

SPONSORSHIP OPPORTUNITIES



SOUTHERN CALIFORNIA
ORANGE COUNTY FAIRGROUNDS
Costa Mesa, California
April 15, 16, 17, 2005
Friday, Saturday, Sunday

L.A. COUNTY FAIRGROUNDS
FAIRPLEX
Pomona, California
June 24, 25, 26, 2005
Friday, Saturday, Sunday

SOUTHEASTERN MICHIGAN
NOVI EXPO CENTER
Novi, Michigan
November 18, 19, 20, 2005
Friday, Saturday, Sunday





AMERICA'S FAMILY PET EXPO® (AFPE)
The World's Largest Pet Extravaganza

BE A PART OF THE BIGGEST & MOST EXCITING PET & PET PRODUCT EXPO ON EARTH!

AMERICA'S FAMILY PET EXPO 2005



Sponsored by the 54 year old, non-profit **World Wide Pet Supply Association® (WWPSA®)**, America's Family Pet Expo® continues to be a "Mecca" for pet lovers. Pet owners and animal lovers come to see spectacular exhibits, demonstrations, hands-on animal petting opportunities, educational programs, special attractions, pet adoptions, product giveaways, entertainment, lots of food, fun and things for adults and kids to see, do and buy!

Overview of AMERICA'S FAMILY PET EXPO™ The America's Family Pet Expo® is the only show of its kind produced and managed by a non-profit organization. The America's Family Pet Expo presents attendees with an unparalleled chance to "see and experience it all." The show offers a unique opportunity to establish and strengthen an exhibiting organization's public image and do extensive market research through direct contact with the customer. The potential for reaching tens of thousands of pet owners in today's ever-changing marketplace makes the America's Family Pet Expo, the most cost effective sales and marketing tool available.

Purpose of AMERICA'S FAMILY PET EXPO™ The primary purpose of the WWPSA® is to promote responsible pet ownership and care through the staging of America's Family Pet Expo®. Additionally, it is the goal of the America's Family Pet Expo to bring together representatives from all areas of the companion animal world, including manufacturers, distributors, retailers, breeders, hobbyists, clubs, veterinarians, animal care professionals, and home and garden shops, in order to provide the pet loving public consumers with the most comprehensive and exciting expos possible.

WHY YOUR COMPANY SHOULD SPONSOR AMERICA'S FAMILY PET EXPO™

- **Would It Help Your Business** to see and be seen by thousands of local consumers? (They show up by the busloads because we advertise, advertise, advertise on radio, TV and newspapers. Discount coupons and posters are provided to local retail pet stores, various fast-food restaurants, supermarkets and other retail establishments.)
- **Would It Help Your Business** to make lots of contacts?
- **Would It Help Your Business** to increase sales or fundraising?
- **Would It Help Your Business** to promote your business and/or service to lots and lots and lots of people who absolutely adore their pets and treat them as family?
- **Would It Help Your Business** to educate the public to the joys of responsible pet ownership?
- **How Would You Like** to see the excitement and wonder in a child's eyes upon touching a _____ (fill in the blank with your favorite pet) for the first time?

If you sell pet products or services, you owe it to your business to be there. The investment you make for these three day shows will be paid back to your business many times over !!

AMERICA'S FAMILY PET EXPO

406 South 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

AMERICA'S FAMILY PET EXPO 2005

Below is a sampling of the entertainment and exhibits from past shows.

- Sale and sampling of pet related products
- Hundreds of dogs & cats, featuring dozens of breeds
- All types of lovable pets including potbellied pigs, llamas, goats, miniature and full size horses, lambs, rabbits, guinea pigs, birds, snakes, reptiles, small animals, fish, horses & more!
- Dog stage shows and competitions
- Fancy and household cat exhibition and contest
- Petting Zoo & Pony Rides for the kiddies
- Potbellied Pig Entertainment
- Kid's Aquarium Decorating Contest
- The Model Home and Garden Exhibit
- "How To Workshops" featuring experts in animal care

These events are made possible through the generous sponsorships of corporations and businesses such as yours.

