



June 24 - 26, 2005

at the

FAIRPLEX

1101 West McKinley Ave * Pomona, Ca 91768

Exhibitor Service Kit

Send in your forms and your booth numbers
will be filled in when they are assigned.

Be sure to check the deadlines so you don't miss out on
any opportunities!

World Wide Pet Industry Association, Inc.

Producers of AMERICA'S FAMILY PET EXPOS

406 South First Avenue, Arcadia, California 91006-3829 U.S.A.

Telephone: (626) 447-2222 Toll Free (800) 999-7295 FAX: (626) 447-8350

E-Mail: info@wpia.org website: www.PetExpoLA.com



Welcome Exhibitors!



YOUR COMPLIMENTARY BOOTH PACKAGE CONTAINS:

(Exhibitor booth space does NOT include tables and chairs.
You may bring your own or rent them from GES.)

- ◆ 8' back drape & 3' side rails with drape (Corner drape may be removed by the show decorator at no charge upon request).
- ◆ Booth ID sign with company name and booth number.
- ◆ Free move-in/move-out passes for stocking on show mornings. (Mailed with your badges.)
- ◆ 4 badges per 10'x10' booth space. (Mailed week of June 6)
- ◆ Complimentary Show Program (pick yours up at the Show Office in building 4 with along with you badgeholders).

THIS SERVICE KIT CONTAINS THE FOLLOWING:

- Exhibitor Schedule including Move In/Move Out
- Important Notice about Badges
- Booth Design and Set Up layout
- Rules & Regulations for use of Booth Space
- Special Economy Booth Package/Carpet/Electrical
- Special Negotiated Rate Parking Form (Fairplex does charge for parking)
- Housing information and applicable rates

THE SERVICE KIT ONLINE CONTAINS THESE ADDITIONAL PAGES:

- Deadlines to Return Forms to America's Family Pet Expo office
- Online Product Showcase
- Online Vendor Coupon
- Exhibitor Insurance Application
- Fairplex Floor Plan
- Show Program Ad Reservation
- Shipping Instructions

GES is the official Pet Expo Decorator. Their Online Inter/kit contain all other forms you might need for ordering booth furnishings, electrical hook-up, carpeting, etc. The GES Inter/kit is posted at www.PetExpoLA.com (Note: Not every exhibitor needs every form in their kit; they are included as a convenience in case they are needed. Exhibitors may carry or wheel their products and displays in and out of the facility as well as install their own displays at no extra labor charge. However, pallet jacks and fork lifts may only be used by the official contractor, GES. Labor is available for hire should that be desired. Please see the GES representative in your hall for labor arrangements.

If we may assist you in any way, please let us know.

AMERICA'S FAMILY PET EXPO - SHOW MANAGEMENT TEAM

Caryn Cohan-Bates, CEM

DIRECTOR, TRADE AND CONSUMER SHOWS

Doug Poindexter, CAE

EXECUTIVE VICE PRESIDENT WWPIA

Kathy Branson

SHOW COORDINATOR

Gwen Powell

DIRECTOR OF SALES/CONSUMER SHOWS

Jessica Guzman

SHOW OPERATIONS ASSISTANT

**REMEMBER TO MENTION YOUR PARTICIPATION IN AMERICA'S FAMILY PET EXPO
ON YOUR WEBSITE AND ON YOUR COMPANY ANSWERING MACHINE.**

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16th Annual
America's Family Pet Expo
June 24 - 26, 2005
Fairplex in Pomona, CA



Exhibitor Schedule

We suggest moving in on Wednesday so that you can be set up and ready to go opening morning. The later in the day you wait, the more hectic it becomes on show site. Don't wait until Friday morning to show up if you can avoid it! Get in, get set up and then relax before the show opens.

EXHIBITOR Set Up:

Wednesday, June 22, 2005 12:30 p.m. – 6:00 p.m.
Thursday, June 23, 2005 8:00 a.m. – 8:00 p.m.

ALL EXHIBITS MUST BE SET-UP BY THURSDAY, JUNE 23, AT 8 P.M.!

SHOW HOURS:

Friday, June 24, 2005 10:00 a.m. – 6:00 p.m.
Saturday, June 25, 2005 10:00 a.m. – 7:00 p.m.
Sunday, June 26, 2005 10:00 a.m. – 6:00 p.m.

EXHIBITOR MOVE OUT:

Sunday, June 26, 2005 6:00 p.m. – 9:00 p.m.
Monday, June 27, 2005 8:00 a.m. – 12:00 noon

We recommend moving your entire product out of the area on Sunday evening. Please be aware this is a busy time and your product is your responsibility. Not everyone can leave at the same time. We ask for your patience and courtesy during this busy time. A Move Out flyer will be passed out on site for your convenience. If you have any questions after reading this, please ask at the Show Office.

