



**10<sup>th</sup> ANNUAL PET FIESTA**  
**Saturday, May 1, 2010**  
**10am – 4pm**

## **Be part of 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. In 2009 Pet Fiesta featured 80 exhibitors and drew more than 8,000 targeted visitors! General admission is FREE! Event is RAIN or SHINE!

#### **ACTIVITIES YOU WILL SEE AT PET FIESTA 2010:**

- ▶ Tails on Trails Dog Walk - *benefiting GoodDogz.org*
- ▶ Super Pet Adoption
- ▶ Exhibitors ranging from commercial, nonprofit, and rescue organizations
- ▶ Doghouse of Style Fashion Show
- ▶ Paws-itively Silly Pet Contest
- ▶ Community Pet Resource Center
- ▶ Fun activities for the entire family – including face painting, caricature artists and food vendors.

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 **Friday, April 9, 2010. Early Bird pricing ends on March 5, 2010.**

**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 Friday, March 12, 2010.**

Booth numbers will be assigned no later than **Friday, April 19, 2010.** 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!



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**2010 SPONSOR AND EXHIBITOR REGISTRATION CONTRACT**

**BUSINESS INFORMATION: PLEASE PRINT CLEARLY**

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

**BUSINESS PROFILE FOR EVENT PROGRAM: PLEASE PRINT CLEARLY**

Business/Organization Name: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_ Website: \_\_\_\_\_  
 Business Profile (20 words or less): \_\_\_\_\_

**DOG WALK GOODIE BAG DONATION AND DOOR PRIZE:**

- I would like to provide a goodie bag item for the Tails on Trials Dog walk participants (200 items – treats, coupons, toys, giveaways). Please describe item: \_\_\_\_\_
- All Sponsors and Exhibitors are invited to provide a door prize. The prizes will be used for Pet Contest Winners and Drawings throughout the event. Provide a description and value of the item (minimum value \$25). Thank you! Donation: \_\_\_\_\_ Value \$ \_\_\_\_\_

**SPONSOR/EXHIBITOR PACKAGES**

**Please Select Package:**

- Title Sponsor \$5000
- Grande Sponsor \$1000
- Event Sponsor \$400
- Premium Exhibitor, after March 5 \$600
- Premium Exhibitor, on or before March 5 \$500
- Standard Exhibitor, after March 5 \$300
- Standard Exhibitor, on or before March 5 \$250
- Non-Profit Exhibitor, after March 5 \$100
- Non-Profit Exhibitor, on or before March 5 \$ 75
- 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, contract and release agreement to: GoodDogz.org, 11160-C1 South Lakes Drive, # 720, Reston, VA 20191.**

**CANCELLATIONS: Your commitment is final no refunds will be issued.** If the event is cancelled due to uncontrollable circumstances Reston Town Center will reimburse the sponsor 50% of the contract fee. **All event participants will be required to provide proof of insurance or sign the Release and Indemnity Agreement with Cassidy & Pinkard Colliers.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

**For Office Use Only: Date Received: \_\_\_\_\_ Amount Paid: \_\_\_\_\_ Method: \_\_\_\_\_**



# 10<sup>th</sup> ANNUAL PET FIESTA

## Saturday, May 1, 2010

### 10am – 4pm

## SPONSOR PACKAGES AND BENEFITS

An annual event, featuring over 75 businesses and rescue groups, offers an exciting day of demonstrations, exhibitions, contests, entertainment and animals galore. 2009 attendance: 8,000+. The very popular Tails on Trails Dog Walk begins at 10 am.

The event is free to the public, and all proceeds benefit GoodDogz.org. Media Partner is MIX 107.3.

