

Greater Andro Pet Expo

September 21-22, 2013 🐾 🐱 9:30 am - 4:30 pm

Lewiston Armory • Central Avenue • Lewiston ME

Meet the Rescues & Breeders! • A Giant Adoption & New Best Friend Event!

Pet Products • Classes • Children's Activity Center • More to Come!

Free admission with advance tickets!**



join our interactive group on Facebook: <https://www.facebook.com/groups/MainePetExpos/>
for info on sponsorships, exhibits, workshops, program ads, contact Linda Snyder

207 740 2247 | LSnyder@regroupbiz.com | <http://andropetexpoexhibitors.eventbrite.com>

[facebook.com/themainepetexpos](https://www.facebook.com/themainepetexpos) • twitter.com/mainepetexpos

****Beginning in mid-August 2013, "FREE" show passes will be available through many rescues & shelters.**

Entry to the exhibits & workshops will be free with a donation of any product or item listed on our Donations poster, which will then be given to the exhibiting rescues or other animal-related non-profits.

- At the door, with no tickets/no donation: \$3 adults, \$2 children, \$10 family pack •

Welcome!

We are serious animal people - both my husband & I have nearly always lived with a menagerie of companion and farm animals ranging from our beloved dogs & cats, to pet mice, white rats, rabbits, chickens, cows, horses, pigs... you name it!

Presently, in addition to our own three dogs (two of them rescues, the other a "free pup" found at a neighborhood store) we foster dogs coming out of high kill southern shelters - and have helped save the lives of more than a dozen wonderful dogs that otherwise might have had no chance.

Our role in those rescues is minor; we are in complete awe of the organizations that put their hearts and souls - and time, energy and money - into saving every creature they can. We hope our Pet Expos will help raise awareness and desperately needed funds for those rescues, while also offering an avenue for pet-related businesses, organizations and responsible breeders to find new customers and friends.

The **Greater Androscoggin Pet Expo** supports:

- rescues, shelters & activist organizations
- boarding facilities & kennels, groomers & breeders
- pet foods, pet supply stores, toys & accessories
- veterinarians, veterinary supplies, and more!

This show and others are produced by **What a Great Event!** (my events planning & management firm) dba **The Maine Pet Expos** - you can find both business names on Facebook. We also hope you'll join our interactive Facebook group at: <https://www.facebook.com/groups/MainePetExpos/>.

As with all **What a Great Event!** shows, the **Greater Androscoggin Pet Expo** will offer opportunities for non-profit organizations to fund-raise via volunteering and through other means. You can find more info on this page, as well as on pages 13 & 15.

We'd love to talk to you about your possible role in helping to plan the Expo, sponsor/exhibit/advertise, or even present a workshop or other activity!

Sloppy dog kisses from Buddy, Millie & Rudi,

Linda Snyder

Linda Snyder, M.S., President, What a Great Event!

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Fund-Raisers for Non-Profits

All *What a Great Event!* shows offer opportunities for non-profits to benefit. For example:

- ❖ We offer a Designated Non-Profit Status via RFP, which gives a free exhibit booth to the winning applicant, with the chance to raise additional funds.
- ❖ We will donate \$10 for every hour of approved volunteer time to the exhibiting non-profit of their choice.
- ❖ You can solicit donations or sell your products at the show. We do NOT take a percentage of sales, so everything you earn is yours!

We're open to other ideas, too! To make suggestions, call Linda at 207 740 2247.

IN-KIND CONTRIBUTIONS

We are open to discussing possible in-kind contributions for portions of Sponsorship, Exhibitor or Show Program fees, although the number and total are limited.

If you have an idea, please contact us before Jun 30, 2013: Linda at 207 740 2247, or John at 207 713 0674.

Exhibit Booths • Timeline/Deadlines

Booth Rentals	Oversized Booth (6'd x 12'w)	Standard Booth (6'd x 8'w)	Oversized Booth Rescue/Non-Profit SPONSORS NEEDED! (6'd x 12'w)	For-Profit, Shared (6'd x 8'w)	Non-Profit Table no linens, pipes or drapes (space about 4'd x 8'w)
Early Bird (until 06/30)	\$279.65	\$211.65	\$126.65	\$305.15	\$80.75
Regular Rate (07/01+)	\$329.00	\$249.00	\$149.00	\$359.00	\$95.00

Exhibit Booth Fees Include

- Booth with full pipes, drapes and linens
- A 30" wide x 6' long table, 2 chairs, 1 waste basket
- Free mentions in the Show Program
- Discounted display ad rates in the Show Program
- Frequent mentions on social media (Facebook, Twitter, LinkedIn, our blog and websites, etc)
- Listing on our website with a link to your own site
- Note: The Armory does not have internet access.

Table Rental Info

The non-profit tables are about 6-8' long and come with 2 chairs but no linens, pipes or drapes. The space is about 4' deep. This is a no-frills option, since we want to make the Expo affordable for you, while covering our own costs (we have to pay for the table and chair rentals). Please let us know if you know of an organization or a person who might be willing to sponsor your non-profit table.

Rescues

We know funds are tight and booth spaces can seem expensive. Please let us know if there's an organization or person who might be willing to sponsor your booth. We want you to be able to attend, with your latest transport of pups or kitties needing adopting!

Exhibitor Kit & Show Passes

In August, exhibitors will receive an Exhibitors Kit with additional info, including 200 Show Passes for you to give out to all of your friends, family & customers - we want to get the word out in as many ways as we can, and your own contacts are the best audience!

Please distribute the Show Passes liberally, and ask for more if needed!

Remember, entry is free for attendees with Show Passes who also bring a donation for exhibiting local shelters and rescues. For ideas, please see page 11!
No Donation: Entry is \$3 adults, \$2 kids, \$10 family.

Timeline / Deadlines

On-Going to June 30, 2013

- ❖ Early Bird rate period for sponsors (save 10%), exhibitors (save 15%) and advertisers in Show Program (save 10%).