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AMERICA'S FAMILY PET EXPO 2005

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
- Web site hot links on www.afpe.net, www.petexpooc.com, www.petexponovi.com and www.petexpola.com.

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ENHANCED MARKET OPPORTUNITIES THROUGH FIVE WEB SITE HOT LINKS!

- **SPONSOR PAGE** – Linked to your site at your Company name
- **ONLINE FLOORPLAN** – Linked to your site at your booth space
- **BANNER AD** – Linked to your site (size applicable to sponsor level).
- **ONLINE PRODUCT SHOWCASE** – Linked to your site. Picture, product, name brief description. Remains on site until next years' event.
- **ONLINE VENDOR COUPONS** – Linked to your site. Allows you to make “Special Offers.” Remains on site until next years' event.

AMERICA'S FAMILY PET EXPO 2005

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
- Billboard (in selected areas)

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

AMERICA'S FAMILY PET EXPO O. C. FAIRGROUNDS COSTA MESA, CA	AMERICA'S FAMILY PET EXPO L.A. COUNTY FAIRGROUNDS FAIRPLEX, POMONA, CA	AMERICA'S FAMILY PET EXPO NOVI EXPO CENTER NOVI, MI
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.

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SPONSOR EXCLUSIVES

- ◆ **SPONSOR PROMOTION:** Sponsors are also encouraged to provide their own promotion to potential attendees using any form of media they prefer. All copy and images must be approved in writing by AFPE Show Management prior to production.
- ◆ **REDUCED ATTENDEE TICKETS:** AFPE is pleased to provide tickets at the reduced rate of \$1.00 off the full admission price allowing the sponsor to reimburse AFPE at that rate should the sponsor care to offer free admission to consumers upon producing proof of purchase.
- ◆ **BANNER ADS:** As a sponsor of America's Family Pet Expo, you are entitled to a *banner ad on the show pages* for which you are a sponsor. These banner ads will rotate randomly on the various pages. Each level of sponsorship is entitled to a different size banner. Sizes for each sponsor level are as follows:

Platinum Sponsor	468 x 60
Gold Sponsor	392 x 60
Silver Sponsor	234 x 60
Bronze Sponsor	120 x 60
Sponsor	88 x 31

IF YOU WISH, WE CAN PRODUCE THESE FOR YOU FOR THE COSTS SHOWN BELOW. WE WOULD NEED TO HAVE YOUR LOGO (RESIZED TO FIT BANNER), ANY TEXT YOU WOULD LIKE INCLUDED AND THE LINK TO WHICH YOU WISH THE BANNER TO POINT.

Send your banner to doug.poindexter@wwpsa.com and it will be placed on the site as soon as possible. Remember to include the link you wish the banner to point to.

Costs if you need us to do the production:

Full Banner, 468 x 60 , and Other Similar Banner Sizes , animated: \$200 static:\$150

Half Banner, 125 x 125, 234 x 60, , and Other Similar Sizes, animated:\$150 static:\$100

Button, 120 x 60, 88 x 31, and Other Similar Sizes animated: \$100 static: \$85

Considering the combination of marketing support, audience profile, geographic location, image, and the sheer size and scope of the event, what better way to reach consumers than via a sponsorship?

The following pages outline key information about the expos and sponsorship opportunities that will fit your company's marketing needs and budget.

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AMERICA'S FAMILY PET EXPO 2005

PRESENTING PLATINUM SPONSOR

(Limited to four sponsors)

- EXCLUSIVITY:** Only one *Presenting Sponsor* will appear per product category (pet store, dog food, grocery store, etc.)
- NAMING RIGHTS:** *Presenting Sponsors* will have recognition in TV and print media collateral, publicity and Show Program.
The company name would appear as "AMERICA'S FAMILY PET EXPO 2005, presented by _____."
- EXHIBIT SPACE:** Guaranteed largest exhibit space at Expo (up to [25] 10' x 10' spaces as needed.). (Booth fee included in sponsorship cost!)
- EVENT SIGNAGE:** 2,000 square feet of banner space. Includes above booth and on the Expo grounds in prominent locations.