### **TITLE SPONSOR \$5000**

**Deadline for all benefits: March 12, 2010**

#### **TWO sponsorships available**

- Logo placement on Official Pet Fiesta Event Banner located across Market Street. Installed 2 weeks prior to event
- Inclusion in radio promotional spots
- Logo placement in print advertisements
- Logo on stage schedule, located by the stage
- Logo placement on front of event program
- Name included as “Title Sponsor” under Pet Fiesta description on Reston Town Center Spring Event Flyer. 15,000 copies distributed throughout Reston, including onsite
- Name included as “Title Sponsor” under Pet Fiesta description on May Events Listing on directory signs located onsite
- Name mention in official press releases
- 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 on flyer distributed through Reston & Metro area
- Logo placement on Tails on Trails Dog Walk brochure (5000)
- Logo placement on Tails on Trails t-shirt
- Logo placement beside business description in the event program
- Logo featured on Sponsor Page of Pet Fiesta program
- Listing and link to your website from restontowncenter.com
- Logo prominently featured as sponsor with link from petfiesta.org
- Listing and link on petfiesta.org as Premium Exhibitor, if exhibiting
- “Thank you” from the podium at intervals throughout the program
- Option to donate a door prize item
- Option to include goodie bag items for 200 Tails on Trails Dog Walk participants

### **GRANDE SPONSOR \$1000**

**Deadline for all benefits: March 12, 2010**

#### **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 on Tails on Trails Dog Walk brochure (5000)
- Logo placement on Tails on Trails t-shirt
- Logo placement on flyer distributed through Reston & Metro area
- Logo placement beside business description in the Event Program
- Logo featured on Sponsor Page of Pet Fiesta Program
- Listing and link to your website from restontowncenter.com
- Logo featured as sponsor with link from petfiesta.org
- Listing and link on petfiesta.org as Premium Exhibitor, if exhibiting
- “Thank you” from the podium at intervals throughout the program
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**10<sup>th</sup> ANNUAL PET FIESTA**  
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**EVENT SPONSOR \$400**

- Name listing on flyer distributed throughout Reston & Metro area
- Listed on Sponsor Page of Pet Fiesta Program
- Name listed as sponsor with link to your website from petfiesta.org Logo placement on Tails on Trails Dog Walk brochure (5000)
- Logo placement on Tails on Trails t-shirt

**Deadline for all benefits: March 12, 2010**

- “Thank you” from the podium at intervals throughout the program
- Option to donate a door prize item
- Option to include goodie bag items for 200 Tails on Trails Dog Walk participants

**PREMIUM EXHIBITOR \$500**

**Early Bird Deadline: March 5, 2010**

**PREMIUM EXHIBITOR \$600**

**Deadline: April 9, 2010**

- **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

- Option to donate a door prize item
- Option to include goodie bag items for 200 Tails on Trails Dog Walk participants
- Name in event program with business description

**EVENT EXHIBITOR \$250**

**Early Bird Deadline: March 5, 2010**

**EVENT EXHIBITOR \$300**

**Deadline: April 9, 2010**

- 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 with business description

- Option to donate a door prize item
- Option to include goodie bag items for 200 Tails on Trails Dog Walk participants

**NONPROFIT EXHIBITOR \$75**

**Early Bird Deadline: March 5, 2010**

**NONPROFIT EXHIBITOR \$100**

**Deadline: April 9, 2010**

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

- Name in event program
- Option to donate a door prize item
- Option to include goodie bag items for 200 Tails on Trails Dog Walk participants

The non-profit exhibitor rate was established to enable participation by rescue groups and other non-profit organizations with low funds.

**\*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.**



# 10<sup>th</sup> ANNUAL PET FIESTA

## Saturday, May 1, 2010

### 10am – 4pm

## 10<sup>th</sup> 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., B&B Portfolio JV LLC, Colliers Cassidy & Pinkard, LLC, Cassidy & Pinkard Colliers and their respective partners, shareholders, agents and employees. Reston Urban Core Association, Inc., its officers, directors, employees, successors, and assigns; the Reston Town Center Joint Committee, its officers, directors, employees, successors and assigns. 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 1, 2010; 10 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, 2 chairs and 1

disposable linen. **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.**

- In April, 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.

### 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.



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### 10am – 4pm

- 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



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