

MOVE IN NOTES

Move In: **Friday, October 14 at Noon through 8 p.m.**

Vehicles will be allowed to drive up to booth spaces during this time.

Vendors can access the show floor one hour before the show opens on Saturday. **All Vendors must check in Friday night** and have materials moved into their booths. No vehicles will be allowed on the show floor on Saturday morning.

Sending Materials to the Show. Shipping and storage of exhibit materials or products can be arranged with the Expo Decorator. Contact Exhibits Displays of Iowa for instructions. **Do not** send product directly to the Fairgrounds or to CE Enterprises.

If you need a hand truck or dolly for moving in your exhibit, please bring this with you; the facility does not provide them.

Upon arriving at the Fairgrounds:

1. Check in at the Show Office before unloading and sign for your Exhibitor Badges.
2. If you will have staff helping in your exhibit space during the Expo, and you will not see them to give them their exhibitor Badges prior to the Expo, you can place their Badges in Will Call so they can enter the Expo.
3. If you ordered carpet, tables or chairs from EDI (Expo Decorator) make sure these are in your exhibit space. If they are not in your space then go to the EDI office area and speak with them.



Great Iowa Pet Expo
P.O. Box 292
Adel, IA 50003

Unleash the buying power of pet owners & pet lovers!
Great Iowa Pet Expo
October 15-16, 2011

The Great Iowa Pet Expo 2011 Rates At A Glance

Premium Corner: \$420

Standard Line \$350

Additional Line \$300

Non-Profit (501c3) \$120

Skirted Table \$30

Electricity \$35
(if ordered in advance)

PLUS Three great DISCOUNT options! Details Inside!

Reserve your space NOW, pay just \$150 down on your booth. Balance due September 1st.

All Details, and Your Contract, Inside!



Exhibitor Kit

OUR 2010 Expo Exhibitor Booths sold out. Don't be left out in 2011!

**Great Iowa Pet Expo
October 15-16, 2011
Iowa State Fairgrounds
Des Moines, IA**



Why is the Great Iowa Pet Expo still growing while other events wither? Our powerful marketing and advertising campaigns keep this event high profile with the pet-loving public!

As Iowa's Premier Pet Event the Great Iowa Pet Expo offers the same great mix of Shopping, Contests, Entertainment, Rescue, Education and even more interactive pet events in 2011. We always give our attendees great new reasons to return to the Great Iowa Pet Expo year after year.



Don't take our word for it...

"We prep our inventory for months getting ready for the Great Iowa Pet Expo. From the moment the doors open we're busy filling orders for bandanas and other pet wearables. It's great that people can bring their pets and shop for sizing and style. We love our corner booth!"

-Joyce Appelgate, Precious Petwear

GreatIowaPetExpo.com

Don't Miss Iowa's Largest Pet Event!

At the Great Iowa Pet Expo, expect only the best. Our Pet Expo caters to businesses looking for high-quality consumers, **strong traffic and an aggressive promotional plan** that will have people lined up at your booth.

Statistics show that regardless of economic conditions, consumers continue to spend money on their companion animals. **The American Pet Products Association estimates that \$47.7 billion will be spent on pets in the United States including:**

Food	\$18.28 billion
Supplies/OTC Medicine	\$11.01 billion
Vet Care	\$12.79 billion
Pet Grooming & Boarding	\$ 3.45 billion
Adoptions/purchases	\$ 2.21 billion

In 2009 \$45.5 billion was spent on our pets in the U.S.!

In our 12th year, the Great Iowa Pet Expo is recognized for offering:

- An affordable pet expo that maximizes Return On Investment.
- A powerful marketing and advertising campaign that reaches pet lovers.
- FREE Parking for vendors and attendees adjacent to the building.
- Focus on Rescue and Adoption, no animals are sold at our events!

Save with our Expo Discounts:

Early Bird Special - 10% Booth Fee Discount! Full payment must accompany contract. All contracts postmarked by June 30, 2011 will receive a 10% discount and retain their preferred floor plan location. Booth Fee only - does not apply to electrical or other fees.

Referral Discount - 10% Booth Fee Discount! Refer a new vendor to the Great Iowa Pet Expo and we'll rebate you 10% of your booth fee if they sign up. Simply e-mail us to request a vendor form, we'll send out a contract with your name included as the referring company. When that contract returns with payment, we'll credit you with a 10% discount that you can either collect as a rebate at the event or have it applied to your 2012 booth space - your choice! Booth Fee only - does not apply to electrical or other fees.

There's no limit to the number of referrals you can make. The only rule is that the new company has to be a first-time vendor. Any previous vendors are not applicable to this Discount. Call (515) 778-4762, or e-mail us at GreatIowaPetExpo@mac.com

Multiple Show Discount - You can take a \$25 deduction for each Expo when you sign up for multiple Expos. That's a \$50 savings when you exhibit at two Expos and \$75 savings if you join us for all three (KC, Iowa and Indy). Each Expo contract will offer you the Multiple Show Discount, so each Expo offers only the \$25 value, you cannot take multiple discounts for an individual Expo. Should you cancel one of your two, or two of your three, your entire discount will be repealed. Booth Fee only - does not apply to electrical or other fees. Does not apply to Non-Profits.



our Vendors Say It Best:

"Our Return On Investment is higher at Iowa and Indy than any other show on our calendar. You can tell from the crowd that these shows have the best targeted advertising to pet owners." -Jerry Burrows, Petsakes

"Love that we can drive up to our booth to set up and tear down!" -Vendor Survey

Why Exhibit at the Great Iowa Pet Expo?

Did you know that Forbes Magazine named Des Moines, IA the **#1 Best City for Business and Careers** in the country? They did, in April 2010:

Forbes cited Des Moines' low cost of living and doing business, as well as its educated work force and employment growth. The magazine also ranked cities on income growth, crime, cultural and recreational opportunities and percentage of subprime mortgages.

Des Moines enjoys a population of 500,000+ with both high household incomes and median home prices. That means plenty of places for pets to live and plenty of disposable dollars to spend on them!

The Great Iowa Pet Expo delivers a qualified audience, so you will:

SELL: Face-to-Face interaction with owners seeking the best products and services for their pets.

MARKET: Experiential Marketing is the ability to reach your customers in person and capture their contact information.

RESEARCH: Interact with your customers to gain their insight on what you're doing right and what you can improve.

ADVERTISE: Pre-promote and measure your results in real time.

NETWORK: Connect with retailers, distributors and manufacturers on the show floor. Turn your Expo contacts into profitable working relationships!



*Notes for Non-Profits

Non-profit rescues are asked to only bring as many pets as comfortably will fit in your booth. You are welcome to walk them on the show floor and engage attendees, but please do not plan on using aisles and wall space for crates or supplies. All rescues must have vaccination records on site for every animal.

All groups that contract Non-Profit Booth Space may not merchandise manufactured items that compete with Retail Vendors. Crafts, home-made items, rescue specific items and raffles are allowed.

Groups that take advantage of the Non-Profit Discount Rate are asked to promote the Expo to their marketing list within 30 days prior to the event.

Ask us about our all-new
Great KC Pet Expo

April 15-16, 2011 in Overland Park

GreatKCPetExpo.com

and our wildly successful
Great Indy Pet Expo

November 12 - 13, 2011 in Indianapolis

GreatIndyPetExpo.com