

SATURDAY, MAY 4, 2019 | 10AM – 4PM

**Be part of 19th Annual Pet Fiesta
at Reston Town Center!
A Celebration of Pets and Pet Ownership**



Pet Fiesta draws thousands of local businesses, rescue groups and pet owners for an exciting day of interactive activities, demonstrations, exhibitions and animals galore and we would like to invite your business or organization to participate. This is a perfect opportunity to showcase your business or sell your product to thousands of pet - focused customers from around the region, in a prime location at an excellent price. General admission is FREE! Event is RAIN or SHINE!

This premiere outdoor event is a benefit for GoodDogz.org, a 501(c)(3) non-profit organization dedicated to educating potential dog owners on dog selection and care and supporting the efforts of rescue groups.

Please review the information in this package, it includes: Registration Contract, Sponsorship and Exhibitor Packages, Event Guidelines, Photos, and a Release and Indemnity Agreement. To participate, return the registration contract and release with your selected exhibitor's fee no later than **April 16, 2019.**

SPONSORS: If you are interested in sponsoring Pet Fiesta, please contact Mark Bates at 703-623-3304 to confirm availability and deadlines. The deadline to ensure you are included in ALL materials outlined in the sponsor packages is March 18, 2019.

Booth numbers will be assigned no later than **Friday, April 16, 2019.** On or around this date, we will send you a complete packet of information with the check-in location and time, event layout, final schedule of activities, and other pertinent instructions.

If you have any questions, please do not hesitate to call /email. We look forward to your participation in Pet Fiesta!

2019 PET FIESTA SPONSOR & EXHIBITOR REGISTRATION CONTRACT

BUSINESS INFORMATION: PLEASE PRINT CLEARLY

Business/Organization Name: _____ Contact: _____
Contact Email Address: _____
Contact Phone: _____ Fax _____ Alt (Cell) _____
Business Address: _____

BUSINESS PROFILE FOR EVENT PROGRAM: PLEASE PRINT CLEARLY

Business/Organization Name: _____
Phone Number: _____ Website: _____
Business Profile (10 words or less): _____

SPONSOR/EXHIBITOR PACKAGES

Please Select Package:

- | | | |
|--------------------------|--|--------|
| <input type="checkbox"/> | Title Sponsor | \$5000 |
| <input type="checkbox"/> | Grande Sponsor | \$1000 |
| <input type="checkbox"/> | Event Sponsor | \$300 |
| <input type="checkbox"/> | Premium Exhibitor | \$600 |
| <input type="checkbox"/> | Standard Exhibitor | \$300 |
| <input type="checkbox"/> | Non-Profit Exhibitor | \$100 |
| <input type="checkbox"/> | I'm fur friendly and would like to Sponsor a Rescue Group for \$100. | |

\$ TOTAL

**PAYMENT IS DUE IN FULL WITH CONTRACT. Make checks payable to: GoodDogz.org, Inc.
Mail check and contract to: GoodDogz.org, c/o Beth Bates, 124 Amherst St., Winchester, VA 22601.**

CANCELLATIONS: Your commitment is final. No refunds will be issued. If the event is cancelled by the organizer due to uncontrollable circumstances, GoodDogz.org will reimburse the exhibitor 50% of the contract fee. Sponsorship fees are non-refundable.

Signature _____ Date _____

For Office Use Only: Date Received: _____ Amount Paid: _____ Method: _____
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EXHIBITOR & SPONSOR PACKAGES/BENEFITS

An annual event, featuring over 100 pet businesses and rescue groups, offers an exciting day of demonstrations, exhibitions, contests, entertainment and animals galore. 2018 attendance: 8,000+.

The event is free to the public, and all proceeds benefit GoodDogz.org.

TITLE SPONSOR \$5000

Deadline for all benefits: March 18, 2019

TWO sponsorships available

- **Logo placement on Official Pet Fiesta Event Banner located across Market Street. Installed 2 weeks prior to event**
- **Logo placement in print advertisements**
- **Logo placement on front of event program**
- You have the opportunity to select your exhibitor location, with recognition and direct access to thousands of potential clients (10X10 tent, table, 2 chairs, table cloth).
- Logo placement on signs located in Reston Town Center building & garage elevators. Installed 1 week prior to event.
- Logo placement beside business description in the event program
- Logo featured on Sponsor Page of Pet Fiesta program
- Logo prominently featured as sponsor with link from petfiesta.org
- Listing and link on petfiesta.org as Premium Exhibitor, if exhibiting

GRANDE SPONSOR \$1000

Deadline for all benefits: March 18, 2019

FIVE sponsorships available

- You have the opportunity to select your Exhibitor location, with recognition and direct access to thousands of potential clients (10X10 tent, table, 2 chairs, table cloth).
- Logo placement on signs located in Reston Town Center building & garage elevators. Installed 1 week prior to event.
- Logo placement beside business description in the Event Program
- Logo featured on Sponsor Page of Pet Fiesta Program
- Logo featured as sponsor with link from petfiesta.org
- Listing and link on petfiesta.org as Premium Exhibitor, if exhibiting

EVENT SPONSOR \$300

Deadline for all benefits: April 16, 2019

- Listed on Sponsor Page of Pet Fiesta Program
- Listed with link on Sponsor Page of petfiesta.org