World Wide Pet Industry Association Future Events

September 21-22, 2005

SuperZoo West
(Trade Show)

Mandalay Bay
Las Vegas, NV

November 18-20, 2005

America's Family Pet Expo
(Consumer Show)

Novi Expo Center
Novi, MI

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WHICH ONE IS BEST FOR YOU?



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. These diagrams clearly indicate the guidelines required for linear booth participation in our show. All exhibit fixtures should be contained within the outlined areas shown. Plans for specifically built displays not in accordance with regulations must be submitted to Show Management before construction is ordered.

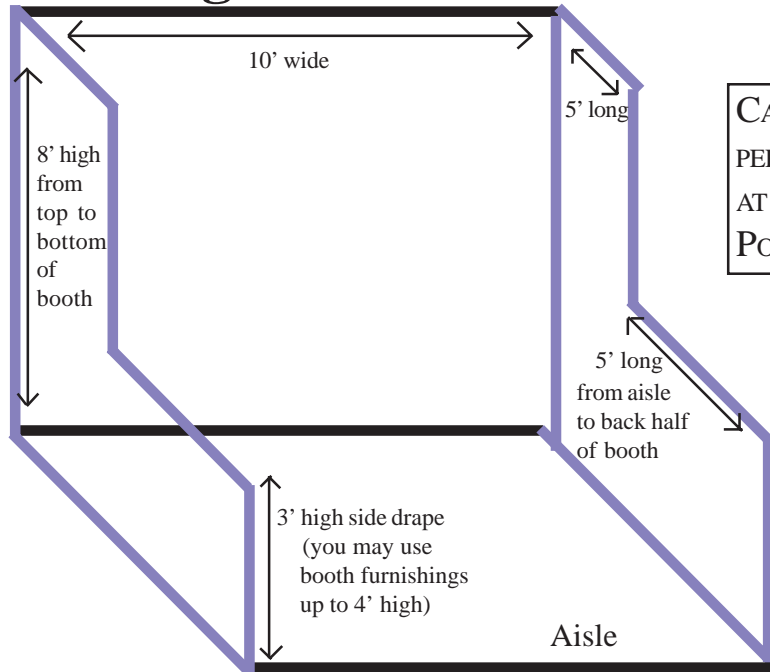
Please return by fax to Gwen Powell at 951-679-0973 so that appropriate booth assignments can be made.

Pomona, June 24-26, 2005

Novi, November 18-20, 2005

Company Name: _____ Contact Name: _____ Phone: _____

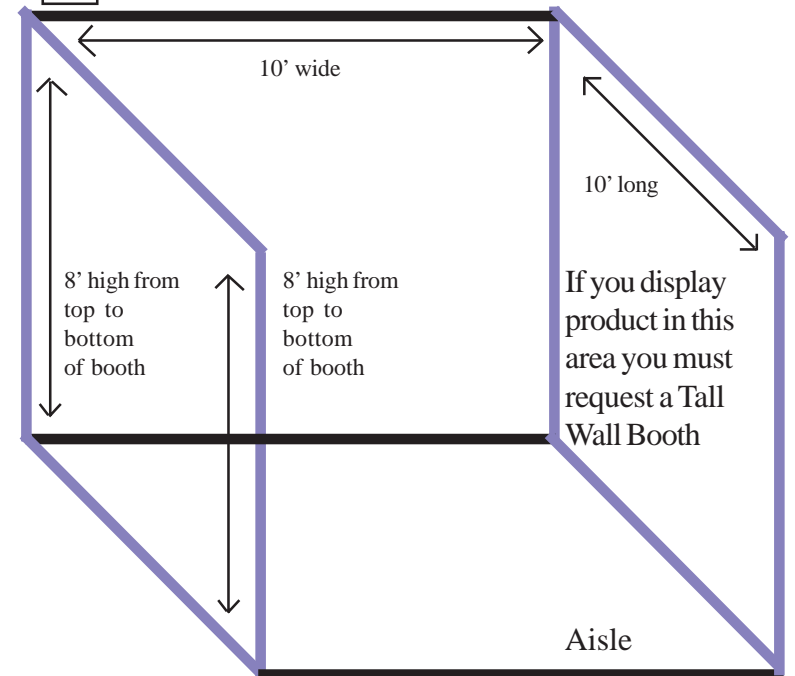
Regular Booth



Regular Booth exhibit materials (fixtures) must not extend more than 5' from the back wall.

CANOPIES ARE NOT PERMITTED INDOORS AT FAIRPLEX POMONA!

Tall Wall Booth



Tall Wall Booth exhibit materials must not extend more than 10' from the back wall and 8' from the floor.

