



Where every dog has its day!

Calling all Dog Vendors!

We invite you to participate in “OctoberFETCH”, the Third Annual Fido’s Festival USA®, a celebration of the unique gifts and talents of the lovable family dog. ALL dogs are welcome as well as dog lovers and their families. Fido’s Festival USA® is unique in that it combines a themed special event, a trade show, and a doggie conference all in a fun-filled festival atmosphere. As a vendor, you will have the opportunity to showcase and sell your products and/or services to a captive dog indulging audience.

The festival will be held again this year at Salem County Fairgrounds in Woodstown, New Jersey a GREAT location with 60 rolling acres, indoor buildings, covered pavilions, easily accessible to the Northeast corridor. The dates are **October 9-10, 2010** and the hours are 10:00 AM – 5:00 PM.

Fido’s Festival USA® will include friendly dog contests with themes, demonstrations, seminars on health and animal well-being, entertainment, celebrity emcees and judges, rescues and shelters, fun activities for children and adults, food court—a great time for dogs and their faithful owners. Please visit our website and learn all about the festival.

This year we are offering some vendor specials to entice you to participate in Fido’s Festival USA®. We have added a special vendor package if you bring your own tent. We are also offering an “early bird” special for the pavilion spaces. We have eliminated the indoor spaces for vendors (unless inclement weather at which time we will move all vendors into the indoor buildings) as we have found that festival attendees tend to stay outdoors. We want to do the best we can to ensure all vendors are visited. The pavilions are covered and have cement flooring.

Also this year we are offering the opportunity to pay a \$50 non-refundable deposit to hold your space at the festival. In the past, we required full payment. We are hoping this will be an incentive to book your space early so we can add you to our website giving you pre-festival exposure.

The festival will include media coverage and a marketing plan that will pull attendees from the east coast and beyond. The location is equipped to handle over 30,000 people with an experienced event planning team leading the pack! Reap the benefits of participating in a festival that is well organized and offers vendors a great opportunity to market their products and services before, during and after the festival!

Our festival is growing! We doubled our numbers this past year and this year expect that with change of date to the beautiful fall weather that we will be even bigger and better. It is our goal to make Fido’s Festival USA® the largest and most entertaining, informative, and comprehensive annual dog festival in the country and we know that you will not want to miss this event!

Sincerely,

Kathleen DeLuca, CSEP, CMP
Festival Organizer

(856) 854-FIDO (3436)
www.fidosfestivalusa.com



Fido's Vendor Application & Contract

October 9-10, 2010, 10:00 AM – 5:00 PM
 Salem County Fairgrounds, Woodstown, NJ

Please complete this application and forward with your deposit or payment. Thank you!

