



EXHIBITOR PROSPECTUS

America's Family Pet Expo
406 S. First Avenue • Arcadia, CA • 91006-3829
Phone: 626/447-2222 • 800/999-7295 • FAX: 626/447-8350
Email: gwen@wwpsa.com
Additional Info Available at www.afpe.net



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AMERICA'S FAMILY



Upcoming Show Schedule

AMERICA'S FAMILY PET EXPO - ORANGE COUNTY
ORANGE COUNTY FAIRGROUNDS, COSTA MESA, CALIFORNIA
APRIL 15 - 17 , 2005

AMERICA'S FAMILY PET EXPO - L.A. COUNTY FAIRGROUNDS
FAIRPLEX, POMONA, CALIFORNIA
JUNE 24 - 26, 2005

AMERICA'S FAMILY PET EXPO - SOUTHEASTERN MICHIGAN
"THE BRAND NEW" NOVI EXPO CENTER, NOVI, MICHIGAN
NOVEMBER 18 - 20, 2005

AMERICA'S FAMILY PET EXPO
The Largest Pet & Pet Product Expos in the World!

PRODUCED AND MANAGED SINCE 1981 BY:
WORLD WIDE PET SUPPLY ASSOCIATION, INC.

A 54 YEAR OLD NON PROFIT ASSOCIATION
PROMOTING CONSUMER EDUCATION AND AWARENESS
AND DEDICATED TO RESPONSIBLE PET CARE

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BENEFIT FOR EXHIBITING AT THREE PET EXPOS
WITHIN ONE CALENDAR YEAR

➔ 12% OFF TOTAL BOOTH SPACE/SPONSORSHIP! ⬅

BENEFIT FOR EXHIBITING AT TWO PET EXPOS
WITHIN ONE CALENDAR YEAR

➔ 8% OFF TOTAL BOOTH SPACE/SPONSORSHIP! ⬅

THREE DYNAMIC PET EXPOS!

➤ *THREE GEOGRAPHICALLY DESIRABLE LOCATIONS*

AMERICA'S FAMILY PET EXPO - ORANGE COUNTY

Costa Mesa, California

APRIL 15 - 17, 2005

AMERICA'S FAMILY PET EXPO - L.A. COUNTY FAIRGROUNDS

POMONA, CALIFORNIA

JUNE 24 - 26, 2005

AMERICA'S FAMILY PET EXPO - SOUTHEASTERN MICHIGAN

NOVI, MICHIGAN

NOVEMBER 18 - 20, 2005



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WHO: Lovable pets in all shapes and sizes, including many breeds of dogs & cats, fish, reptiles, birds, small animals, potbellied pigs, llamas, pygmy goats, miniature horses, rabbits, and so much more to delight and educate tens of thousands of adults and children.

WHAT: AMERICA'S FAMILY PET EXPO (AFPE) - *THE LARGEST PET & PET PRODUCT EXPOS IN THE WORLD!*

WHEN:

Orange County
Costa Mesa , California
April 15 - 17, 2005

L.A. County Fairgrounds
Pomona, California
June 24 - 26, 2005

Southeastern Michigan
Novi, Michigan
November 18 - 20, 2005

WHY: AMERICA'S FAMILY PET EXPO is an adventure for the whole family featuring hands-on petting opportunities, exhibits, demonstrations, entertainment, food, and fun. Here's a sample of the entertainment we've had in the past:

- Agility and dog training demos and stage shows
- Frisbee Dogs
- Fancy and Household Cat Shows
- Petting Zoo & Pony Rides
- Exotic Animal Show
- Large and Small Animals
- Potbellied Pig Show
- Kids Aquarium Decorating Contest (call 800-999-7295 to sign up!)
- Model Home & Garden showing how to incorporate pets into your home
- How To Workshops featuring pet experts speaking on many subjects

Plus, hundreds of exhibitors selling pet related products, many at special show prices!

HOW: AMERICA'S FAMILY PET EXPO is produced and organized by the *World Wide Pet Supply Association, Inc.*, a 54 year old, national non-profit organization dedicated to promoting responsible care for companion animals.