BOOTH SPACE RULES AND REGULATIONS

It is very important that all exhibitors understand the rules and regulations regarding booth space set-up. Reviewing these rules ahead of time may save you time and frustration when you arrive on-site and begin setting up your exhibit. Some of the rules have been implemented by the fire marshal for the safety of all, some by the board that governs the facility and some are widely accepted trade show rules that make exhibiting as fair as possible for all exhibitors.

The AFPE staff will be on hand during set up to answer questions, and will be roaming the show floors to spot any exhibitor that is setting up their exhibit outside the guidelines in hopes that we may advise you how you might change your set-up to comply.

PLEASE READ AND MAKE SURE YOU UNDERSTAND THE FOLLOWING RULES AND REGULATIONS:

- ◆ **No canopies of any kind are permitted inside any of the buildings at Fairplex in Pomona.**
- ◆ AFPE has established a "Tall Wall" section for exhibitors whose booth set-up does not conform with regular booth set up regulations. If your exhibit will not conform, make sure you notify Gwen Powell so that she can place you within the Tall Wall section.
- ◆ The sale or negotiation for sale (taking of deposits, raffle, or delivery) of any livestock at America's Family Pet Expo is strictly prohibited on the grounds, in the parking lot, or any adjacent areas during the inclusive dates of the show. The only transfer of ownership of any livestock during the show is within the pet adoption pavilion. Exhibitors found violating this rule are subject to removal from the show without refund or credit.
- ◆ No element of any exhibit booth, including lighting fixtures, signage, banners, structure, etc. may exceed 8' in height. (Except for Sponsors and tall wall exhibitors booths) See diagram provided on booth diagram page.
- ◆ Exhibits must remain in the confines of each exhibitor's space. No displays, tables, chairs, demonstrations, etc. may extend into the aisles or outside confines of exhibitor space. Any costumed characters must stay within your booth.
- ◆ Balloons may frighten the animals and they pose a danger to animals and children. As per your exhibit contract they are prohibited.
- ◆ Exhibits must be arranged so as not to obstruct the view of adjoining exhibits and all exposed areas should be finished in a neat and professional manner or draped.
- ◆ All flammable and decorative materials must be flameproofed.
- ◆ Microphones must be used responsibly. The volume may not be such that it hampers your neighbors ability to conduct business in their booth.
- ◆ Any signage within your exhibit booth space may not be hand written.
- ◆ See Contract Basic Terms and Conditions for additional information.

Please see Booth Set-Up Diagram for additional instructions

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America's Family Pet Expo
Fairplex in Pomona
June 24 - 26, 2005

New Badge Procedure

Your allotted number of badges will be mailed to you a few weeks prior to the show and after you have paid in full for your booth/s. You do not need to fill out any forms nor go online to order badges. For the convenience of all of our exhibitors, badges will be prepared with the name of the exhibiting company or organization; you may write in a personal name if you would like.

It will be the responsibility of the contact person named on the exhibitor application to distribute the badges to all who will be working their exhibit. If you need additional badges for booth staff, you may fill out the form that will accompany the badges and purchase as many more as you need for half the regular admission price of \$5.00.

Please be sure that all your booth staff have their badge prior to the show, if not, they will be charged \$5.00 to purchase a badge during set-up or have to pay the regular admission price of \$10.00 to enter the Expo and then pick up a badge in the show office.

Best Regards,

America's Family Pet Expo

World Wide Pet Supply Association, Inc.
Producers of AMERICA'S FAMILY PET EXPOS
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America's Family Pet Expo
June 24-26, 2005
Fairplex
Pomona, CA

Floor Plan Web Link
 (also available on line at
www.wwpetexpola.com)

**Deadline: The sooner you return it,
 the sooner you are linked!!!**



FREE PROMOTIONAL OPPORTUNITY!!!

AMERICA'S FAMILY PET EXPO IS PLEASED TO PROVIDE YOU WITH AN
 ON-LINE FLOOR PLAN WEB LINK

- ❖ YOUR COMPANY NAME ON YOUR BOOTH ON THE AMERICA'S FAMILY PET EXPO FLOOR PLAN THAT LINKS TO YOUR WEB SITE!
- ✓ Lets attendees visit your site
- ✓ Make Appointments
- ✓ Brand your show visibility 365 days 24/7

TO PARTICIPATE, JUST LINK OUR WEB SITE TO YOUR WEB SITE AND SEND IN THIS
 FORM. WE WILL LINK YOUR WEB SITE TO YOUR LISTING ON THE
 AMERICA'S FAMILY PET EXPO FLOOR PLAN.

Company Name: _____

Contact Name: _____ Title _____

Address: _____

Phone: _____ FAX: _____

E-mail: _____ Booth Number: _____

I have linked America's Family Pet Expo (www.petexpola.com) to my web site at: _____

Please link my web site at _____ to my listing on the America's Family Pet Expo floor plan.