Name:		Company (as you wish it published in all listings):		Check Number:														
Business Address:		Cell Phone:																
		Business Phone:																
City:	State/Zip:	Fax:																
Mailing Address (if different):		Email:																
City:	State/Zip:	Website:																
Dog Product/Service Information				Amount:														
<p>Describe the product(s) or service(s) you will be exhibiting and include a photo of your product(s) and booth set-up (Only if you are a first time vendor at Fido's Festival USA®)</p> <p>List any special needs or requirements:</p>																		
Booth Space Options				Date:														
<table style="width:100%; border: none;"> <tr> <td style="text-align: center; width: 33%;">(No Cover)</td> <td style="text-align: center; width: 33%;">(Covered)</td> <td style="width: 34%;"></td> </tr> <tr> <td><input type="checkbox"/> 10 x 10 outdoor space\$250</td> <td><input type="checkbox"/> 10 x 10 outdoor pavillion.....\$350</td> <td><input type="checkbox"/> Booth Electricity..... \$25 per weekend</td> </tr> <tr> <td><input type="checkbox"/> 10 x 15 outdoor space\$300</td> <td><input type="checkbox"/> 10 x 15 outdoor pavillion.....\$400</td> <td><input type="checkbox"/> Chairs \$3 per chair</td> </tr> <tr> <td><input type="checkbox"/> 10 x 20 outdoor space\$350</td> <td><input type="checkbox"/> 10 x 20 outdoor pavillion.....\$450</td> <td><input type="checkbox"/> 8' Tables \$9 per table</td> </tr> <tr> <td></td> <td></td> <td><input type="checkbox"/> Linens..... \$15 for 8'</td> </tr> </table> <p><i>All pavillion spaces are covered with a cement floor.</i> <i>Vendors are responsible for payment of applicable sales tax on products and services sold at Fido's Festival USA®.</i></p> <p>Pay \$50 deposit (by check) to hold space below. Fido's Festival USA® will place all vendors on our website; provide a listing in our program book and three (3) admission tickets each day. Rental fee is for space only. Tables, chairs, and other booth needs are the responsibility of the vendor.</p> <p>Do you plan on camping? (Camping form included separately) <input type="checkbox"/> Yes <input type="checkbox"/> No</p>					(No Cover)	(Covered)		<input type="checkbox"/> 10 x 10 outdoor space\$250	<input type="checkbox"/> 10 x 10 outdoor pavillion.....\$350	<input type="checkbox"/> Booth Electricity..... \$25 per weekend	<input type="checkbox"/> 10 x 15 outdoor space\$300	<input type="checkbox"/> 10 x 15 outdoor pavillion.....\$400	<input type="checkbox"/> Chairs \$3 per chair	<input type="checkbox"/> 10 x 20 outdoor space\$350	<input type="checkbox"/> 10 x 20 outdoor pavillion.....\$450	<input type="checkbox"/> 8' Tables \$9 per table		
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		<input type="checkbox"/> Linens..... \$15 for 8'																
Payment Information				Postmark:														
<p><input type="checkbox"/> I have enclosed my \$50 non-refundable deposit to hold my space at Fido's Festival USA®. <i>\$50 Non-refundable deposit is payable by check only. Balance may be paid with a credit card. Balance to be paid on or before August 6th, 2010.</i></p> <p>Full Payment Method: <input type="checkbox"/> Check <input type="checkbox"/> AMEX <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard Amount Enclosed: \$ _____</p> <p>CC# _____ CCV Code: _____ Exp. Date: _____ Signature: _____</p> <p>Credit Card Address: _____</p>																		
Fido's Festival USA® Organizer Use Only				Returned Date:														
Received:	Amount Paid:	Method of Payment:	Booth Assignment															

Vendor Terms & Conditions

- 1) Fido's Festival USA® will be held at the Salem County Fairgrounds in Woodstown, New Jersey on Saturday, October 9 and Sunday, October 10 from 10:00 AM until 5:00 PM each day.
- 2) Fido's Festival USA® is owned, produced, and managed by Events Plus, Inc.(EPI), of Collingswood, NJ. As such, all applications/contracts will be processed and executed by EPI.
- 3) Vendors at Fido's Festival USA® are required to complete Vendor Application and Contract. All products and services MUST be dog specific. If you wish to offer other pet specific products, prior approval is required. Please list these products on your application. EPI reserves the right to remove any unapproved non-dog related product(s) or service(s) from the premises.
- 4) This is an application process and each application will be reviewed by EPI to ensure the quality of the product(s) and service(s) meet the standards of Fido's Festival USA®. Completion of the application does not guarantee a space at Fido's Festival USA®. Applications will not be reviewed without deposit/payment and if incomplete you will be notified. If vendor's application is approved, the application will be processed and the vendor will be notified via email.
- 5) Actual booth space will be assigned on a first come, first served basis. All applications will be dated upon receipt.
- 6) Vendor space available is specified in the application. Three (3) different size spaces are available and priced accordingly. Vendor product(s), displays, and signage of any type may not extend beyond the space contracted with EPI. If such situation occurs, EPI will require removal of any item(s) that extends beyond the space rented.
- 7) Vendor is responsible for all equipment required for their set-up. All tables must be covered and the booth must be professional in appearance, as determined by EPI. This includes all signage, banners, and displays. EPI reserves the right to refuse inappropriate or unprofessional signs, banners and displays.
- 8) Subleasing of booth space is not permitted. Only one company per space rental is permitted. Any person or entity attempting to do business in a space without proper registration and the appropriate approval will be escorted from the premises. This includes distribution of literature or products without paying for a space.
- 9) All vendors are required to participate both days of the festival. Vendors must staff their booths with an adult at all times.
- 10) Use of electricity for product(s) or services(s) will incur a \$25 fee per weekend.
- 11) For traveling vendors, Fido's Festival USA® offers campground space. you may register for camping on the vendor form. A discounted camping fee is offered to vendors.
- 12) Vendors will be permitted to set-up beginning Friday at Noon. Saturday morning vendors will be permitted to set up at 6:00 AM. ALL booths must be set up by 9:00 AM Saturday morning.
- 13) Striking of booth spaces on Sunday evening may commence at 5:05 PM. No vehicles will be permitted in the vendor area at the end of the festival until clearance has been authorized by EPI.
- 14) Booth space must be clean and clear of debris and any hazardous set-ups. Vendors are required to keep their area presentable and professional throughout the entire festival. At the end of the festival, all booth spaces must be left clean and free of trash.
- 15) Fido's Festival USA® will provide security on Friday and Saturday evenings by a private security company. EPI will not be responsible for any lost or stolen items throughout the entire festival.
- 16) Fido's Festival USA® will be held rain or shine. Indoor facilities are available as rain plans. No refunds will be issued for inclement weather.