**Thousands of pet loving consumers are planning to be there.
Your company should be too!!!**



Show Hours for All America's Family Pet Expos

Exhibitor Set-Up		
Wednesday 12:30 p.m. - 6:00 p.m.	Thursday 8:00 a.m. - 6:00 p.m.	Friday 8:00 a.m. - 12:00 p.m.
Show Hours		
Friday 1:00 p.m. - 9:00 p.m.	Saturday 10:00 a.m. - 7:00 p.m.	Sunday 10:00 a.m. - 6:00 p.m.
Exhibitor Move-Out		
Sunday 6:00 p.m. - 9:00 p.m.	Monday 8:00 a.m. - 12:00 p.m. noon	

Booth Package and Related Information

- 8' back drape and 3' side rails with drape per linear booth (corners may have corner drape removed if requested to Show Decorator).
- Booth ID sign with company name and booth number.
- Move-in/Move-out pass for re-stocking exhibitor booth on show mornings.
- 4 badges per 10'x10' booth space.
- Exhibitor Service Manual - mailed after contract has been approved. Includes all information regarding booth furnishings, shipping, utilities, badges, etc.
- Complimentary Show Program with complete Show Schedule.
- Extensive media campaign covering newspaper, radio, TV, discount coupons and posters advertising the Expo.

Please note: Exhibitors may carry or hand wheel their products and displays in and out of the facility as well as install their own displays at no extra labor charge (no pallet jacks or forklifts). Labor and equipment are available for hire if needed.

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CONTACT GWEN POWELL, DIR. OF SALES, CONSUMER SHOWS AT gwen@wwpsa.com

AMERICA'S FAMILY PET EXPO

BENEFIT FROM OUR PROFESSIONAL, RESULTS-ORIENTED MARKETING CAMPAIGNS!

We are committed to producing and promoting an event that delivers real sales success for our exhibitors.

Our aggressive, comprehensive marketing plan includes a broad range of broadcast and print media, the Internet, sponsors and promotional partners that reach consumers locally and across the country.

MEDIA IMPACTS

Your product could benefit from our projected combined gross impressions of over 149,000,000 and ad-value of more than \$1,500,000.

ADVERTISING

- ◆ Over 900 television commercials on network affiliate, independent and cable stations
- ◆ Over 300 radio commercials on major area stations
- ◆ Nearly 100 ads in major daily and weekly newspapers

PUBLIC RELATIONS

- ◆ Editorial coverage in area newspapers and magazines plus national consumer and trade publications
- ◆ Interviews, news coverage and live remotes on major local television and radio stations plus network, cable and syndicated programming
- ◆ Banners and listings on major Internet entertainment, pet and media web sites

SPONSORSHIP EXTRAS

The web site hot link benefit enables consumers to access your website in many distinct places on the AFPE website located at www.afpe.net

- ◆ When they view the page for sponsors, your company name will appear and when clicked, will go immediately to your website.
- ◆ When they access our on-line floor plan and double click on your booth space it also links to your website.
- ◆ Sponsors also have an exclusive FREE banner ad opportunity explained further on page 10.
- ◆ Sponsors will be given a free Online New Product Showcase (see page 10).
- ◆ Online Vendor Coupons (See page 10)



PROMOTIONS

- Broadcast and print media and Internet contests, drawings, ticket give aways
- Major pet industry, media and corporate sponsors and promotional partners
- Substantial discount coupon program with area retailers, organizations and businesses
- Public Service Announcements
- Third party tie-ins
- Direct Mail program
- Pet Expo web site on-line discount coupons and free ticket registration

**THREE AREAS OF CONCENTRATED INCOME PROVIDING
YOU WITH THREE OPPORTUNITIES TO PROMOTE YOUR
BUSINESS AND INCREASE SALES!**

AMERICA'S FAMILY PET EXPO ORANGE COUNTY, COSTA MESA CALIFORNIA	AMERICA'S FAMILY PET EXPO L.A. COUNTY POMONA CALIFORNIA	AMERICA'S FAMILY PET EXPO SOUTHEASTERN MICHIGAN, NOVI MICHIGAN
MEDIAN HOUSEHOLD INCOME \$58,820	MEDIAN HOUSEHOLD INCOME \$61,400	MEDIAN HOUSEHOLD INCOME \$62,344

**THE PREVIOUS INFORMATION IS A SMALL OVERVIEW OF THE COMPREHENSIVE
PUBLIC RELATIONS/PUBLICITY CAMPAIGN, EXTENSIVE PROMOTIONAL PROGRAM
AND A SYNERGISTIC COOPERATIVE MARKETING PROGRAM THAT HAS BEEN
DEVELOPED TO INVOLVE TOP BRAND NAME COMPANIES.**