Signed: _____



Special Economy Booth Furnishings Package for America's Family Pet Expo Exhibitors

SAVE \$100.00 on each package!!

In response to exhibitor requests, a special booth equipment & electrical package is now available. Exhibitors may order packages for booth equipment, electrical or both. **NO SUBSTITUTIONS.** See Exhibitor Service Kit for other options.

Official Show Colors

Booth Drapes will be alternating Red, White & Blue, with blue side rails. Aisles will **NOT** be carpeted.

- ORDER FORM -

Package A for 10'x10' booth Includes Pipe & Drape, I.D. Sign, plus:

Cost of Package A (Value \$214.30) - \$114.30

Two chairs, 1 Wastebasket

One 6' Draped table

Check drape color: Blue Red Gray White

- or -

Carpet Package - Includes Package A, plus: (Cost of Carpet Packages includes package A)

Package B for 10'x10' booth - 9x10 Carpet (Value \$304.30) **Cost of Package B - \$204.30** (for 10x10)

Package C for 10'x20' booth - 9x20 Carpet (Value \$394.30) **Cost of Package C - \$294.30** (for 10x20)

Package D for 10'x30' booth - 9x30 Carpet (Value \$484.30) **Cost of package D - \$384.30** (for 10x30)

Carpet color: Blue Red Gray

Table drape color: Blue Red Gray White

There are two choices for Electric: (Electrical is in addition to either Package A or B)

Includes 500 watts, 120 volt, 60 cycle, alternating current with two connections per hookup (Value: \$82.50) **\$73.00 per hookup**

Includes 1000 watts, 120 volts, 60 cycle alternating current with two connections per hookup (Value: \$142.00) **\$118.00 per hookup**

Our check or MasterCard or Visa made payable to WWPSA for \$ _____ is enclosed.

Card Number: _____ Expiration Date: _____

Name on Card: _____ Signature: _____

Exhibitor: _____ Booth #: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ FAX: _____

NOTE: Full amount must be included and form returned as soon as possible, but **no later than June 3, 2005.**

Ordered items will be in booth for exhibitor move-in. Please make a copy of this form for your records.

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EXHIBITOR REDUCED PARKING FOR SHOW DAYS MOVE IN PARKING FREE!

Los Angeles County Fairgrounds at Fairplex in Pomona, CA

| | | |
|-----------------|----------------|--------------------------------|
| Friday | June 24 | 10:00 a.m. to 6:00 p.m. |
| Saturday | June 25 | 10:00 a.m. to 7:00 p.m. |
| Sunday | June 26 | 10:00 a.m. to 6:00 p.m. |

- The contact name for each contracted company is the person receiving this form.
- You are responsible for your entire group when ordering and paying for these parking passes.
- One pass @ \$10.00 per car for 3 days. No single day passes may be sold at a reduced rate. **Every person in the car must have an exhibitor badge or the car will not be admitted into exhibitor parking.** It will then be directed to attendee parking at \$8.00 per day and the party without the badge will have to pay the \$10.00 admission fee.
- Parking passes will be mailed to you with your exhibitor badge(s).

Please indicate the number of \$10.00 parking passes per car you will require.

(Regular parking fee is \$8.00 per day and is purchased on site.)

DEADLINE TO ORDER PARKING PASS IS JUNE 17

Payment must be included to receive passes and booth must be paid in full.

**RETURN FORM AND PAYMENT TO:
WWPSA, 406 S. FIRST AVE., ARCADIA, CA 91006**

Exhibiting Company: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Fax: _____ Booth Number/Building _____

| | | | |
|--|--|------------------------|-------------------|
| FORM OF PAYMENT (PLEASE CIRCLE): | | CHECK _____ | CREDIT CARD _____ |
| NUMBER OF PASSES: _____ | | | |
| AMOUNT ENCLOSED: _____ | | | |
| AUTHORIZED PERSON (Please Print): _____ | | | |
| CARDHOLDER NAME IF DIFFERENT FROM ABOVE: _____ | | | |
| SIGNATURE: _____ | | DATE: _____ | |
| CREDIT CARD NUMBER: _____ | | EXPIRATION DATE: _____ | |

America's Family Pet Expo's

Preferred Hotel!!

Enjoy a Great Rate of \$99.00 single/double + tax

Deadline: June 6, 2005



Sheraton Suites

Fairplex

Pomona

601 West McKinley Avenue

Pomona, California 91768

Phone (909) 622-2220

Fax (909) 622-3577

For Reservations: Call the number above and tell them you are with
America's Family Pet Expo, for your special rate!