- 17) \$50 deposits cannot be paid using a credit card and must be paid by check or money order.
- 18) Cancellations after July 1st, 2010, will result in forfeiture of full vendor fee.
- 19) For safety and security, EPI may ask for identification at the check-in booth.
- 20) Vendor parking credentials and on-site instructions will be provided. Permits must be clearly displayed in the front window of the vehicle.
- 21) Vendors are responsible for the collection and payment of all applicable state sales tax. If confirmed as an vendor, a copy of your sales tax certificate will be required within 30 days of acceptance.
- 22) A Certificate of Insurance is required within 30 days of acceptance as a vendor. Events Plus, Inc. and Salem County Fairgrounds must be named Certificate Holder.
- 23) Vendor agrees to defend, indemnify, and hold EPI, their sponsors, and Salem County Fairgrounds harmless from any claim, demand, damages, loss, action, suit, or legal proceeding arising out of or relating to their actions and obligations arising under this Agreement. These parties shall be held harmless and be indemnified from any liability or responsibility whatsoever for the actions of any third parties, such as vendor's employees, volunteers, or agents, or attendees or invitees of the festival. These parties assume no liability or responsibility whatsoever arising from or involving the serving or consumption of any beer, wine, or other alcoholic beverages or their respective containers. This indemnity obligation shall survive the expiration or termination of this Agreement.

I understand that by signing this Application, I am contracting for a space at Fido's Festival USA®. If accepted as an vendor, the signed application becomes a legally binding contract with EPI. I further understand that EPI reserves the right to accept or deny any application. I also understand that site assignments are at the sole discretion of EPI, cannot be pre-selected. No refunds will be issued within 30 days of the commencement of Fido's Festival USA®. \$50 deposits are non-refundable.

I have read, understand, and agree to the TERMS AND CONDITIONS of this contract which becomes binding upon signature by Events Plus, Inc.

Vendor Name & Title (Print)

Vendor Signature

Date

Kathleen DeLuca, CSEP, CMP
President, Events Plus, Inc.

Date

Please mail your completed application and fee or deposit
(if paying by check, make check payable to Events Plus, Inc.) to:

Kathleen DeLuca, CSEP, CMP
President
Events Plus, Inc.
102 Dayton Avenue
Collingswood, NJ 08108

www.fidosfestivalusa.com

Questions? Call our festival organizing team!

856-854-FIDO (3436) or Events Plus, Inc. at 856-854-7257

Vendor Checklist:

- Signed application
- Vendor Booth Deposit or Full Fee (checks must be made payable to Events Plus, Inc.)
- Picture of product(s) and/or display (if first time vendors)
- Business Card and available printed promotional materials (if first time vendor)