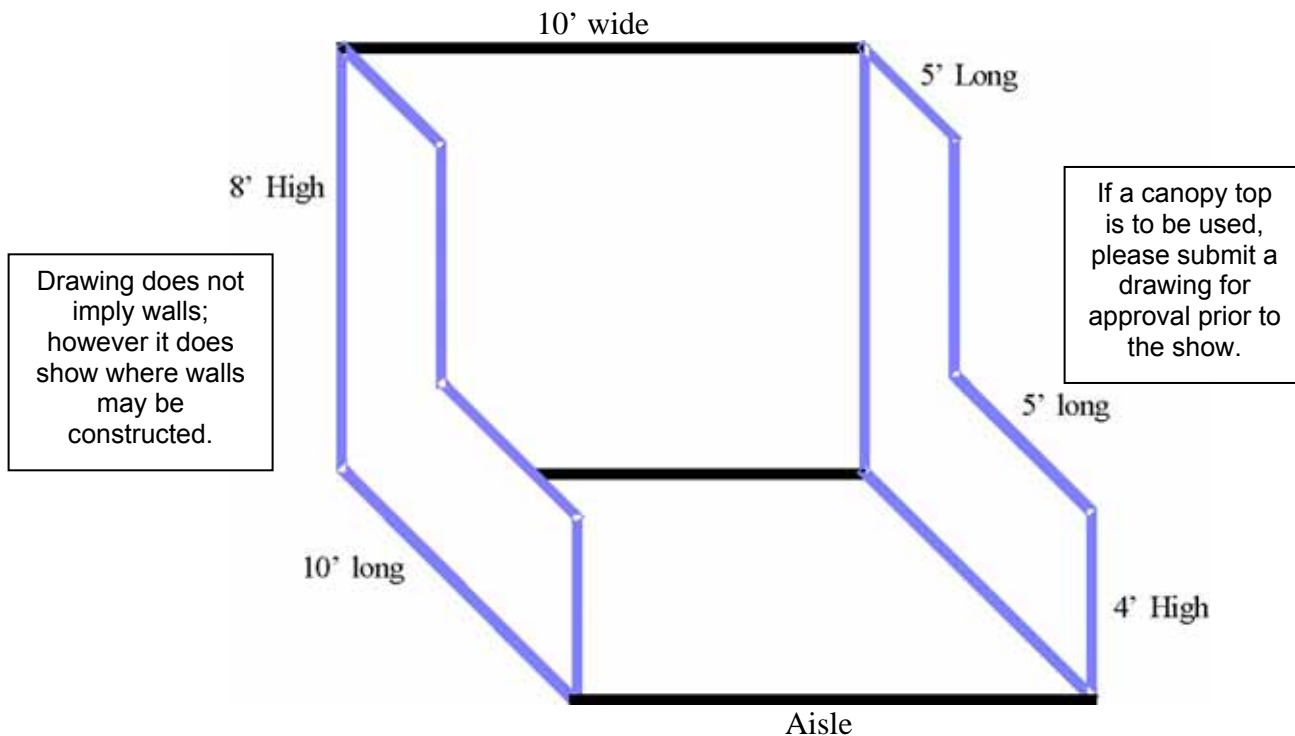


IMPORTANT REMINDER



In applying for exhibit space, you have agreed to comply with the following rules:

Exhibit construction and merchandise shall be arranged as not to obstruct the general view nor hide the exhibits of others. Exhibit materials (fixtures) must not extend more than 5' from the back wall. Plans for specifically built displays not in accordance with regulations must be submitted to Show Management before construction is ordered.



The above diagram clearly indicates the guidelines required for linear booth participation in our show. All exhibit fixtures should be contained within the outlined areas shown.