ENJOY THE FOLLOWING AMENITIES WHILE STAYING AT THE SHERATON SUITES

- 24-Hour Front Desk
- Car Rental Service
- Copy/Printing Service
- Outdoor Pool
- Heated Pool
- Gift Shop
- Whirlpool
- Shopping Available
- Wake-up Service Available
- Laundry Service
- Sheraton Service Promise
- Dry Cleaning Service
- Business Center/Services
- Concierge Service
- Smoke Detectors
- Safe Deposit Boxes
- Parking Available
- Sauna
- Fitness Facility
- Golf Course
- Room Service
- Free Airport Transportation (Limited)
- Secretarial Service

FOR THE RV TRAVELER

KOA Fairplex RV Park

Call: (888) KOA-4230 for Reservations

or visit www.koa.com

2200 North White Ave, Pomona, CA 91768

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16th Annual
America's Family Pet Expo
June 24-26, 2005
Los Angeles County Fairgrounds
at Fairplex, Pomona, CA



DEADLINES FOR FORMS

In order to serve all our exhibitors equally and fairly it is necessary to assign deadline dates to assure quality control. Please be sure to adhere to these dates for best service. Thank you!!

ADVERTISE IN THE SHOW PROGRAM

MAY 13 DEADLINE

Be noticed! Advertise in America's Family Pet Expo show program!

SPECIAL ECONOMY BOOTH PACKAGE/CARPET/ELECTRICAL

JUNE 3 DEADLINE

These rates will only be honored if ordered by June 3. All other orders must pay the regular GES rate.

ONLINE PRODUCT SHOWCASE

JUNE 3 DEADLINE

With the online Product Showcase you may extend America's Family Pet Expo to 365 days a year. Create exposure for your products 24 hours a day, 7 days a week, and 12 months a year.

HOTEL RESERVATIONS

JUNE 3 DEADLINE

Please call the hotel for reservations. Don't delay in making your reservations. The Sheraton Suites, Pomona, CA is a pet friendly hotel (pet deposit required).

NOTE: All GES forms in their kit should be sent to GES. Do not send the GES forms to the America's Family Pet Expo office as it will delay your order being processed. Thank you for your cooperation. If you have any questions, please contact our office at the numbers below.

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16th Annual
America's Family Pet Expo
Online Product Showcase
Deadline: June 3, 2005
(The sooner you send your order to us,
the longer it will appear online)

**Available
On Line**
at www.PetExpoLA.com

AMERICA'S FAMILY PET EXPO HAS BEEN EXTENDED!

- With the Online Product Showcase you may extend America's Family Pet Expo to 365 days a year. Create exposure for your products 24 hours a day, 7 days a week, and 12 months a year.
- We will include a picture, brief description and link to your product or web site. To see examples, please go to www.wwpsa.com and click on New Product Showcase on the left side of the home page.
- Investment - \$100.00

Complete the information below and mail or fax back to us; please be sure to print legibly. In addition, please email a picture (200 x 200 pixels maximum) of your product to jessica@wwpia.org.

Product Name: _____

Product Description: (100 Words or less) _____

Web address to link to: _____

My company is a sponsor and receives complimentary items in the
Online Product Showcase.

(Please see Sponsorship Prospectus for details)

Company Name: _____
Contact Name: _____
Please enclose: \$100.00 payable to WWPSA or submit: MC Visa
Card Number: _____ Expiration: _____
Name on Card: _____ Signature: _____
Phone Number: _____ FAX: _____
E-mail: _____ Booth Number: _____

You may also sign up for the Online Product Showcase online at: www.PetExpoLA.com
If you have any questions, please call Jessica at (800) 999-7295



16th Annual
**America's Family Pet Expo
Online Vendor Coupon**
Deadline: June 3, 2005
(The sooner you send your order to us,
the longer it will appear online)

**Available
On Line**
at www.PetExpoLA.com

YOUR COMPANY'S PRINTABLE COUPONS ON OUR WEBSITE

- Create a coupon to be used exclusively at America's Family Pet Expo in your company's booth!
- Complete the information below and mail or fax back to us; please be sure to print legibly. In addition.
- Please email your coupon (250 x 250 pixels maximum) to jessica@wwpia.org

- 8 coupons for \$500
- 4 coupons for \$275
- 2 coupons for \$150
- 1 coupon for \$100

My company is a sponsor and receives complimentary coupons.
(Please see Sponsorship Prospectus for details)

Company Name: _____
Contact Name: _____
Please enclose: Check payable for full amount to WWPSA or submit: MC Visa
Card Number: _____ Expiration: _____
Name on Card: _____ Signature: _____
Phone Number: _____ FAX: _____
E-mail: _____ Booth Number: _____

You may also sign up for the Online Coupon Opportunity online at:
www.PetExpoLA.com
If you have any questions, please call Jessica at (800) 999-7295



Exhibitor General Liability Insurance

125 Park Avenue, Third Floor
New York, NY 10017

(212) 697-1010, ext 49
(212) 986-2822 (Fax)

(800) 964-4454, ext 49
kar@buttine.com

This can also be done online! Go to www.buttine.com and click the Online Applications/Exhibitor Liability.