June 14, 2013

- ❖ First round of workshop & activity proposals due (best choice of times; most marketing)
- ❖ Designated Non-Profit Status proposals due.

June 28, 2013

- ❖ 1st round of workshops/activities announced
- ❖ Designated Non-Profit Status awarded.

June 30, 2013

- ❖ Early Bird rate period for sponsors, exhibitors and advertisers in Show Program ends.

July 01 - September 20, 2013

- ❖ Regular rate period for sponsors & exhibitors (all are now full price).

July 12, 2013

- ❖ Second round of workshop and activity proposals due.

July 26, 2013

- ❖ Second round of workshops and activities announced.

August 16, 2013

- ❖ Show Program: all ads & payments are due.

September 07, 2013

- ❖ No refunds after this date unless a replacement is found.

September 13, 2013

- ❖ Show Programs printed & distributed throughout Greater Androscoggin region.

September 21-22, 2013

- ❖ Welcome to the

Greater Androscoggin Pet Expo!

Preliminary Schedule of Events

	Friday, Sep 20, '13	Saturday, Sep 21, '13	Sunday, Sep 22, '13
Exhibitor Registration	5:00 pm - 9:00 pm <i>Sponsorship Opportunity</i> ~ <i>Pizza Sponsor</i> for Exhibitors ~	7:00 am - 9:00 am <i>Sponsorship Opportunity</i> ~ <i>Breakfast Sponsor</i> for Exhibitors ~	7:00 am - 9:00 am <i>Sponsorship Opportunity</i> ~ <i>Breakfast Sponsor</i> for Exhibitors ~
Exhibitor Move In & Set Up	5:00 pm - 9:00 pm	7:00 am - 9:00 am Booths MUST be completely set up no later than 9:00 am!	
Doors Open - The Show Is On!	<i>Sponsorship Opportunities</i> Sponsor Adult or Child Show Bags, Front Sponsor Adult or Child Show Bags, Back	9:30 am - 4:30 pm Exhibits, Activities, Demos, Door Prizes and More!	9:30 am - 4:30 pm Exhibits, Activities, Demos, Door Prizes and More!
Activities, In the Showcase Arena		10:00-10:45am 11:00-11:45am 12:00-12:45pm 01:00-01:45pm 02:00-02:45pm 03:00-03:45pm <i>Sponsorship Opportunity</i> ~ <i>Showcase Event Sponsor</i> ~	10:00-10:45am 11:00-11:45am 12:00-12:45pm 01:00-01:45pm 02:00-02:45pm 03:00-03:45pm <i>Sponsorship Opportunity</i> ~ <i>Showcase Event Sponsor</i> ~
Workshops, Classroom 1		09:45-10:30am 10:45-11:30am 11:45-12:30pm 12:45-01:30pm 01:45-02:30pm 02:45-03:30pm 03:45-04:30pm <i>Sponsorship Opportunity</i> ~ <i>Workshop Sponsor</i> ~	09:45-10:30am 10:45-11:30am 11:45-12:30pm 12:45-01:30pm 01:45-02:30pm 02:45-03:30pm 03:45-04:30pm <i>Sponsorship Opportunity</i> ~ <i>Workshop Sponsor</i> ~
Workshops, Classroom 2		10:15-11:00am 11:15-12:00pm 12:15-01:00pm 01:15-02:00pm 02:15-03:00pm 03:15-04:00pm <i>Sponsorship Opportunity</i> ~ <i>Workshop Sponsor</i> ~	10:15-11:00am 11:15-12:00pm 12:15-01:00pm 01:15-02:00pm 02:15-03:00pm 03:15-04:00pm <i>Sponsorship Opportunity</i> ~ <i>Workshop Sponsor</i> ~
Children's Activity Center		09:30am-04:30pm <i>Sponsorship Opportunity</i> ~ <i>Children's Activity Center</i> ~	09:30am-04:30pm <i>Sponsorship Opportunity</i> ~ <i>Children's Activity Center</i> ~
The Show's Over - Exhibits Dismantled & Move Out			4:30 pm - 7:00 pm Thanks, everyone!



Workshop Proposal Form

Proposal Guidelines

Thank you for your interest in offering a presentation, activity or workshop at the Greater Androscoggin Pet Expo!

We ask that you complete our **Workshop Proposal Form** to help us determine the right time spot, location & marketing for your presentation.

We are aware that some people are great public speakers but are less skilled at organizing their thoughts on paper (meaning forms such as this), but each of the questions asked helps us in planning our shows to be the best they can.

Code of Ethics.

We expect all presenters to be people & organizations representing the best of the best in your profession, and to embrace our code of ethics as your own.

Parameters for Speakers:

Individuals wishing to present non-credit workshops at one of our shows will ordinarily be a paid exhibitor or sponsor. We believe the additional exposure you will get from presenting at one of our events will prove good for your organization.

What a Great Event! will gladly promote your presentation to the fullest extent we possibly can in our marketing.

We look forward to receiving your proposal!

Proposals for the Greater Androscoggin Pet Expo are due by 06/14/2013 (first round) and 07/12/2013 (second round). Obviously, confirmed first round proposals get the best times, placement and most marketing.. so get your proposal in soon!

Title: _____

If you are offering more than one workshop or presentation, please use a separate form for each. Thanks!

Show This Proposal is Regarding:

Name of Show(s): Greater Androscoggin Pet Expo

Location & Date: Lewiston Armory, Central Avenue, Sept 21-22, 2013

Presenter's Name: _____ **Date:** _____
Date You Submitted Proposal

Contact Info. Cell: __/____/____ Home: __/____/____ Office: __/____/____
Fax: __/____/____ E-Mail: _____
Street: _____
City/State/Zip: _____
Website: _____
Facebook or Other Page: _____

Workshop Format & Time Needed:

- Workshop (45 mins) Seminar or Institute (3 hours)
 Activity Other: _____

Workshop Description (*Do not begin with "This workshop is about...". Be creative but matter of fact. Describe in 50-100 words.*)

Provide 3-4 bullet points of specific goals/skills to be taken away from this training.
(For example: Participants will be able to "...identify the traits that make a good type of dog breed for their family", "...recognize typical household foods & plants that can be dangerous to a cat or dog", "...decide whether fostering a rescue animal is something they're ready to take on", etc.)