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SPONSORSHIP OPPORTUNITIES

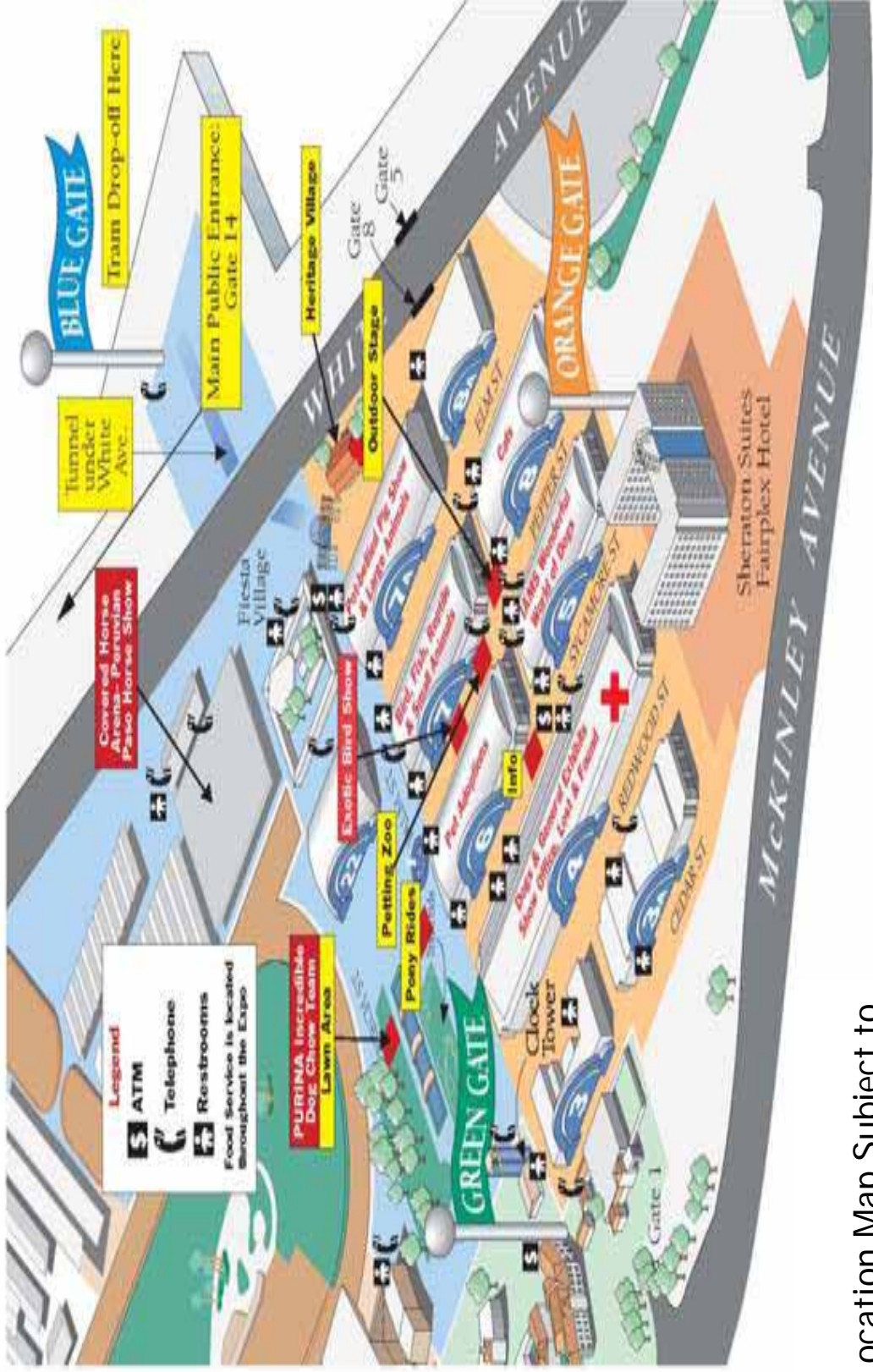
	Platinum (Limited to 4 Sponsors)	Gold	Dog Breed Or Pet Adoption "Exclusive"	Cat Show "Exclusive"	Silver	Bronze	Sponsor	Other/ In Kind
Media & Marketing	TV & Print media collateral, publicity, website link & Show program, appearing As "2005 AFPE Presented by ___" (Exclusive Category)	Print media collateral, publicity, website link & show program	Print media collateral, publicity, website link & show program	Print media collateral, publicity, website link & show program	Print media collateral, publicity, website link & show program	Print media collateral, publicity, website link & show program	Print media collateral, publicity, website link & show program	TBD
Exhibit Space	Up to 25 10'X10'booths	Up to 15 10'X10' booths	Up to 10 10'X10' booths Each booth Will have sponsors logo displayed on the booth ID sign PLUS 400 sq. ft.	Up to 8 10'X10' booths Sponsor name on signage at the end of each benching area and behind each judging ring PLUS 250 sq. ft.	Up to 8 10'X10' booths	Up to 4 10'X10' booths	Up to 2 10'X10' booths	TBD
Banner Space (on grounds)	2,000 sq. ft.	1,000 sq. ft.			250 sq. ft.	100 sq. ft.	50 sq. ft.	TBD
Banner Ad (website)	468 X 60 Pixels	392 X 60 Pixels	234 X 60 Pixels	234 X 60 Pixels	234 X 60 Pixels	120 X 60 Pixels	88 X 31 Pixels	TBD
Online New Product Showcase	Picture Brief Description Website Link	Picture Brief Description Website Link	Picture Brief Description Website Link	Picture Brief description Website Link	Picture Brief Description Website Link	Picture Brief Description Website Link	Picture Brief Description Website Link	TBD