EXHIBITOR LIABILITY INSURANCE

- 1. Coverage Description** Provides commercial general liability to meet the requirements of typical booth space sales agreement.
- 2. Limits of Insurance** \$1,000,000 per occurrence, \$2,000,000 annual aggregate
- 3. Note** The Additional Insured will be listed as World Wide Pet Supply Association and Los Angeles County Fairgrounds at Fairplex.

ADMINISTRATION

- 1. Claims** Report to: John Buttine Inc., IAEM Claims
125 Park Ave, Third Floor
New York, NY 10017
(800) 964-4454 Phone, (212) 986-2822 Fax
- 2. Premium** **\$150.00**
- 3. Insurance Becomes Effective** Upon issue of confirmation from John Buttine Inc. Booth liability applies for lease dates of event (June 22-27, 2005).
- 4. Note** This is a brief description of the actual policy terms. Please call for a complete copy of policy terms and conditions.

APPLICANT INFORMATION (PLEASE PRINT OR TYPE)

Show Dates: _____ Move In to Move Out Dates: _____
Show Facility: _____ Show Management Company: _____
Company Name: _____ Booth Number: _____
Applicants Name: _____ Title: _____
Telephone: _____ Fax: _____ Email: _____
Booth Activity/Description: _____

DEADLINE DATE - TUESDAY, JUNE 14, 2005

The Application and Payment **MUST** be received by Tuesday, June 14, 2005 to ensure proper coverage.

PAYMENT

This can also be done online! Go to www.buttine.com and click the Online Applications/Exhibitor Liability.

Payment must accompany the application. We accept Visa and MasterCard.

We DO NOT accept American Express.

Checks are accepted if drawn on US funds. International checks are subject to an additional \$30 fee.

Total Amount Due: \$ _____ Visa _____ MasterCard _____ Check enclosed

Name on the Credit Card: _____

Billing Address: _____ City: _____ State: _____ Zip Code: _____

Credit Card Number: _____ Expiration Date: _____

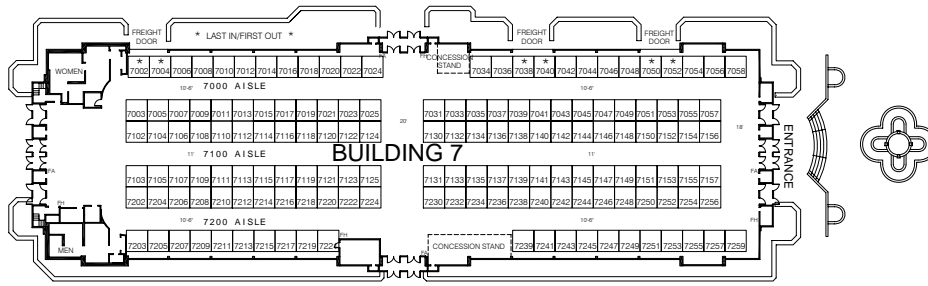
Cardholder Signature: _____ Date: _____

By signing this form I understand and agree that coverage cannot be cancelled nor changed once my credit card has been charged. In addition, there are no refunds allowed after my card has been charged. All charges are processed through John Buttine Inc. I understand that my statement will show John Buttine Inc. as the vendor.

SEND APPLICATION AND PAYMENT TO:

JOHN BUTTINE INC.,
125 PARK AVENUE, THIRD FLOOR
NEW YORK, NY 10017
or FAX TO: 212-986-2822

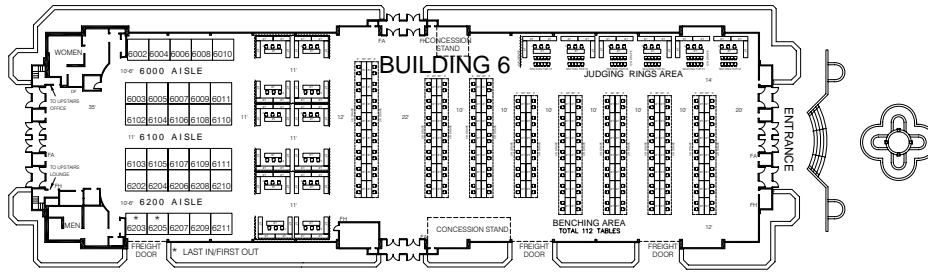
ANY QUESTIONS, PLEASE CONTACT: KENDRA A. REILLY PH: 212-697-1010 EXT 49 EM: kar@buttine.com
EXHIBITOR PROPERTY INSURANCE IS ALSO AVAILABLE - PLEASE CONTACT US FOR MORE INFORMATION



