



**Saturday, August 23rd, 2008  
10am – 5pm**

14150 Solomons Island Rd  
Solomons, MD 20688  
(410) 326-2042

## Vendor Info and Booth Application

**Deadline for Vendor Applications is August 10<sup>th</sup>!**

**Thank you for your interest in what is sure to become the K9 Fourth of July in August!!**

We deliver the dog loving buyers and you get to...

- **Sell:** Meet face-to-face with thousands of pet owners and pet enthusiasts looking to buy the best and latest products and services for their dogs and friends.
- **Market:** Increase awareness for your brand via direct exposure to thousands of pet enthusiasts and eager buyers.
- **Advertise:** Reach your target market directly and measure the results in real time. A superior return on investment compared with traditional advertising.

### **Who Should Exhibit?**

The 2008 National Dog Day Event will showcase a wide range of product and service categories including:

- Animal Welfare Organizations • Pet Stores • Doggie Daycares • Artists • Breed clubs • Veterinary Services • Groomers • Grooming Products • Pet Publications • Pet Book Authors • Pet Furniture • Pet Boutiques • Pet boarding • Pet Containment Systems • Pet Food & Treat Manufacturers • Pet Photographers • Pet Security Products • Service Dog Groups • Specialty Products • Therapy Services • Pet Toys and so much more!

## **Why Exhibit with us?**

National Dog Day's far reaching media campaign includes television interviews and footage from the event on local and national networks, radio, magazines, newspapers, direct mail, flyers and the internet where we receive approximately 15.9 million unique visitors to NationalDogDay.com each month.

Southern Maryland and the surrounding areas boast some of the country's largest populations of proud dog owners actively seeking to fulfill a wide range of product and service needs. Solomons Island, not only shines with an exciting array of *family fun* adventures, but is one of Southern Maryland's and Calvert County's most beautiful weekend getaways. Past events at Calvert Marine Museum have welcomed upwards of 15,000 guests and this is just on a "local" level. Think of what a popular "national" event such as this can bring in numbers-wise!

## **Reasons National Dog Day 2008 will draw a big crowd:**

- **Animal lovers want to help save homeless dogs.**
- **Guests want to support the Animal Miracle Foundation, their local shelters and welfare organizations.**
- **Hundreds, if not thousands of event guests will be looking to adopt a new friend...thus needing pet related products and services immediately!**
- **For most families, it's the last fun weekend of summer for children before they start back to school. The *My Best Friend* contest is always a highly attractive feature! Where can kids go that gives them everything below.... for FREE?**

**Face Painting**

**Crafts**

**Games**

**Prizes**

**Raffles**

**Dog Shows**

**Vendor Space Application**

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Person \_\_\_\_\_

Booth Manned by \_\_\_\_\_

Resale License # \_\_\_\_\_

Email \_\_\_\_\_

***Please describe your proposed activities and items for sale.***

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***(If you need more space, please attach an additional sheet of paper.)***

## **Space Rental Information**

All space rentals are for vendors with their own equipment, i.e. canopy or full tent. If you do not have your own equipment, we can provide you with contact info for a local, reputable party rental company where you can rent whatever you need, directly from them. We also do not provide electricity to your space. If you need power for items such as TV, radio, laptop, computer monitor, you'll need to bring your own generator or rent one locally.

## **Space is LIMITED! Reserve Today! First Come - First Served!**

**Applications for vendor space rental are currently being accepted until August 10<sup>th</sup>.**

## **National Dog Day 2008 Vendor/Concert Space Rental Fees**

*Please CIRCLE desired booth size and any add-on items.*

### **National Dog Day FESTIVAL**

10x10 space – **\$200.00**

10x20 space – **\$375.00**

#### **Add-on's**

Corner Booths – **add \$100**

Preferred Location – **add \$150**

### **FURocious CONCERT**

Please circle concert space rental size below and include concert fee with festival vendor space rental payment, if applies.

10x10 space – **\$200.00**

10x20 space – **\$375.00**

**\*\*\*\*Please email us if you would like to share a space with another business or organization to cut costs. In order to share, you must rent a 10x20 sized booth.**

**Cancellation** after reservation, will receive a refund, less a \$100 cancellation fee. Cancellations after August 1st, 2008 will result in forfeiture of entire fee. There will no be no downsizing after reservation is made.