1. _____
2. _____
3. _____
4. _____

Audience (*Who is this workshop designed for? What level of skill or sophistication?*)



Workshop Proposal Form, pg 2.

Instructor Bio. Please provide information on your skills, abilities and background that makes you suited to offer this presentation or workshop. For example, describe any experience teaching & describe your expertise in the subject matter.

Will you need any equipment such as electrical outlets, a projector, screen, wireless internet capability? *(Please note the Lewiston Armory doesn't offer access to most audio visual equipment, so you may be required to bring your own, including flip charts & markers. Sorry, the Lewiston Armory does not have internet capability.)*

Will you have handouts or written materials of any kind for the participants? Please describe.

Do you have ideas for other workshops or presentations we could offer? *We would love it if you would provide possible instructor contact information.*

1. _____
2. _____
3. _____
4. _____
5. _____

Is there anything else we should know?

Please return to ...

John Snyder, **What a Great Event!**, P O Box 282, Auburn ME 04212.0282
fax to 207 / 784.3950, or
scan and e-mail to JSnyder@regroupbiz.com.

Your Success is Our Goal.... What a Great Idea!

ADVERTISE IN OUR SHOW PROGRAM!

The Greater Androscoggin Pet Expo offers multiple ways for you to get your business in front of potential clients. The Show Program is yet another! (The picture to the right is from last year's Androscoggin Pet Expo.)

All show attendees will receive a Show Program of approximately 48-64 pages, filled with information about the show, including activities and demonstrations; institutes, seminars and workshops; sponsors and exhibitors; show specials, and more. Each exhibitor will receive a stack of show programs to distribute, as well as a PDF you can send to clients, family and friends, and if we receive enough advertisers, we'll have extras printed and distributed locally, to further promote your business, and encourage people to attend the show!

Rates and ad information are listed below.



Type	Description/Size	Size	Regular Price	Paid by June 30	Paid after June 30
Ads in Show Program; hard copy as well as available via PDF and on-line.					
Full Page Ad	1 full page, 6.5" w x 9.5" h	Show Exhibitor, 1st ad (25% savings)	\$295.00	\$199.13	\$221.25
		Non-Exhibitor/Sponsor (Advertiser only)	\$295.00	\$265.50	\$295.00
Half Page Ad	1/2 page, 6.5" w x 4.75" h	Show Exhibitor, 1st ad (25% savings)	\$175.00	\$118.13	\$131.25
		Non-Exhibitor/Sponsor (Advertiser only)	\$175.00	\$157.50	\$175.00
Quarter Page Ad	1/4 pg, 6.5" w x 2.25" h or 3.25" w x 4.75" h	Show Exhibitor, 1st ad (25% savings)	\$125.00	\$84.38	\$93.75
		Non-Exhibitor/Sponsor (Advertiser only)	\$125.00	\$112.50	\$125.00
Business Card Ad	approximately 3" w x 2" h	Show Exhibitor, 1st ad (25% savings)	\$75.00	\$50.63	\$56.25
		Non-Exhibitor/Sponsor (Advertiser only)	\$75.00	\$67.50	\$75.00
Inside Back Cover	1 full page, 6.5" w x 9.5" h	Show Exhibitor, 1st ad (25% savings)	\$395.00	\$266.63	\$296.25
		Non-Exhibitor/Sponsor (Advertiser only)	\$395.00	\$355.50	\$395.00
Back Cover	1 full page, 6.5" w x 9.5" h	Show Exhibitor, 1st ad (25% savings)	\$495.00	\$334.13	\$371.25
		Non-Exhibitor/Sponsor (Advertiser only)	\$495.00	\$445.50	\$495.00
Banner Ad	Front Cover, about 1/6 pg	Show Exhibitor, 1st ad (25% savings)	\$295.00	\$199.13	\$221.25
		Non-Exhibitor/Sponsor (Advertiser only)	\$295.00	\$265.50	\$295.00
Banner Ad	Inside Front Cover, 1/3 pg	Show Exhibitor, 1st ad (25% savings)	\$250.00	\$168.75	\$187.50
		Non-Exhibitor/Sponsor (Advertiser only)	\$250.00	\$225.00	\$250.00

Sponsorship Notes: Most Sponsorship packages include an ad as part of that Sponsorship. Sponsors who want a second ad in the Show Program can save 50% on the standard cost of an ad, and by paying in full no later than June 30, can save an additional 10%! Sponsors who wish to "trade up" to a larger or more prominent ad in the Show Program can do so by splitting the cost of the new ad. For example, a Bronze Sponsor automatically gets a business-card sized ad, but may wish to have a full page ad instead. The value of a business card ad is \$75; the value of a full page ad is \$295. The Bronze sponsor can trade up its business card ad for an additional \$110 (\$295 minus \$75 = \$220 divided by 2 = \$110). That's a great deal! For specifics on Sponsorship Ad costs, please contact Linda.

Format: For most items, we will need camera ready copy—PDFs or JPEGs, although Publisher documents are acceptable. Logos and ads will be resized as needed. If a coupon or ad needs design work, there will be an additional \$40/half hour charge. FMI: Please contact Linda..

Exhibitors: Trade Show Dos & Don'ts

Do practice & rehearse your sales message.

Do make sure your message sounds upbeat & spontaneous, not rehearsed (even though it probably is!).

Do stand up straight & tall, with a welcome smile on your face.

Don't sit down, no matter how tired you are... It looks less professional and you may also seem less approachable.