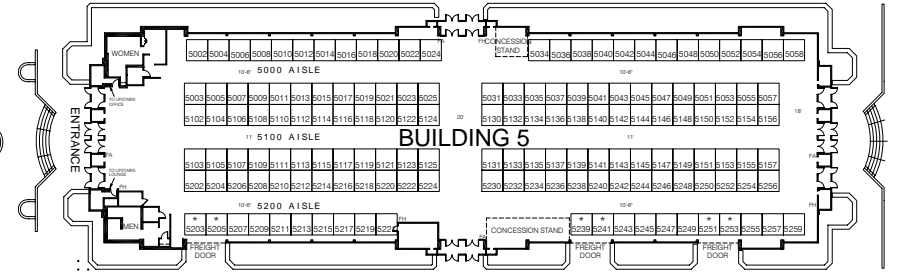
PEPPER

AMERICA'S FAMILY PET EXPO
 JUNE 24-26, 2005
 POMONA FAIRPLEX
 POMONA, CALIFORNIA

FLOOR PLANS SUBJECT TO CHANGE/
 BOOTH PRICES MAY CHANGE BASED ON
 FLOOR PLAN CHANGES

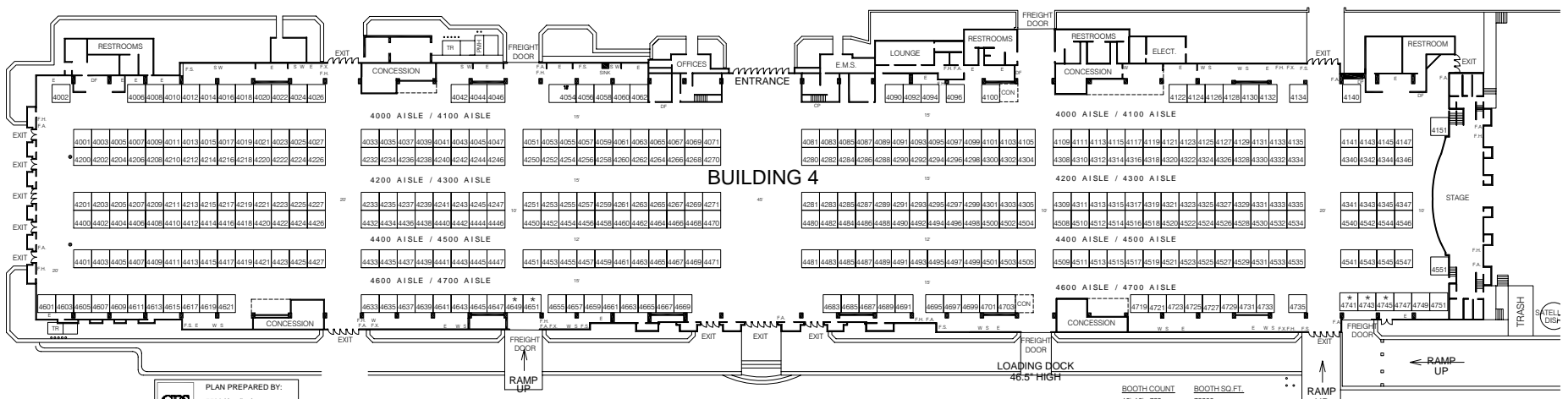


SYCAMORE



PEPPER

SYCAMORE



PLAN PREPARED BY:
GBS
 5560 Katefa Avenue
 Cypress, CA 90630
 PH: 949-370-1500 FAX: 949-370-1688



BOOTH COUNT: 7380
 BOOTH SQ. FT.: 150
 TOTAL SQ. FT.: 73950

M-9124 LA-03856 06-07-04 05-06-05
 D. McDERMID 01-14-05
 S. BENOIT 03-30-05

Want to feel the
LOVE
from a
captive audience,
advertise in the
America's Family Pet
Expo Show Program.

Fairplex, Pomona, California
June 24-26, 2005



Attract an expected **70,000 animal lovers** to your booth, by advertising in the **America's Family Pet Expo Show Program**. This giant animal education and entertainment event, will feature virtually every pet imaginable - dogs, cats, birds, fish, reptiles, horses, pot bellied pigs, pygmy goats, rabbits, hamsters, mice, llamas, insects, and more!

- Create Quality Leads

Reach devoted animal lovers who are loyal to their pets and the products and services that make them happy.

- Yield a High Return on Investment

Attendees refer to the show program for guidance during this three-day event. Place your message directly in the hand of your targeted customers, invite them to your booth, and boost sales & profits.

- Maximize Your Presence

Your program ad bolsters name recognition and serves as an indispensable selling tool that canvases the entire show floor and continues its influence long after the show is over.

- Strengthen Credibility

Now in its 16th year, America's Family Pet Expo introduces thousands of responsible pet owners to the products and services they need to keep their beloved pets happy and healthy.

