

We cordially invite you to participate

SEATTLE KENNEL CLUB INC.

DOG SHOW

March 12-13, 2011

Qwest Field Event Center

Seattle, WA

*Sponsor and Vendor
Representation by*



12510 33rd Ave. NE, Ste. 300
Seattle, WA 98125
Phone 206.367.2420 • Fax 206.363.9099

SEATTLE KENNEL CLUB INC.

DOG SHOW

Vendor Agreement

The undersigned company does hereby make application to participate at the Seattle Kennel Club, Inc. Dog Show (The Show) being held at the Qwest Field Event Center, Seattle, Washington (The 2011 Show will be held on Saturday and Sunday, March 12-13, 2011). The Seattle Kennel Club, Inc. owns the Show with booth space reserved and managed by Varsity Communications, Inc (VCI). Acceptance of contract by vendor is reflected by receipt of completed vendor agreement with signature for booth space by VCI. This will be a binding contract when accepted by the Seattle Kennel Club, Inc. (SKC) on behalf of the Show. It is understood that any specific booth space will be available based upon FIRST COME, FIRST PAID system.

Your registration fee will include: A piped and draped 10' x 10' booth, one 6' draped table, waste basket and two chairs. One two-day, in & out, transferable parking pass included.

Please complete both pages of this form (and return it to VCI • 12510 33rd Ave. NE • Suite 300 • Seattle • WA • 98125, Attention: Kirk Tourtillotte (ph. 206-367-2420, ex. 1205, email kirk@varsitycommunications.com). **Please fax copy of agreement to Kirk's attention at 206-363-9099.**

ANNUAL FEES:

_____ 10" x _____ Booth(s) \$ _____ per year (_____ year agreement) starting with the 2011 Show.

_____ Corner booth request(s) are an additional \$125.

_____ Premium aisle placement (booth numbers 227 - 249) request(s) are an additional \$125.

_____ Electrical service (\$75 per 500 watt service).

_____ Additional 2-Day Parking Pass at the Qwest Field Event Center (\$20.00).

_____ Seattle Business License number.

(If no Seattle Business License number is provided you will automatically be charged \$15 for a Special Event Seattle Business License).

COMPANY NAME: _____

NAME / TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____ WEB SITE: _____

You will receive 4 Badges with only your company name on them.

Booth Space: Vendor applies for booth space at the Show, to be held at the Qwest Field Event Center, Seattle, Washington. The Show reserves the right to reject any applicant or vendor and return the amount paid for booth space. The Show reserves the right to assign, designate, or change your booth location for any reason.

Payment: Payment for vendor's booth space must be received by VCI within 30 days of signing of agreement. Payments for multi-year agreements must be received on or before November 1st prior to the next years Show. Make check payable to VCI and include your current business card. Credit card processing is available with a 3.5 % convenience fee for all transaction amounts processed.

Hours of Operation: Hours of show are Saturday, 8 a.m. - 6 p.m.; and Sunday, 8 a.m. - 6 p.m. Vendor shall have their exhibit(s) completely assembled and ready to be viewed by guests no later than 7:45a.m. on the Saturday of the Show. Vendors shall staff their booth during all hours of the Show. Vendors shall not begin disassembling their exhibit(s) until 6:01 p.m. on Sunday of the Show.

Interference Prohibited: Excessive noise, bothersome lighting or other use by vendor that interferes with the exhibition space used by other vendors is prohibited, as is the creation or maintenance by vendor of any dangerous or hazardous condition or situation. The aisles belong to the show. Neither vendor nor advertising material shall protrude into the aisles. Both shall not exceed 8 feet in height without show coordinator's approval. No roaming for sales purposes is allowed outside of booth space.

Services Not Provided: The Show does not provide equipment, decoration, labor carpenters, storage for exhibit materials, special lighting, gas, water supply or other related services. Vendor must make all arrangements for these items, and vendor shall defend, indemnify and hold harmless the Show for any and all claims, losses, damages, injuries or other charges that may occur from such arrangements made by vendor.

Security Services: The Show will provide overnight security services on Friday and Saturday, 10 p.m. - 7 a.m. While security is provided, the Show shall not be responsible for any losses suffered.

Insurance Not Provided: Vendor acknowledges the Show provides no insurance covering vendor's property. It is vendor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft and any other insurance it may need to cover any losses it may suffer at the Show. Vendor must provide SKC with proof of Comprehensive General Liability (CGL) insurance with this agreement, and must name SKC as an additional insured party.