(Sponsor will be responsible for providing banners with grommets for hanging).
- OFFICIAL EXPO SHOW PROGRAM:** *Presenting Sponsors* will receive two full page four-color ads and 700 word editorial coverage plus a photo in the official AMERICA'S FAMILY PET EXPO Show Program. (Sponsor to provide editorial copy, camera-ready or digital art at least two months prior to opening show date.)
- BANNER ADS:** As a *Presenting Sponsor* of America's Family Pet Expo, you are entitled to a 468 X 60 banner ad on the show pages for which you are a sponsor. (Explained on page 8 of this contract).
- WEBSITE HOTLINKS:** Five distinct ways to link to your website. (Explained on page 6 of this contract.)
- ONLINE NEW PRODUCT SHOWCASE:** You can create exposure for your new products for months before and after the show. We will include a picture, brief description and web site link at no charge to you. (Non-sponsor charge: \$100.00)
- ONLINE VENDOR COUPONS:** 8 *Complimentary* coupons will be provided. (An \$800 value!)
- WWPSA LOGO:** Use of WWPSA Logo "Proud Sponsor of..." on advertising & correspondence
- TICKETS:** 200 *complimentary* tickets will be provided to the sponsor upon request.
- INVESTMENT:**
(1 CALENDAR YEAR) \$35,000 for a single show Sponsorship
\$64,400 for a two show Sponsorship (savings of \$5,600)
\$92,400 for a three show Sponsorship (savings of \$12,600)

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GOLD SPONSOR

(Limited to ten sponsors)

- NAMING RIGHTS:** *Gold Sponsors* will have recognition in print media collateral, publicity and Show Program.
- EXHIBIT SPACE:** Complimentary exhibit spaces (up to [15] 10' x 10' spaces as needed,) plus option to purchase additional 5 spaces at \$500 each; or additional spaces available for sponsors who provide in-kind advertising. (No more than 20 spaces may be utilized.)
- EVENT SIGNAGE:** 1,000 square feet of banner space. Includes above booth and on the Expo grounds in prominent locations.
(Sponsor will be responsible for providing banners with grommets for hanging).
- OFFICIAL EXPO SHOW PROGRAM:** *Gold Sponsors* will receive one full page four-color ad and 500 word editorial coverage plus photo in the official AMERICA'S FAMILY PET EXPO Show Program. (Sponsor to provide editorial copy, digital or camera-ready art at least two months prior to opening show date.)
- WEBSITE HOTLINKS:** Five distinct ways to link to your website. (Explained on page 6 of this contract.)
- ONLINE NEW PRODUCT SHOWCASE:** You can create exposure for your new products for months before and after the show. We will include a picture, brief description and web site link at no charge to you. (Non-sponsor charge: \$100.00)
- ONLINE VENDOR COUPONS:** *6 complimentary* coupons will be provided (a \$400 value!)
- WWPSA LOGO:** Use of WWPSA Logo "Proud Sponsor of..." on advertising & correspondence
- TICKETS:** *100 complimentary* tickets will be provided to the sponsor upon request.
- INVESTMENT:** *\$25,000 for a single show Sponsorship*
(1 CALENDAR YEAR) *\$46,000 for a two show Sponsorship (savings of \$4,000)*
\$66,000 for a three show Sponsorship (savings of \$9,000)

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DOG BREED BOOTH SPONSOR

(EXCLUSIVE SPONSORSHIP)

