet	\$100 per 60 square feet (10 x 6 space)	<u> </u> x \$100 =	\$
<input type="checkbox"/> Carpet Underlay	\$70 per 60 square feet (10 x 6 space)	<u> </u> x \$70 =	\$
<input type="checkbox"/> Carpet	\$165 per 100 square feet (10x10 space)	<u> </u> x \$165 =	\$
<input type="checkbox"/> Carpet Underlay	\$115 per 100 square feet (10x10 space)	<u> </u> x \$115 =	\$
<input type="checkbox"/> Skirted Tables	<u> </u> 4' <u> </u> 6' <u> </u> 8' \$95 per table	<u> </u> x \$95 =	\$
<input type="checkbox"/> Raised Table Skirted	<u> </u> 4' <u> </u> 6' <u> </u> 8' \$125 per table	<u> </u> x \$125 =	\$
<input type="checkbox"/> Contour Molded Chairs	\$30 per chair	<u> </u> x \$30 =	\$
<input type="checkbox"/> High Stools w/backs	\$99 per stool	<u> </u> x \$99 =	\$
Booth Accessories Packages	Choose Table Size and number of Chairs	Package Calculation	*****
10 x 6 Deluxe: (per space) Includes: Underlay, Carpet, 1 Table skirted, 2 Chairs	<u> </u> 4' <u> </u> 6' <u> </u> 8' <u> </u> Chairs	<u> </u> x \$275 =	\$
10 x 10 Deluxe: (per space) Includes: Underlay, Carpet, 1 Table skirted, 2 Chairs	<u> </u> 4' <u> </u> 6' <u> </u> 8' <u> </u> Chairs	<u> </u> x \$405 =	\$
10 x 20 Deluxe: (per space) Includes: Underlay, Carpet, 2 Table skirted, 4 Chairs	<u> </u> 4' <u> </u> 6' <u> </u> 8' <u> </u> Chairs	<u> </u> x \$770 =	\$
20 x 20 Deluxe: (per space) Includes: Underlay, Carpet, 3 Table skirted, 6 Chairs	<u> </u> 4' <u> </u> 6' <u> </u> 8' <u> </u> Chairs	<u> </u> x \$1,520 =	\$
20 x 30 Deluxe: (per space) Includes: Underlay, Carpet, 4 Table skirted, 8 Chairs	<u> </u> 4' <u> </u> 6' <u> </u> 8' <u> </u> Chairs	<u> </u> x \$2,021 =	\$
Booth Accessories Prices are valid for this application only		Booth Accessories Total (add all totals in column) ** All Booth Accessories Prices Subject To 5% GST ****	\$

Additional Promotions

Note: All Items are subject to availability and approval by Family Productions Inc.

Exhibitor

Non-
Exhibitor

Additional Advertising Opportunities

<input type="checkbox"/>	Web Feature	One (1) Web Story on the Features page of the Show's website for up to two (2) months. Family Productions Inc. will create a Web Story using copy and image(s) provided by exhibitor. Take advantage of the increased web traffic surrounding our events by ensuring you sign up early!	\$595	\$1300
<input type="checkbox"/>	Instagram Facebook Posts	One (1) post on both Instagram & Facebook Posts will be produced by Family Productions Inc. and posted to Show's Facebook & Instagram. Exhibitor to provide content for posts. Maximum of 2 posts. Additional posts available upon approval.	\$250.00 per post Maximum of 2 posts.	— X \$250 \$ (Max. of 1 post)
<input type="checkbox"/>	Instagram Facebook Videos	One (1) video creation and post to Show's Instagram & Facebook Interview Style Videos produced by Family Productions Inc. Your video will be posted on the Show's Facebook and Instagram, and you will also get a copy you can post to your own social media if you choose.	\$495 per video	— X \$495 \$ (Max. of 1 video)
<input type="checkbox"/>	Sound Bytes	Get your messaging in the ears of attendees! Get six (6) announcements over the weekend from our media emcee, strengthening your brands' presence at the Show. Announcements may be done on the overhead system or at the Stage/Demo Area.	\$350	\$800

Social Media & Media Services

<input type="checkbox"/>	Social Media Post Development Services	Social media post for you to post on your own socials. These posts focus on whatever you want – not necessary to have anything to do with our event. Price includes idea generation, graphic and text design and creation. This service is available year round.	\$500 per post	— X \$500 \$ \$
<input type="checkbox"/>	Press Release Services	Creation of press release, including consult for relevant idea generation, writing, and formatting. Press release will be about your company, not related to our show. Press release can be sent by us or given to you to send. This service is available year round.	\$400.00 per release	— X \$400 \$ \$
<input type="checkbox"/>	Social Media Consultation	Social media consulting for your social media presence. This service can cover a multitude of facets, from creating a presence to creating a plan or a schedule, and everything in between. Our rate for Social Media Consultation is \$125.00 per hour. This service is available year round. Please contact us for a time estimation for your needs.		
<input type="checkbox"/>	Social Media Management	Full service social media management. Please contact us for pricing at (780)490-0215 . This service is available year round.		