Don't be late for your shift at the booth. In fact, you should be early in case there are updates you need to know about before the person you're relieving has to leave.

Do avoid eating at or near your booth. People may be reluctant to approach you if they think they'll be interrupting. Also, you should consider avoiding gum, candy, and coffee & other beverages if possible.

Do remember that you're there to engage attendees. If you must chat with co-workers, stop immediately (but casually) if a visitor looks in your direction, and smile warmly at that visitor. Your job is to encourage attendees to feel good about your organization, not ignored.

Also, do not ignore an attendee just because you think you have a hot prospect in front of you. You never know when the person taking your time is there just to pick your brain, while the next person in line may be ready to buy. Acknowledge that other person and let her know you'll be with her shortly.

(If you need ideas on how to politely extricate yourself from an overly gabby individual, we'll be glad to help. However, one never knows... the person who's bending your ear may just be warming up to a large

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Information, General to All of Our Shows.

Before the Event.

1. Booths: Location, Payment & Design.

- a. **First Come First Served.** Sometimes an Exhibitor might have a strong preference for a particular booth and will ask us to hold it for him/her without payment. Unfortunately, we can't accommodate such requests - there are too many details involved in producing our shows, and this is one of those areas where it's easy to drop the ball and upset everyone. Thank you for understanding.
- b. **Location.** While we do our best to make sure exhibitors get the booth space of their choice, Staff cannot guarantee any specific location with the exception of those exhibitors who pay for the limited number of sponsorships with dedicated locations. Therefore, please understand that your payment for a standard booth guarantees you will have space but we can't always guarantee where in the hall that space will be.
- c. **Payment Options.** There are several payment options.
 - ≈ Our "**Super Saver Rate**" option gives you the best choice of all the sponsorships and booths available, and saves you between 20%-30%, depending on the show.
 - ≈ Our "**Early Bird Rate**" option gives you the chance to save between 10% - 15% off the full costs of sponsorships and booths.
 - ≈ Our "**Standard Rate**" option allows sponsors and exhibitors to pay in full up to a week before the show. The Exhibitor Application provides the "pay by" date.
- d. **Other Payment Info.** Final payment for all exhibit space must be made before set-up; checks are allowed up to 15 days prior to the show. After that, bank checks, credit or debit cards, money orders and/or cash are the only forms of payment accepted unless the vendor is known to our management. **What a Great Event!** staff reserve the right to refuse entry to any exhibitor whose account has not been paid in full.
- e. **Design Information & Allowances.** Exhibits must be arranged so they do not obstruct the general view nor hide the exhibits of others. Booths with specially built displays must have management approval prior to set-up. Show Management reserves the right to request that exhibitors change their set-up for any reason.
- f. **Sharing of Booths.** Sharing of exhibit booths is allowed at the "Shared Booth Rates" which is about 150% of regular booth rates. **For example:**
 - ≈ Two small businesses may decide to share a booth & split the \$450 cost. Since they each would have paid \$300 if they'd purchased separate booths, splitting a booth saves each of them \$75.00.

2. **Insurances.** While our venues have insurance (as do we), our insurances may not cover your possessions or company if something happens while you're at the show. A visitor could trip and fall into your booth, or some similar situation could occur. **Our insurance does not cover your exhibit, its contents, visitors within the confines of your leased exhibit space, or your personnel.** It's therefore important that each exhibitor has insurance coverage specifically for the show for your own protection.

- a. Certain exhibitors must provide a "Certificate of Insurance." Those exhibitors include anyone offering food (human or animal) and/or beverages, or bringing any animal to the event. The venue (**City of Lewiston Armory**) and **RH Enterprises, Inc dba What a Great Event!** (attn: Linda Snyder, P O Box 282, Auburn ME 04212) must be named as an additional insured.

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- b. A copy of the COI must be faxed to **What a Great Event!** at 207 784 3950 or emailed to LSnyder@regroupbiz.com no later than 3 days before the event. If the COI hasn't been received by 24 hours before the show begins, the exhibitor may be refused entry for set up.
- c. The minimum limits of liability acceptable are \$500,000 combined single limit bodily injury & property damage liability, including personal injury liability. Please contact your insurance provider with any questions regarding your COI (Certificate of Insurance). Your agent will not be surprised by the request and knows exactly what to do. Contact **What a Great Event!** staff if you have questions regarding insurances.
- d. Exhibitors who do not meet the "must provide insurance" criteria above should still consider obtaining a COI from their insurance company; alternatively they can sign a waiver, releasing both the facility/venue and R H Enterprises/What a Great Event from any liability. Please ask for a copy of the informational form "Insurance Update" and/or the "COI Waiver Form".
- e. **PLEASE BE AWARE:** We have in the past asked food-based vendors to leave when they have arrived without insurance certificates or City Food Vendor Permit.
- f. **What a Great Event!** will not be responsible for any injury, damage or theft occurring on the way to or from the show.

Food Vendors.

- a. **Food Vendors must obtain a permit from the City of Lewiston.** There will be no exceptions.
- c. **Marketing, Publicity, Public Relations & Advertising.**
 - a. **You're Buying an Entire Marketing Campaign.** When you purchase an exhibit booth or sponsorship at one of our events, you get far more than a one or two-day display. You're buying an entire marketing campaign. Your money goes much further with **What a Great Event!** than the same amount spent on any other type of marketing campaign.
 - b. **Social Media & Events Calendars.** All of our events are heavily marketed via the various social media: we have a website, both a fan page and an event group on Facebook, a Twitter account, and an events page on LinkedIn, as well as a newsletter and a blog. We post the events on MaineBiz, EventBrite, Facebook events, craigslist, and many other tourism & events calendars – and we keep those events updated & fresh.
 - c. **Newsletter & Blogs.** Our **What a Great Event!** newsletter and blog both will be published regularly beginning mid winter 2013, and will feature upcoming events, trade show tips and exhibitor information.