**Money orders, cashiers checks, personal and business checks accepted only. We do not offer payment by credit card.**

Please fill out this form and include your personal or business check, money order or cashiers check, payable to: ***Animal Miracle Foundation***

**Mail to:**

**National Dog Day 2008  
Vendor Info  
P.O. Box 2061  
Kingston, WA 98346**

### **Additional Promotional Opportunities**

#### **Product Inclusion for V.I.P. Gift Bags and Raffle**

If you would like to submit a product for inclusion consideration that will be exposed to thousands of pet lovers, celebrities, top industry executives and the media, please submit your product(s) with contact info including email address to:

**National Dog Day 2008  
Product Consideration  
P.O. Box 2061  
Kingston, WA 98346**

\*\*\* No guarantees are given as to which program your product will be featured in. You may submit a product for both the raffle and the V.I.P. Gift Bag! This can be two of the same kind or multiple different products. Final selection will be made on July 15<sup>th</sup> and you will be notified via email if we have chosen your product(s). Products not chosen for National Dog Day 2008 will be kept for later raffles and promotions. You will always be notified when we promote your product(s) in the future, however, you acknowledge that we are under no obligation to promote anything you send us for evaluation.

**Sponsorship**

Sponsors are huge part of saving 20,000 dogs this year! Please visit our website at [www.NationalDogDay.com](http://www.NationalDogDay.com) for Sponsor levels.

***Please contact us in regards to sponsorship or advertising questions at 877-205-0871.***

**Program Guide Listing Info**

*Please let us know how you would like your FREE listing to be represented in the Program Guide.*

*If you do not fill out this form, we will list your company name as you have filled it out in this vendor form.*

Company\_\_\_\_\_

Address\_\_\_\_\_

City \_\_\_\_\_

State\_\_\_\_\_

Zip\_\_\_\_\_

Phone\_\_\_\_\_

Website\_\_\_\_\_

**Regulations and Conditions for Vendors – Must sign and return with vendor application.**

**1.** THIS EVENT IS FROM 10AM TO 5PM. SET UP WILL START AT 5:00AM. ALL BOOTH SPACES MUST BE SET UP BY 9:30AM AND BROKEN DOWN BY NO LATER THAN 6:30PM. Set up times are subject to change - so please check with us directly for final set up and break down times. In the event of rain, National Dog Day 2008 will be postponed to the following day, Sunday, August 24<sup>th</sup>. If rain is an issue on Sunday, event will proceed rain or shine.

**2.** Spaces will be assigned only after appropriate fees are paid. National Dog Day and The Calvert Marine Museum reserves the right to refuse any exhibitor that is not in compliance of rules and regulations or alignment with the Animal Miracle Foundation's ethics, goals and good animal welfare practices.

**NOTICE!** No real fur products, animals for sale, animal skin products, alcohol, tobacco, fireworks, pornography, adult publications and/or associated adult material or products to be sold at this event.

**3.** Display items must not impede the flow of traffic.

**4.** Only approved Food Vendors can provide food, beverage, and water.

**5.** You agree to follow all local and state laws, including but not limited to the State Board of Equalization rules regarding resale numbers.

**6.** Resale numbers must be supplied with the application. A copy of your temporary seller's permit or resale license must be on display on the day of the event.

**7.** In the unlikely event that National Dog day 2008 cannot be held, the Animal Miracle Foundation, in its sole discretion, will either refund the application fee paid by you or reschedule the event. If you are unable to attend the rescheduled event, and you provide written notice of your inability within 15 days of receiving notice of the rescheduled date, then your application fee will be refunded to you within 90 days.

**8.** This is an outdoor event, we cannot offer guarantee of shade, so please dress yourself and your space, accordingly.

**9.** You agree to hold harmless, National Dog Day, Animal Miracle Foundation, Colleen Paige, Inc., Calvert Marine Museum, its employees, event committees, volunteers and sponsors for any damages or losses incurred by you, or a shared space partner, including damages to your products, vehicle, space equipment or damages from lost sales or profits and personal injury such as dog bites.

**10.** Acceptance of these regulations and conditions are a condition of your participation in National Dog Day 2008.

I acknowledge that I have received these conditions, rules and regulations and agree to the terms herein.

Signature\_\_\_\_\_

Print Name\_\_\_\_\_

Business Name\_\_\_\_\_

Business Title\_\_\_\_\_

Date \_\_\_\_\_2007

\*\*\* Please print this entire form, filling in all applicable areas and mail with check to:

National Dog Day 2008  
P.O. Box 2061  
Kingston, WA 98346