Program Advertising	2 pages full color	1 page full color	2/3 page full color	1/2 page full color	1/2 page full color	1/4 page full color	1/6 page full color	TBD
Program Editorial	700 words plus logo & photo	500 words plus logo & photo	400 words plus logo	350 words plus logo	300 words plus logo	200 words plus logo	100 words plus logo	TBD
Online Vendor Coupons	8 Coupons \$500 value	6 Coupons \$400 value	5 Coupons \$325 value	4 Coupons \$275 value	3 Coupons \$225 Value	2 Coupons \$150 value	1 Coupon \$100 non-sponsor charge	TBD
Use of AFPE Logo	"Proud Sponsor of America's Family Pet Expo"	"Proud Sponsor of America's Family Pet Expo"	"Proud Sponsor of America's Family Pet Expo"	"Proud Sponsor of America's Family Pet Expo"	"Proud Sponsor of America's Family Pet Expo"	"Proud Sponsor of America's Family Pet Expo"	"Proud Sponsor of America's Family Pet Expo"	TBD
Complimentary Pet Expo Tickets	Up to 200 Upon request	Up to 100 Upon request	Up to 75 Upon request	Up to 50 Upon request	Up to 50 Upon request	Up to 25 Upon request	Up to 10 Upon request	TBD
Sponsor Investment per expo	1. \$35,000 2. \$64,400 3. \$92,400	1. \$25,000 2. \$46,000 3. \$66,000	1. \$16,000 2. \$29,440 3. \$42,240	1. \$15,000 2. \$27,600 3. \$39,600	1. \$10,000 2. \$18,400 3. \$26,400	1. \$5,000 2. \$9,200 3. \$13,200	1. \$3,000 2. \$5,520 3. \$ 7,920	TBD
Maximum allowable space for any non-Platinum sponsor will be 20 spaces, even if purchasing more than one sponsorship. Banner copy and placement at approval and discretion of show management. Call toll free 800/999-7295 for complete sponsorship package.								