We are actively seeking ideas and contributions for each publication. Please call Linda at 207 740 2247 or LSnyder@regroupbiz.com.

- d. **Exhibitors Expected to Help Publicize.** It is our job to help you get as much exposure as possible for your organization. We use as many different media in as many different ways as we possibly can before each show; we're happy to hear about any ideas that will help us get the word out. We also expect all of our exhibitors to be actively involved in marketing any show you're attending, and expect you will give out the Show Programs and any comp tickets we provide you, forward our blog and newsletters as appropriate, and post & repost our various social media sites and discussions! (It's just good business, after all!)

As with any organization or marketing campaign, the more active

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purchase. So treat everyone with respect & courtesy!

Do remember your name tag and do introduce yourself by name.

Do remember the old saying that the more you can get someone to talk about himself or herself, the smarter they think YOU are!

It's true in business, too...

You're more likely to make a sale if you can find out what a customer needs, rather than telling him what you sell.

Do ask about your visitors' needs and interests.

Do get as much information as you can from each visitor.

Remember to follow up within a week... you probably are not the only vendor of your type at the show, and if your visitor hears from a similar vendor first, you could be left in the cold.

If at all possible, do design a booth that puts you close to the visitors instead of behind a table. Any kind of barrier between you and a show visitor makes it psychologically that much more difficult for the attendee to engage with you.

Marketing Tips

It's still true that it costs from 5-10 times as much to gain a new client as it does to keep a current one.

A trade show is a perfect time to remind current & former clients that you're still available, that you have new products or services, and that you would be pleased to serve them!

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Other Info

Balloons

Helium filled or other lighter than air balloons are not allowed, nor are wooden stick attachments on balloons.

Cash Registers

If you choose to use a cash register, we suggest it is kept hidden for security reasons. If you need a phone line for credit card processing, please check with **What a Great Event!** staff as some venues do not offer phone or internet access, while others may charge an extra fee.

Smoking

Local ordinances prohibit smoking in all venues where we produce shows. This is strictly enforced; smoking is prohibited throughout the show.

You must exit the buildings if you wish to smoke. Most facilities require that smokers move at least 25 feet from the building. Do NOT stand near the entrance doors and smoke.

Noise Generated in Booth

If you plan to use items in your booth which produce sound, for example, audio system, music, DVD, VCR, etc. you must keep the volume low enough so that your neighbors can freely talk with attendees.

Any music used in your booth must be licensed or approved for public usage.

What a Great Event! management reserves the right to request the volume be adjusted for any reason.

Inappropriate Content.

Our shows are designed to be both professional and fun. We do not tolerate pornography, drug paraphernalia or exhibitors wearing clothing

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you are, the more you'll get out of it. Remember, you're buying more than just an exhibit booth; you're buying a marketing campaign.

- e. **Press Releases.** We encourage any exhibitors who are presenting or offering activities or demonstrations at a show to submit press releases to their local media either before or after the event. A good photo can go a long ways towards getting your press release into print. Please be aware that the media want press releases that they consider newsworthy, which vary by publication. Do check the submission guidelines in advance so you won't be disappointed if your release isn't printed.
- f. **How We Market Our Events.** A pdf file listing some of the many ways we market our events will be e-mailed to you on request.
- g. **Advertising.** Advertising is essentially paid marketing. **What a Great Event!** makes use of advertising – primarily radio and trade newspaper ads, and daily newspaper inserts – whenever and wherever our other forms of marketing may need supplementation.

During the Event.

1. **Demos, YouTube, Videos & Other Customer Attractions.** We encourage exhibitors to offer demonstrations of your product or service if appropriate and do-able. It makes the show more exciting for everyone!
2. **Show Badges.**
 - a. In the event of an emergency (e.g. power outage), we want to know who belongs with each booth. Therefore, Show Badges will be issued to all exhibitors on-site at Exhibitor Check-In & Set Up (they are not mailed in advance). Badges will be assigned to booth staff by name, and should not be transferred to others without our knowledge.
 - b. If exhibitors plan to leave the Show at any time after arriving, please let Show Staff know.
 - c. The number of Show Badges included with your exhibit space depends on your needs but PLEASE let us know the names of all people working.
3. **Fire Regulations.** State and local fire marshals have developed regulations to promote the public safety, including at trade shows, fairs & other events. All exhibitors are responsible for following these fire regulations including, but not limited to, fire proof materials, keeping aisles clear and proper storage of boxes, etc. Staff shall ensure that exhibitors are meeting fire code.
 - a. All decorative materials in your booth must be reasonably fire proof, or will be removed by **What a Great Event!** staff.
 - b. No open flames or embers are allowed (inc burning candles & incense) unless approved by show staff.
 - c. Keep all aisles clear, which includes properly storing all items within your booth. All displays, tables, equipment, etc MUST be kept within the confines of your booth.
 - d. No modification of your booth size will be allowed without approval from Show Management.
4. **Fire Safety & Other Potential Dangers.** While it's highly unlikely there will be a fire or other dangerous event on-site during the show, we hope you will take the time to identify fire exits and be prepared to leave immediately if need be. For obvious reasons, we ask that you leave any valuables at home or at the office.

If a situation arises that could get out of control (say a visitor becomes belligerent), do not attempt to handle it yourself. Our staff are trained in containing difficult situations and we will manage the situation for you.

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5. Marketing, During the Show.

- a. **Show Takeaway Bags.** We have designed good quality “**Show Bags**” with **What a Great Event!** imprinted on one side, and sponsor logos on the other. Sponsorship of our **Show Bags** will market you long after the event is over. We hope you’ll take advantage of this opportunity!
- b. **Master of Ceremonies.** You could Emcee part of the event... *how cool is that?* And it’s not just cool, but will give you lots more exposure to the very people your organization wants for customers. Please check the various sponsorship levels for the many options available to you.
- c. **Door Prizes.** Exhibitors are asked to provide a gift certificate or product as a door prize (minimum value: \$10); we’ll announce them each hour over the Public Address system!