PREMIUM EXHIBITOR \$600

Deadline: April 16, 2019

- **10X10 tent on Market Street. YOU select your location – first come first serve!**
- 1 table, 2 chairs, table cloth
- Listing and link on petfiesta.org website as Premium Exhibitor
- Name in event program with business description

EVENT EXHIBITOR \$300**Deadline: April 16, 2019**

- 10 x 10 tent on Market Street
- 1 table, 2 chairs, table cloth
- Listing on petfiesta.org website as Event Exhibitor
- Name in event program

NONPROFIT EXHIBITOR \$100**Deadline: April 16, 2019**

- 10 x 10 tent on Market Street
- 1 table, 2 chairs, table cloth
- Listing on petfiesta.org website as Exhibitor
- Name in event program

***Fur Friendly Sponsors:**

You can help a non-profit participate by paying their \$100 registration fee – you will be noted in the program as their sponsor!

NOTE: To register as an Exhibitor, you must offer pet related products or services.

19th ANNUAL PET FIESTA EXHIBITOR GUIDELINES

RULES AND REGULATIONS

It is understood that by participating in Pet Fiesta, all exhibitors, their volunteers and staff will adhere to all Pet Fiesta rules and regulations stated in this information packet and in the confirmation packet all exhibitors will receive. Failure to follow the Pet Fiesta rules and regulations or to correct any rule violation may result in the immediate termination of the exhibit. If participation is terminated after the exhibitor has set up, the exhibitor must vacate the premises immediately with no refunds.

HOLD HARMLESS

By applying to exhibit at Pet Fiesta, all exhibitors and their on-site representatives agree to hold harmless Reston Town Center Property, L.L.C and GoodDogz.org, Inc.

Additionally, it is understood exhibitors are responsible and accountable for the conduct and demeanor of their employees, agents and volunteers.

HOURS OF OPERATION

Exhibitor load-in and set up will take place between 8:00 am- 9:00 am. Vehicles must be promptly removed from Market Street by 9:00 am. Vehicles not removed by 9:00am will be subject to towing.

Exhibitors **MUST** be open during these hours:

Saturday, May 4, 2019 11 am – 4 pm

ELECTRICAL SERVICE

Electrical service is not available.

PARKING

Parking is located in 1 open lot and garages throughout Reston Town Center. All vehicles must be parked in either the open lots or garages; no vehicles are permitted to park on Market or Discovery Streets (except for load in and load out – **LOAD IN/LOAD OUT INFORMATION WILL BE INCLUDED IN EXHIBITOR PACKET**).

BOOTH SPACE

- Each Exhibitor will be located in a 10 x 10 tent and will be provided with 1 tent, 1 six foot table, and 2 chairs. **Any additional tables, chairs, cages, displays, etc. must not exceed 3 ft. tall and must be fully contained inside of your 10 x 10 exhibitor space.**
- Premium Exhibitors will select their booth location – first come, first serve. Event exhibitors will be assigned immediately following.
- Only one exhibitor shall be located in each exhibitor tent.
- Controversial exhibitors and/or signage of any kind is not allowed, as determined by the Event Coordinator.

SIGNAGE

Exhibitors may provide their own signage; however, all signs/banners must be within their 10 x 10 exhibitor space.

CANCELLATIONS

Please note that this event is held rain or shine.

By Exhibitors: Your commitment to exhibitor space is final. No refunds or credits will be issued.

By Event Organizers: If for any reason the organizers cancel Pet Fiesta, 50% of your exhibition fees will be returned.

Sponsors: There are no refunds for sponsorship fees.

BENEFICIARIES OF PET FIESTA

GoodDogz.org, a 501(c)(3) non-profit organization dedicated to educating potential dog owners on dog selection and care and supporting the efforts of rescue groups.

RULES REGARDING PETS

- Pets are not allowed in the fountain or in the flower beds.
- Pets must wear ID tags.
- No female dogs in heat, please.
- Pets must be at least 4 months of age.
- All animals must be spayed or neutered.
- All animals must be up-to-date on vaccinations. You may be asked to provide proof of vaccinations.
- All dogs must be crated or on a leash and at all times – no flexi-leashes, retractable leads or leashes longer than 6 feet.
- All animals must be people, dog and child friendly.
- Exhibitors, nonprofit/rescue groups and sponsors can have no more than 3 crates per booth location. However, your volunteers are permitted walk additional pets on a leash.
- For respect to patrons and other vendors: If dogs are barking incessantly; they need to be taken off Market Street until calm. Ensure handlers are available to respond to this issue. If an ongoing problem, may be asked to leave and may not be invited to return to Pet Fiesta.
- It is your group's choice as to whether you wish to complete adoptions the day of the event. Please use your best judgment as to what is in the best interest of the animals in your care.
- ***Pet Fiesta volunteers and organizers reserve the right to ask any person to remove any dog from the property at any time.***

RULES REGARDING ANIMAL HANDLERS

- All handlers must be at least 12 years of age.
- An adult must accompany small children at all times.
- Handlers must remain with pet at all times.
- Handlers are required to clean up after their pets.
- No grooming is allowed.

MISC INFORMATION

- Public restrooms and telephones are located at the Information Center directly across from the Pavilion.
- Fresh water will be provided by the event organizers and will be available throughout the event area. Exhibitors can not sell water.
- Balloons may be used for décor, but can not be handed out.

RESTON TOWN CENTER ADDRESS

11900 Market Street, Reston, VA 20190