- NAMING RIGHTS:** *DOG BREED BOOTH SPONSOR* will have recognition in print media collateral, publicity and Show Program.
- EXHIBIT SPACE:** Complimentary exhibit spaces (up to [10] 10' x 10' spaces as needed.)
- EVENT SIGNAGE:** Each dog breed booth will have sponsors name and/or company logo displayed on the booth Identification Sign and all dog breed booth exhibitors will be required to keep that sign visible in their booth.
- PLUS:** 400 square feet of banner space. Includes above booth and on the Expo grounds in prominent locations.(Sponsor will be responsible for providing banner).
- PLUS:** Exclusive rights to distribute your product(s) in each dog breed booth.
- OFFICIAL EXPO SHOW PROGRAM:** *DOG BREED BOOTH SPONSOR* will receive 2/3 page full color ad and 400 word editorial coverage in the official AMERICA'S FAMILY PET EXPO Show Program. (Sponsor to provide editorial copy, digital or camera-ready art at least two months prior to opening show date.
- WEBSITE HOTLINKS:** Five distinct ways to link to your website. (Explained on page 6 of this contract.)
- ONLINE NEW PRODUCT SHOWCASE:** You can create exposure for your new products for months before and after the show. We will include a picture, brief description and web site link at no charge to you. (Non-sponsor charge: \$100.00)
- ONLINE VENDOR COUPONS:** *5 complimentary* coupons will be provided (a \$325 value!)
- WWPSA LOGO:** Use of WWPSA Logo "Proud Sponsor of..." on advertising & correspondence
- TICKETS:** *75 complimentary* tickets will be provided to the sponsor upon request.
- INVESTMENT:** *\$16,000 for a single show Sponsorship*
(1 CALENDAR YEAR) *\$29,440 for a two show Sponsorship (savings of \$2,560)*
\$42,240 for a three show Sponsorship (savings of \$5,760)

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PET ADOPTION FAIR SPONSOR

(EXCLUSIVE SPONSORSHIP)

- NAMING RIGHTS:** *PET ADOPTION FAIR SPONSOR* will have recognition in print media collateral, publicity and Show Program.
- EXHIBIT SPACE:** Complimentary exhibit spaces (up to [10] 10' x 10' spaces as needed.)
- EVENT SIGNAGE:** Each pet adoption booth will have sponsors company logo displayed on the booth Identification Sign and all pet adoption exhibitors will be required to keep that sign visible in their booth.
- PLUS:** 400 square feet of banner space. Includes above booth and on the Expo grounds in prominent locations. (*Sponsor will be responsible for providing banner*).
- PLUS:** Exclusive rights to distribute your product(s) in each pet adoption booth.
- OFFICIAL EXPO SHOW PROGRAM:** *Pet Adoption Fair Sponsor* will receive 2/3 page full color ad and 400 word editorial coverage in the official AMERICA'S FAMILY PET EXPO Show Program. (Sponsor to provide editorial copy, digital or camera-ready art at least two months prior to opening show date.)
- WEBSITE HOTLINKS:** Five distinct ways to link to your website. (Explained on page 6 of this contract.)
- ONLINE NEW PRODUCT SHOWCASE:** You can create exposure for your new products for months before and after the show. We will include a picture, brief description and web site link at no charge to you. (Non-sponsor charge: \$100.00)
- ONLINE VENDOR COUPONS:** *5 complimentary* coupons will be provided (a \$325 value!)
- WWPSA LOGO:** Use of WWPSA Logo "Proud Sponsor of..." on advertising & correspondence
- TICKETS:** *75 complimentary* tickets will be provided to the sponsor upon request.
- INVESTMENT:
(1 CALENDAR YEAR)** *\$16,000 for a single show Sponsorship*
\$29,440 for a two show Sponsorship (savings of \$2,560)
\$42,240 for a three show Sponsorship (savings of \$5,760)

AMERICA'S FAMILY PET EXPO 2005

CAT SHOW SPONSOR

(EXCLUSIVE SPONSORSHIP)