Indemnification: Vendor shall defend, indemnify and hold harmless Seattle Kennel Club, the Show and their designated agents, employees and/or contractors, from and against any and all claims, losses, damages, injuries, penalties, governmental charges or fines in any amount arising out of or caused by vendor's use of the premises, the conduct of vendor's business or from any activity or work done, permitted or suffered by vendor in or around the premises, including but not limited to, the installation, operation, maintenance or removal of exhibits. A certificate of insurance liability naming the Show is required.

Assignment Prohibited: Vendor shall not assign any portion of its booth space to any individual, partnership, corporation, company, firm or entity, without the prior written consent of the Show.

Cancellation Policy: If vendor is not able to attend the Show, vendor is entitled to a refund on the following schedule.

- a. **75 day:** If written cancellation is received by VCI 75 days prior to the Show date, vendor is entitled to an 80% refund.
- b. **45 day:** If written cancellation is received by VCI 45 days prior to the Show date, vendor is entitled to a 50% refund.
- c. **Under 45 days:** Any cancellations less than 45 days prior to the Show date, no refund is given.

**AGREED
TO BY:**

Representative Signature

Date

Print Name

Title (print)

SEATTLE KENNEL CLUB INC.

DOG SHOW

Booth Space Rate Schedule

One-Year Agreement

Early Registration Special (If Received by 10-1-2010)

| | |
|------------------|-----------|
| 10' x 10' booth | \$695.00 |
| 10' x 20' booths | \$1250.00 |
| 10' x 30' booths | \$1680.00 |
| 10' x 40' booths | \$2040.00 |

Middle Registration (If Received between 10/1/2010 and 12-1-2010)

| | |
|------------------|-----------|
| 10' x 10' booth | \$795.00 |
| 10' x 20' booths | \$1350.00 |
| 10' x 30' booths | \$1780.00 |
| 10' x 40' booths | \$2140.00 |

Late Registration (after 12-1-2010)

| | |
|------------------|-----------|
| 10' x 10' booth | \$895.00 |
| 10' x 20' booths | \$1450.00 |
| 10' x 30' booths | \$1880.00 |
| 10' x 40' booths | \$2240.00 |

Two-Year Agreement

Early Registration Special (prior to 10-1-2010)

| | |
|------------------|-----------|
| 10' x 10' booth | \$645.00 |
| 10' x 20' booths | \$1195.00 |
| 10' x 30' booths | \$1630.00 |
| 10' x 40' booths | \$2090.00 |

Middle Registration (If Received between 10/1/2010 and 12-1-2010)

| | |
|------------------|-----------|
| 10' x 10' booth | \$745.00 |
| 10' x 20' booths | \$1295.00 |
| 10' x 30' booths | \$1730.00 |
| 10' x 40' booths | \$2190.00 |

Late Registration (after 12-1-2010)

| | |
|------------------|-----------|
| 10' x 10' booth | \$845.00 |
| 10' x 20' booths | \$1395.00 |
| 10' x 30' booths | \$1830.00 |
| 10' x 40' booths | \$2290.00 |

2011 Seattle Dog Show
SPONSORSHIP/ADVERTISING
Opportunities

SPONSORSHIP

Best in Group Sponsor _____ **\$350.00 Each Group**

Recognition in Show program, marketing materials, signage in Show, Show web site, Group winner photo

Group Name _____

Hospitality Room _____ **\$300.00 Co-Sponsor (Limit of 3)**

Recognition in Show program, marketing materials, signage in Show, Show web site

Area Sponsor _____ **\$1000.00 per area**

Recognition in Show program, marketing materials, signage in Show, Show web site, PA Announcements

Day Sponsor _____ **\$1000.00 per day**

Recognition in Show program, marketing materials, signage in Show, Show web site, PA Announcements

ADVERTISING (20,000 circulated programs)

Program Advertising _____ **Half Page \$355.00 Exhibitor / \$435.00 Non-Exhibitor**

_____ **Full Page \$595.00 Exhibitor / \$695.00 Non-Exhibitor**

Total Amount Enclosed \$ _____

AGREED

TO BY: _____
Representative

_____ Date

Show Program Listing Free to Exhibitors (please print or type)

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Please direct any questions or correspondence to:

Varsity Communications, Inc.

Attn: Kirk Tourtillotte

12510 33rd Ave NE, Suite 300, Seattle, WA 98125

Phone: (206) 367-2420, ex. 1205 Fax: (206) 363-9099

Email: kirk@varsitycommunications.com

Seattle Kennel Club reserves the right to refuse or deny any application or advertisement.