6. **Sales & Sales Permits.** Sales of your product or service while at the show are encouraged. All proceeds are **yours**. Please remember that State law requires all merchants to be registered in order to make retail or wholesale transactions in Maine. Exhibitors selling anything in the Exhibit Hall must have obtained a **State Resale Tax ID number** no later than two (2) weeks before the show. A copy of your permit must be in your booth **BEFORE** any merchandise is sold.

7. **Typographical Errors.** Please check your materials carefully. If any figure or piece of data seems inconsistent (or surprisingly high or low), we may have made a data entry error. Please check with Management to ensure we’re all in agreement, before a problem arises. Thank you!

8. **Tolerance Policy.** We expect all exhibitors & visitors to treat all other exhibitors and visitors with courtesy and respect, even if you do not agree with their philosophy. We have many different types of exhibitors and attendees, and not everyone will agree with the values of others.

We will not tolerate any individual or group protesting, hassling or otherwise creating a problem for any other individual or group on site at our shows. If such a situation occurs, the individual creating the disturbance shall be asked to leave. Exhibitors, sponsors and/or advertisers who are asked to leave for any reason will not be entitled to a refund.

Information, Specific to The Greater Androscoggin Show.

1. Booth Sizes, Aisles & Amenities.

- a. **Booth Sizes & Aisles.** The booths at the Lewiston Armory are about 6’ deep with varying widths; aisles will be around 6-8 feet wide.
- b. **Electricity.** A limited amount of electrical outlets are available at this show. If you will need an outlet, please let us know in advance and bring your own surge protectors. All electrical cords & setups will be inspected by an on-site electrical engineer (John Snyder of On the Spot Rentals), who will disallow any that do not meet code.
- c. **Linens, Pipes & Drapes.** This show will provide a 6’ table, tablecloth and 2 chairs for each booth, as well as full pipes and drapes in the main hall; non-profit tables will not include linens.

2. **Designated Non-Profit.** All of our shows help to fund-raise for a local, featured non-profit organization. If you’d like to help with our efforts, please contact **What a Great Event!** staff at 207 740 2247.

3. **Parking for Exhibitors.** The Armory has plenty of parking if vendors are courteous. Once your exhibit booth materials are unloaded, please move your vehicles to the designated parking area which we will advise you of.

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with suggestive or lewd sayings or logos. If there is a question, the decision will be entirely at the discretion of **What a Great Event!** staff.

No refunds will be given to any exhibitor who is asked to leave for violating this or any other show rule.

Public Address System.

The public address system is used for show programs and emergency announcements only.

Trash.

Please keep your booth free and clear of trash. Please follow the “Carry In / Carry Out” rule; if you bring it in or generate it on-site, you must take it back out with you.

Workshops & Presentations.

Please let us know if you’d like to offer a mini-workshop, presentation or demonstration that we can publicize for you. We encourage these; visitors love them and we can use them to further market your business.

Children.

While we adore children and our own daughter was active as a ticket taker at arts events when she was just 5 years old, too many difficulties can arise when young children are on-site at a trade show or fair for any length of time. For this reason, please find alternative child care arrangements.

Handouts in the Aisles.

All handouts, samples, literature and so forth must be given out from your booth, not in the show’s aisles.

Food/Beverages.

No food or beverage items may be sold or distributed within the exhibit hall without written permission of **What a Great Event!** staff.

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Raffles/Drawings.

Any raffles, drawings, contests, promotional giveaways or similar activity in the booth area of the exhibitor must be held in compliance with state laws.

In Maine, games of chance (where an individual buys a ticket for a chance at winning a prize) are governed by the Secretary of State's office and are only permitted by non-profit organizations, except under certain circumstances and conditions.

This does not apply to drawings from a pool of business cards, as there is no significant value to a business card.

Any exhibitor planning to hold a raffle, drawing, contest or other promotion must notify **What a Great Event!** management in advance of such giveaways.

Any promotional prizes and giveaways must be drawn for at the show.

The winner's name(s), address, & phone number must be given to **What a Great Event!** staff by the conclusion of the show.

Handcarts.

Be sure to bring your own dolly or handcart, as **What a Great Event!** staff does not provide these for exhibitor use.

Exhibitor Food & Beverages.

Food and beverages may be available for sale on site. We encourage exhibitors to buy from the food vendors; they're trying to make a living, too!

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4. Set Up, Staffing, Breakdown & Clean Up.

- a. Set Up Time.** The Lewiston Armory will be available from 3:00-6:00 pm on Friday, September 20 and 7:00-9:00 am on Saturday, September 21 for set up. Exhibits **MUST** be complete by 9:00 am on Saturday, half an hour before the doors open on the 21st.

It is distracting to other exhibitors and to attendees to see an exhibitor setting up at the last minute. If you have an emergency and will be late or cannot attend, you must contact show staff immediately. Otherwise, you may not be allowed to exhibit at future events.

- b. Booth Staffing.** Booths must be staffed for the entire length of the show: Saturday, Sept 21 from 9:30-4:30 and Sunday, Sept 22 from 9:30-4:30.
- c. Breakdown No Earlier & No Later Than.** The show ends at 4:30 pm on Sunday, Sept 22. Breakdown must not begin before 4:30, and must be completed by 6:00. Exhibitors who vacate their exhibit prior to 4:30 p.m. without permission of **What a Great Event!** staff might not be able to exhibit at a future show.
- d. Clean Up.** Any exhibits or items remaining in the hall or on the grounds after move-out hours will be removed and stored at the exhibitor's expense. **What a Great Event!** shall not be responsible for any damage incurred in the removal and storage of exhibits.

What a Great Event! shows follow a simple rule regarding trash: If you bring it in or generate it on-site, you must take it with you when you leave. Our shows do not pay the facilities extra for disposing of the trash we generate, nor do we want to make it more difficult for the facility to prepare for their next event. We expect our exhibitors to be courteous and consider the burden that leaving garbage behind would place on the facility. (We also do not want to find ourselves unable to use the facility in the future because of the carelessness of a few.)