- EXCLUSIVITY:** Only one *Cat Show Sponsor* will appear.
- NAMING RIGHTS:** *Cat Show Sponsor* will have recognition in print media collateral, publicity and Show Program.
- EXHIBIT SPACE:** Complimentary exhibit spaces (up to [8] 10' x 10' spaces as needed.) Plus option to purchase additional spaces at \$500 each. (No more than 14 spaces may be utilized if additional space is purchased.)
- EVENT SIGNAGE:** 250 square feet of banner space. Includes above booth and on the Expo grounds in prominent locations.
(Sponsor will be responsible for providing banners with grommets for hanging).
- OFFICIAL EXPO SHOW PROGRAM:** *Cat Show Sponsor* will receive ½ page full color ad and 350 word editorial coverage in the official AMERICA'S FAMILY PET EXPO Show Program. (Sponsor to provide editorial copy, digital or camera-ready art at least two months prior to opening show date.)
- WEBSITE HOTLINKS:** Five distinct ways to link to your website. (Explained on page 6 of this contract.)
- ONLINE NEW PRODUCT SHOWCASE:** You can create exposure for your new products for months before and after the show. We will include a picture, brief description and web site link at no charge to you. (Non-sponsor charge: \$100.00)
- ONLINE VENDOR COUPONS:** *4 complimentary* coupons will be provided (a \$275 value!)
- WWPSA LOGO:** Use of WWPSA Logo "Proud Sponsor of..." on advertising & correspondence.
- TICKETS:** *50 complimentary* tickets will be provided to the sponsor upon request.
- INVESTMENT:** *\$15,000 for a single show Sponsorship*
(1 CALENDAR YEAR) *\$27,600 for a two show Sponsorship (savings of \$2,400)*
\$39,600 for a three show Sponsorship (savings of \$5,400)

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SILVER SPONSOR

(Limited to ten sponsors)

- NAMING RIGHTS:** *Silver Sponsors* will have recognition in print media collateral, publicity and Show Program.
- EXHIBIT SPACE:** Complimentary exhibit spaces (up to [8] 10' x 10' spaces as needed.) Plus option to purchase additional spaces at \$500 each. (No more than 14 spaces may be utilized if additional space is purchased.)
- EVENT SIGNAGE:** 250 square feet of banner space. Includes above booth and on the Expo grounds in prominent locations.
(Sponsor will be responsible for providing banners with grommets for hanging).
- OFFICIAL EXPO SHOW PROGRAM:** *Silver Sponsors* will receive ½ page full color ad and 300 word editorial coverage in the official AMERICA'S FAMILY PET EXPO Show Program. (Sponsor to provide editorial copy, digital or camera-ready art at least two months prior to opening show date.)
- WEBSITE HOTLINKS:** Five distinct ways to link to your website. (Explained on page 6 of this contract.)
- ONLINE NEW PRODUCT SHOWCASE:** You can create exposure for your new products for months before and after the show. We will include a picture, brief description and web site link at no charge to you. (Non-sponsor charge: \$100.00)
- ONLINE VENDOR COUPONS:** *3 complimentary* coupons will be provided (a \$225 value!)
- WWPSA LOGO:** Use of WWPSA Logo "Proud Sponsor of..." on advertising & correspondence.
- TICKETS:** *50 complimentary* tickets will be provided to the sponsor upon request.
- INVESTMENT:**
(1 CALENDAR YEAR) *\$10,000 for a single show Sponsorship*
\$18,400 for a two show Sponsorship (savings of \$1,600)
\$26,400 for a three show Sponsorship (savings of 3,600)

AMERICA'S FAMILY PET EXPO 2005

BRONZE SPONSOR

(Limited to ten sponsors)