Call Me Today to Reserve Space
Ad Close Date:
May 19, 2005

Desiree Lynch, Associate Publisher
213.385.2222, Ext. 2222
dlynch@bowtieinc.com

BowTie
incorporated

2401 Beverly Blvd.,
Los Angeles, CA 90057

www.animalnetwork.com





Want to feel the
LOVE
 from a
 captive audience,
 advertise in the
 America's Family Pet
 Expo Show Program.

Fairplex, Pomona, California
June 24-26, 2005

Reach an expected **70,000 animal lovers**, eager to buy pet products and connect with manufacturers, distributors, retailers, breeders, hobbyists, clubs, veterinarians, home and garden shops, and animal care professionals.

Advertising Space Rates

Four-Color/Black & White Units

| | |
|--------------------|---------|
| Covers 2 & 3 | \$2,460 |
| 1 Page | \$2,460 |
| 2/3 Page | \$1,800 |
| 1/2 Page | \$1,460 |
| 1/3 Page | \$1,080 |
| 1/4 Page | \$880 |
| 1/6 Page | \$640 |
| 1/10 Page | \$400 |
| 1/12 Page | \$350 |
| 2 Inches | \$320 |
| 1 Inch | \$180 |

Bleed **No Charge**

Preferred Position **Add 10% to unit cost**

Mechanical Specifications

Printed Web offset, saddle stitched

Full Page w/Bleed 8 1/4" x 11 1/8"

Trimmed Size 8" x 10 7/8" (keep live matter 1/4" from trim)

| Space Unit | Width | Depth |
|-----------------------------|---------|-------|
| 1 Page | 7 x | 10 |
| 2/3 Page (2 Column) | 4 5/8 x | 10 |
| 1/2 Page (horizontal) | 7 x | 4 7/8 |
| 1/2 Page (vertical) | 4 5/8 x | 7 3/8 |
| 1/3 Page (1 column) | 2 1/4 x | 10 |
| 1/3 Page (square) | 4 5/8 x | 4 7/8 |
| 1/4 Page (1 column) | 2 1/4 x | 7 3/8 |
| 1/4 Page (square) | 4 5/8 x | 3 5/8 |
| 1/6 Page (1 column) | 2 1/4 x | 4 7/8 |
| 1/6 Page (horizontal) | 4 5/8 x | 2 3/8 |
| 1/10 Page | 2 1/4 x | 2 7/8 |
| 1/12 Page | 2 1/4 x | 2 3/8 |
| 2 Inches | 2 1/4 x | 2 |
| 1 Inch | 2 1/4 x | 1 |

Ad Close Date: May 19, 2005

Contact:

Desiree Lynch, Associate Publisher
 213.385.2222, Ext. 2222
 dlynch@bowtieinc.com

Send all production/art materials via traceable means to:
 AFPE Program Production Coordinator
 3 Burroughs, Irvine, CA 92618
 adtraffic@bowtieinc.com

• Commissions

A 15% commission is allowed on gross billing of space, color and position when professionally prepared digital files are provided. If publisher typesetting is required, this commission may be forfeited. The 15% commission does not apply to other charges such as insert handling, production charges, special binding or trimming of inserts, reprints, fifth colors or other mechanical charges.

• Digital File Requirements

Provide professionally prepared digital files on trade standard media. In order to keep our specifications current, we provide them on our website at <http://www.animalnetwork.com/corporate/advertising.asp> for further assistance. You may also contact your Sales Representative for a copy of our digital specifications.



Program Advertising Office • 2401 Beverly Blvd. • Los Angeles, CA 90057 • Phone: 213.385.2222 • Fax: 213.385.0335

Show Management Office • 406 S. First Avenue • Arcadia, CA 91006 • Phone: 626.447.2222 • Fax: 626.447.8350

Effective Issue Published June 2005

USE THESE SHIPPING LABELS AS THEY WILL EXPEDITE HANDLING. Copies of these labels are acceptable if additional labels are needed. See Hanging Sign / Truss Information (H-1) form for a Hanging Sign shipping label. 051004

RUSH!

EXHIBITION FREIGHT

FROM:

ADVANCE SHIPMENT

TO: _____

EXHIBITING COMPANY

America's Family Pet Expo

NAME OF EXHIBITION

BOOTH NUMBER

C/O GES EXPOSITION SERVICES
5560 Katella Ave.
Cypress, CA 90630

SHIPMENT SHOULD ARRIVE ON OR BEFORE:
June 17, 2005.

Carrier _____

Number _____ of _____ pieces



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C/O GES EXPOSITION SERVICES
Fairplex - Pomona
1101 W. McKinley Ave.
Pomona, CA 91768

SHIPMENT WILL BE ACCEPTED BEGINNING:
June 22, 2005.

Carrier _____

Number _____ of _____ pieces



RUSH!

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DIRECT SHIPMENT

TO: _____

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