- 5. Signage.** One (1) paper Exhibitor sign will be issued to each exhibitor. Exhibitor ID signs are 4 $\frac{1}{4}$ " x 14" and are used primarily to identify your booth for initial set up. We recommend you provide your own signage to 'brand' your booth.
- 6. Security.** The Lewiston Armory is a busy facility with many events every day. Please do not contact Armory staff with questions regarding the show or the Armory and its facilities. No one will be allowed into the Armory unless accompanied by **What a Great Event!** staff. Staff will be on-site from about 12:00-6:00 pm on Friday, Sept 20, from 7:00-5:00, on Saturday, Sept 21 and from 8:00 am-6:30 pm on Sunday, Sept 22.

We cannot guarantee against loss or breakage of any item(s). Please plan carefully when designing, setting up, staffing & breaking down your booth.

Keep all personal valuables within eye contact, and do not sign contracts under any sort of pressure.

Special Exhibitor Benefit:

Nancy Brown of **The Sign Shack** and **What a Great Event!** staff have put together some deals for exhibitors at the **Maine Pet Expos**, for rescues and shelters, and for any current client of **What a Great Event!** Ask Linda for more information!

ENJOY THE SHOW!



Application: Designated Non-Profit Status

Greater Androscoggin Pet Expo

Sept 21-22, 2013 • Lewiston Armory, Central Avenue, Lewiston ME

Proposal Guidelines

Thank you for your interest in being the designated non-profit for our upcoming show!

Please complete our **Request for Proposal Form** to help us in our decision-making.

Applications are due by June 14, 2013 with a decision made by June 28, 2013.

This allows us more than two months of marketing & public relations regarding the winning organization - and we expect that you will use this time to market your role in the event, and the event itself.

The Designated Non-Profit receives the following:

- ✓ A free exhibit booth in a prime location
- ✓ Name & logo on all promotional materials including most tickets
- ✓ Press releases specific to your organization
- ✓ Free entry for up to six members of your organization
- ✓ We will encourage donations from all attendees at the door of the show (advertised in advance). You tell us what you need.
- ✓ A 3 minute introduction of your organization from the podium each show day.

Your completed one-page proposal must reach **What a Great Event!** no later than 06/14/2013.

You may fax it to us at 207 / 784.3950, email it to LSnyder@regroupbiz.com or send it via snail mail.

The Deadline to Be Considered For the Sept 21-22, 2013 Greater Androscoggin Pet Expo is 06/14/2013. The Designated Non-Profit chosen will be announced on 06/28/2013.

Date: _____
Date You Submitted Proposal

Organization Name: _____

Physical Address: _____

Mailing Address: _____

Main Phone #: ____/____

Non-Profit Status e.g. 501(c)3: _____

Website: _____

Facebook or Other Page: _____

Name & Title of Person Submitting Proposal: _____

Cell: ____/____ Home: ____/____ Office: ____/____

Fax: ____/____ Email: _____

Street: _____

City/State/Zip: _____

Contact Name & Title (if different): _____

Cell: ____/____ Home: ____/____ Office: ____/____

Fax: ____/____ Email: _____

Street: _____

City/State/Zip: _____

Description of Organization (Describe in 50-100 words.)

Describe How Being the Designated Non-Profit Could Benefit Your Organization.

(Give us a really good reason to choose you. Stand out, but be realistic.)

Exhibitor Information

Floor Plan & Layout. The floor plan to the right is a rough draft provided by the Lewiston Armory.

Below is the probable exhibit booth layout. The booths on the side walls are 6' deep by 12' wide; the end booths are 6' deep by 12' wide. The standard sized booth is 6' deep by 8' wide.

Aisles will be about 6-8' wide. Each booth will come complete with pipes, drapes, a 6' table with linens, two chairs & a wastebasket.

Insurances. Please read the Exhibitors Guidelines for information about insurance requirements.

Audio Visual Rentals - Because the Lewiston Armory doesn't offer audio visual equipment rentals, if you need laptops, DVD players and so forth, you'll have to bring your own. Also, please be aware that the Lewiston Armory does not have wi-fi capabilities.

Than You, and Have a Great Event!



Floor plan of Lewiston Armory.



Below is the planned exhibit booth layout. The classroom will be along the right hand wall; major events will take place on the large stage seen in the left hand picture above.

	6'd x 12'w Booth AA	6'd x 12'w Booth BB	6'd x 12'w Booth CC	6'd x 12'w Booth DD	6'd x 12'w Booth EE	6'd x 12'w Booth FF	Classroom/Area					
	6'd x 12'w Booth GG	6'd x 8'w Booth 1	6'd x 8'w Booth 2	6'd x 8'w Booth 3	6'd x 8'w Booth 4	6'd x 8'w Booth 5	6'd x 8'w Booth 6	6'd x 8'w Booth 7	6'd x 8'w Booth 8	6'd x 8'w Booth 9	6'd x 12'w Booth NN	
		6'd x 12'w Booth HH		6'd x 12'w Booth II		6'd x 12'w Booth JJ		6'd x 12'w Booth KK		6'd x 12'w Booth LL		
	6'd x 12'w Booth OO	6'd x 12'w Booth PP		6'd x 12'w Booth QQ		6'd x 12'w Booth RR		6'd x 12'w Booth SS		6'd x 12'w Booth TT		6'd x 12'w Booth UU
		6'd x 8'w Booth 10	6'd x 8'w Booth 11	6'd x 8'w Booth 12	6'd x 8'w Booth 13	6'd x 8'w Booth 14	6'd x 8'w Booth 15	6'd x 8'w Booth 16	6'd x 8'w Booth 17	6'd x 8'w Booth 18		
S T A G E	Table A	Table B	Table C	Table D	Table E	Table F	Table G	Table H	Table I	Table J	Table U	
	Table K	Table L	Table M	Table N	Table O	Table P	Table Q	Table R	Table S	Table T		
	6'd x 12'w Booth VV	6'd x 8'w Booth 19	6'd x 8'w Booth 20	6'd x 8'w Booth 21	6'd x 8'w Booth 22	6'd x 8'w Booth 23	6'd x 8'w Booth 24	6'd x 8'w Booth 25	6'd x 8'w Booth 26	6'd x 8'w Booth 27	6'd x 12'w Booth XX	
		6'd x 8'w Booth 28	6'd x 8'w Booth 29	6'd x 8'w Booth 30	6'd x 8'w Booth 31	6'd x 8'w Booth 32	6'd x 8'w Booth 33	6'd x 8'w Booth 34	6'd x 8'w Booth 35	6'd x 8'w Booth 36		
	6'd x 12'w Booth YY	6'd x 12'w Booth ZZ	6'd x 12'w Booth BA	Children's Activity Center		Dining	Dining	Dining	Dining	Dining	Can-teen	