At the Door

<input type="checkbox"/>	Distribution	Quantity and cost depends on product. Please call us to determine amounts and costs required. (780) 490-0215
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Presentations

<input type="checkbox"/>	Presentation	25-minute presentation on Main Stage/Doggie Demo Area. Focus is to be informational (as opposed to a sales pitch). Includes mention on website and in stage schedule, wherever it may appear.	\$250	\$350
		Additional Promotions Total (add all totals in column) **** All Additional Promotions Prices Subject To 5% GST ****	TOTAL	\$

Required

• **Presentations** – describe *in detail* below, including the topic(s) to be covered, length, name and any relevant background of the speaker(s), special needs or requests (additional charges may apply), and any other information pertinent to your presentation.

Note: If any stage cleanup will be necessary, please contact our office to check in regarding how much time the schedule will allow for cleanup.

(Please add additional page if more space is needed.)

Please note that your booth comes with Complimentary Online Show tickets see Page 2. If you require additional use this form

*Ticket Purchase Special		Price (General admission tickets only)	Calculation	Total
<input type="checkbox"/>	Under 25 Tickets	\$10.50 per Ticket	___ X \$10.50 =	\$
<input type="checkbox"/>	25 – 50 Tickets	\$9.50 per Ticket	___ X \$9.50 =	\$
Tickets can be purchased for personal guests, for clients, or for promotional purposes		Ticket Purchase Total (add totals in column)		
** Ticket Purchase Specials are valid for this application only.		*** All Ticket Prices Subject To 5% GST ***		
*** Pre-ordered discounted General Admission tickets have no cash value and are non-refundable.				

NO Applications will be accepted after January 8, 2027

Please Read the Terms of Contract (below) and Conditions of Contract (attached) Before Signing.

- All Exhibitors must have general liability insurance for the dates and location of the show.**

Insurance has to be a Minimum two million (\$2,000,000.00) general liability coverage.

Exhibitors must submit a Certificate of Insurance to our office at least two (2) weeks prior to show.

The Certificate of Insurance must include the Edmonton EXPO Centre and Family Productions Inc. as additional insured for the weekend of the show.

*****Please Note:** Your Insurance Company can transfer your existing Business Liability insurance to the show for the weekend and add the required additional insured (as above). If you do not have existing business coverage, you will be required to purchase insurance designed specifically for exhibitors. Please contact our office for Provider recommendations

- All Applications are subject to a 3.5% processing fee.
- 50% non-refundable deposit on submission of contract.
- 50% non-refundable balance on contract by November 23, 2026.
- 100% non-refundable payment required for applications received on and after November 23, 2026.
- 2% per month will be added to overdue accounts.

Are you authorized to sign for the company? Yes No

We agree to pay Family Productions Inc. \$ _____ and to abide by the Terms and Conditions of Contract adopted by Family Productions Inc. and the Edmonton Pet Expo.

Signature: _____ Date: _____

Cheque / Money order enclosed Do not send money in the mail.

Full invoice amount required if paying by cheque. (50% deposit cheque plus postdated cheque for final amount **OR** full invoice amount.)

Etransfer sent etransfers to klaus@edmontonshows.com

Credit Card Payment Option (select ALL appropriate options) ** Registrations will not be processed without payment ****

- I authorize \$ _____ from my credit card upon processing of this contract to satisfy the 50% deposit
- I authorize \$ _____ from my credit card on November 23, 2026 to satisfy the balance of this contract
- I authorize \$ _____ from my credit card to satisfy the 100% total due for this contract upon its processing

Card Number: _____ Expiry Date: _____ CVV# _____

Name on Card: _____ Signature: _____

Mail to: PO Box 22119 Edmonton Alberta T6L 0A1 or Email to: klaus@edmontonshows.com

Family Productions Inc. Business/GST No. 888484615RP0001

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, epidemic, pandemic, strike, government closures 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.