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Orange County Location Map is subject to change for 2005.

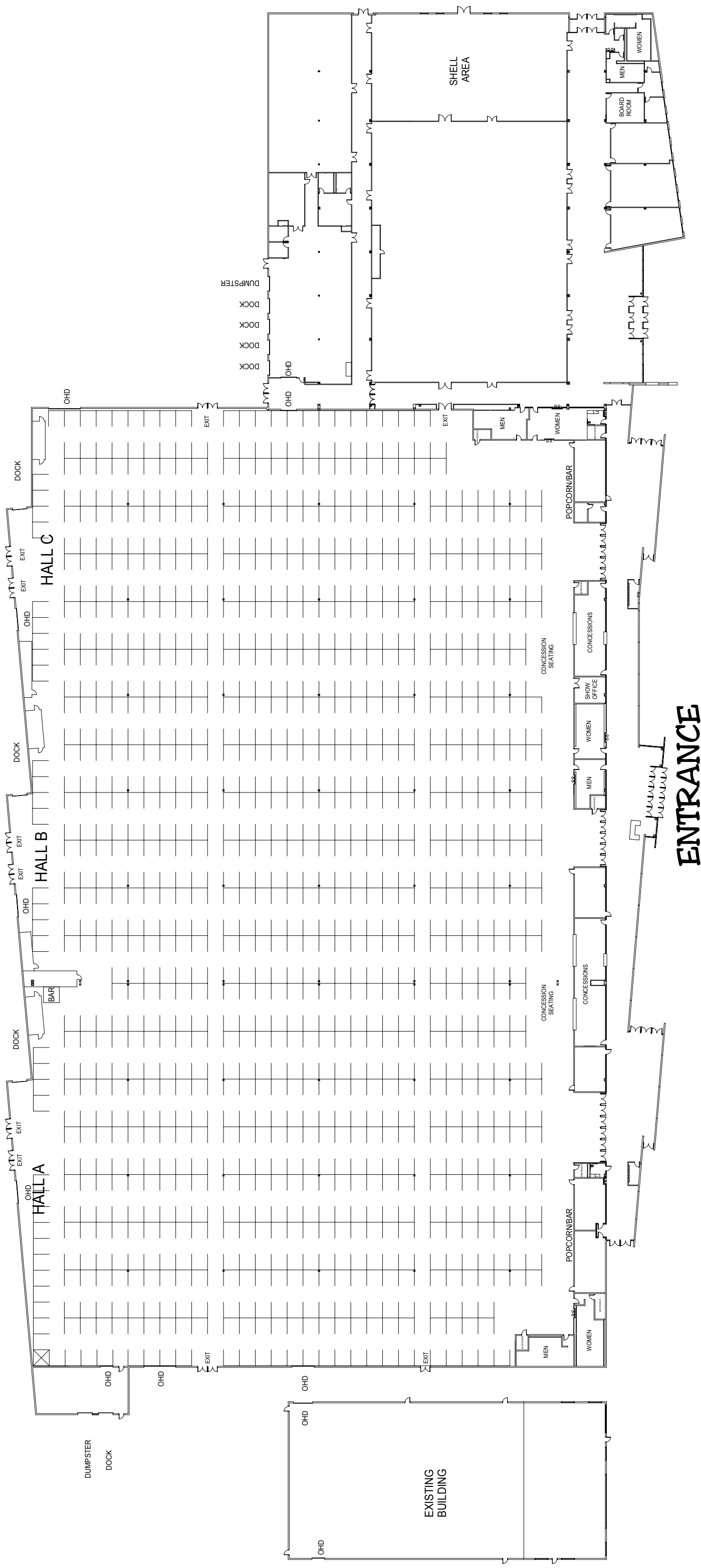
AMERICA'S FAMILY PET EXPO



Location Map Subject to
Change for 2005

The "Brand New" Novi Expo Center
(booth numbers available soon!)
EXHIBITION AND CONFERENCE CENTER

1114 10' X 10' EXHIBIT BOOTHS



ENTRANCE

PARKING



FUTURE EVENTS

WORLD WIDE PET SUPPLY ASSOCIATION, INC.

Apr. 15-17, 2005



AMERICA'S FAMILY PET EXPO, ORANGE COUNTY, CALIFORNIA – . Produced by World Wide Pet Supply Association, Inc. since 1981. For the pet loving public (over 75, 000 people in attendance). Hundreds of animals! The purpose of this show is to bring together all elements of the companion animal world and to promote responsible pet care. Animal Entertainment & Demonstrations, pet expert speakers, products, exhibits, hobbyist shows, contests. At the Orange County Fair & Exposition Center, Costa Mesa, California. FRIDAY, SATURDAY, SUNDAY

June 24-26, 2005



AMERICA'S FAMILY PET EXPO, L.A. County Fairgrounds, Fairplex, Pomona, CA – FRIDAY, SATURDAY, SUNDAY (See Orange County for details.)

Aug. 11-13, 2005



SUPERZOO EAST – 2005 – Brand New Show! At the Georgia World Congress Center, Atlanta, Georgia. Co-located with the Southern Nursery Association. THURSDAY, FRIDAY, SATURDAY.

Sept. 21-22, 2005



SUPERZOO WEST – 2005 – Las Vegas, Nevada. Co-located with the Western Nursery and Garden Expo. The annual Pet Industry Trade Show. WEDNESDAY, THURSDAY.

Nov. 18-20, 2005



AMERICA'S FAMILY PET EXPO, Novi Expo Center, Novi, Michigan – (See description for Orange County event.) FRIDAY, SATURDAY, SUNDAY.