The Greater Androscoggin Pet Expo

Exhibitor Fee Schedule (Please Review Carefully! Call Linda at 207 / 740 2247 with any questions.)

	Early Bird Rate Pay in full by 06/30/13	Regular Rate Pay in full 07/01/13+	SubTotals
Oversized Booth	\$279.65	\$329.00	\$
Standard Booth	\$211.75	\$249.00	\$
Oversized Booth for Rescues & Non Profits Only	\$126.65	\$149.00	\$
Shared Booth, For Profit	\$305.15	\$359.00	\$
NonProfit Table (not a booth)	\$80.75	\$95.00	\$
Ad in Show Program (see page 7)			
Other			
		Electricity (\$20):	\$
		Grand Total	\$

**If you have a preference regarding where your booth is located, please give details here. If sponsoring a rescue or other non-profit, please give contact info here. THANK YOU!

- I'd like to talk to you about Sponsorship Opportunities.
 - I'd like to offer a Workshop or other Activity.
 - I'd like more info about advertising in the Show Program.
 - Do you need electricity? Please add \$20 to your total.
 - For information on electrical, audio visual rentals and the associated fees, please contact John at 713.0674.
- Please total your order:** *If you don't have an active website or Facebook page, please attach a copy of your brochure or other marketing material so we can help talk you up!*

REFUNDS: Because of problems we've encountered in the past, we must implement the following refund policy. Full refund if requested in writing by Aug 23, 2013, less a \$50.00 administrative fee. Refunds between Aug 24 & Sept 6, 2013 are subject to a 50% administrative fee. No refunds after Sept 6, 2013 unless we are able to find a replacement booth or sponsorship; a \$50 admin fee will apply. Exhibitors or sponsors who are "no shows" will not be refunded.

Official Registration.

By submitting this application, you are requesting booth space at the **Greater Androscoggin Pet Expo** at the **Lewiston Armory on September 21-22, 2013**. You further acknowledge that you have read & agree to the terms, guidelines, and rules, etc of the event as described in this manual.

If you wish to sponsor an event or a particular activity (most of which include exhibit spaces as part of the sponsorship fee), please ask for a copy of our **Sponsorships** manual. If you can possibly sponsor a booth or table for a rescue or non-profit, we would all greatly appreciate it!

Please enclose the appropriate funds in the form of a check or money order. If you prefer to pay by credit card, please call Linda Snyder at 207 740 2247, or go on-line to <http://andropetexpoexhibitors.eventbrite.com>.

Please Print Carefully:

If appropriate, Maine Sales Tax #: _____
or Non-Profit Status: _____

Organization Name	Product or Service To Be Exhibited			
Contact Name	Names of People Who Will Be Staffing Your Booth			
Mailing Address	City / Town	State	ZIP Code	Fax Number
Telephone Number (<input type="checkbox"/> Cell, <input type="checkbox"/> Home, <input type="checkbox"/> Office)	E-Mail Address	Website		

We ask that all exhibitors offer a door prize, with a value of \$10.00-\$75.00. Please tell us what you will offer for a door prize: _____ Approx Value: \$ _____

Registration must be accompanied with the appropriate fee (per above), and copy of your COI (Certificate of Insurance - see Exhibitors Information & Insurances, **page 8** of this manual). Acceptance is on a first come, first served basis.
Make checks payable to: What a Great Event! and return to: **What a Great Event! P O Box 282, Auburn ME 04212.0282.**



P O Box 282
 Auburn ME 04212.0282
<https://www.facebook.com/groups/MainePetExpos/>



The Greater Andro Pet Expo

Sept 21-22, 2013

Saturday, 9:30 am - 4:30 pm •

Sunday, 9:30 am - 4:30 pm

Lewiston Armory • Central Avenue, Lewiston ME

Invitation to Exhibitors, Advertisers & Workshop Presenters!

Greater Andro Pet Expo

September 21-22, 2013 9:30 am - 4:30 pm

Lewiston Armory • Central Avenue • Lewiston ME

Meet the Rescues & Breeders! • A Giant Adoption & New Best Friend Event!

Pet Products • Classes • Children's Activity Center • More to Come!

Free admission with advance tickets!*



join our interactive group on Facebook: <https://www.facebook.com/groups/MainePetExpos/>
 for info on sponsorships, exhibits, workshops, program ads, contact Linda Snyder
 207 740 2247 | LSnyder@regroupbiz.com | <http://andropetexpoexhibitors.eventbrite.com>
facebook.com/themainepetexpos • twitter.com/mainepetexpos

**Beginning in mid-August 2013, "FREE" show passes will be available through many rescues & shelters. Entry to the exhibits & workshops will be free with a donation of any product or item listed on our Donations poster, which will then be given to the exhibiting rescues or other animal-related non-profits.

* At the door, with no tickets/no donation: \$3 adults, \$2 children, \$10 family pack *