- NAMING RIGHTS:** *Bronze Sponsors* will have recognition in print media collateral, publicity and Show Program.
- EXHIBIT SPACE:** Complimentary exhibit spaces (up to 4 10' x 10' spaces as needed.) Plus option to purchase additional spaces at \$500 each. (No more than 10 spaces may be utilized if additional space is purchased.)
- EVENT SIGNAGE:** 100 square feet banner space. Includes above booth and on the Expo grounds in prominent locations.
(Sponsor will be responsible for providing banners with grommets for hanging).
- OFFICIAL EXPO SHOW PROGRAM:** *Bronze Sponsors* will receive ¼ page full color ad and 200 word editorial coverage in the official AMERICA'S FAMILY PET EXPO SHOW Program. (Sponsor to provide editorial copy, digital or camera-ready art at least two months prior to opening show date.)
- WEBSITE HOTLINKS:** Five distinct ways to link to your website. (Explained on page 6 of this contract.)
- ONLINE NEW PRODUCT SHOWCASE:** You can create exposure for your new products for months before and after the show. We will include a picture, brief description and web site link at no charge to you. (Non-sponsor charge: \$100.00)
- ONLINE VENDOR COUPONS:** *2 complimentary* tickets will be provided (a \$150 value!)
- WWPSA LOGO:** Use of WWPSA Logo "Proud Sponsor of..." on advertising & correspondence.
- TICKETS:** *25 complimentary* tickets will be provided to the sponsor upon request.
- INVESTMENT:** *\$5,000 for a single show Sponsorship*
(1 CALENDAR YEAR) \$9,200 for a two show Sponsorship (savings of \$800)
\$13,200 for a three show Sponsorship (savings of \$1,800)

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AMERICA'S FAMILY PET EXPO 2005

SPONSOR

- NAMING RIGHTS:** *Sponsors* will have recognition in print media collateral, publicity and Show Program.
- EXHIBIT SPACE:** Complimentary exhibit spaces (up to 2 10' x 10' spaces as needed.) Plus option to purchase additional spaces at \$500 each. (No more than 10 spaces may be utilized if additional space is purchased.)
- EVENT SIGNAGE:** 50 square feet banner space. Includes above booth and on the Expo grounds in prominent locations. (Sponsor will be responsible for providing banners with grommets for hanging).
- OFFICIAL EXPO SHOW PROGRAM** *Sponsors* will receive 1/6 page full color ad and 100 word editorial coverage in the official AMERICA'S FAMILY PET EXPO SHOW Program. (Sponsor to provide editorial copy, digital or camera-ready art at least two months prior to opening show date.)
- WEBSITE HOTLINKS** Five distinct ways to link to your website. (Explained on page 6 of this contract.)
- ONLINE NEW PRODUCT SHOWCASE** You can create exposure for your new products for months before and after the show. We will include a picture, brief description and web site link at no charge to you. (Non-sponsor charge: \$100.00)
- ONLINE VENDOR COUPONS:** *1 complimentary* coupon will be provided (Non-sponsor charge \$100.00)
- WWPSA LOGO:** Use of WWPSA Logo "Proud Sponsor of..." on advertising & correspondence.
- TICKETS:** *10 complimentary* tickets will be provided to the sponsor upon request.
- INVESTMENT:** *\$3,000 for a single show Sponsorship*
(1 CALENDAR YEAR) *\$5,520 for a two show Sponsorship (savings of \$480)*
\$7,920 for a three show Sponsorship (savings of \$1,080)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

AMERICA'S FAMILY PET EXPO® can design a limited number of additional public relations and marketing/promotional activities. Some are specially tailored to drive traffic at the event and increase media awareness and others will get your company name in front of the thousands of attendees who come to the event. A preliminary list of opportunities include: Petting Zoo, Pony Rides, Kid's Aquarium Decorating Contest, Stroller, Wheelchair and Wagon Rental Sponsorship (signage at the entrance to the Expo indicating: Sponsored by {your company name}), Live Music Sponsorship (Signage by music indicating: Sponsored by {your company name}).

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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.								

America's Family Pet Expo
406 South First Avenue • Arcadia, CA • 91006-3829
Phone: 626/447/2222 • 800/999-7295 • FAX: 626/447-8350
Email: awen@wvssa.com Additional info available at www.afpe.net

AMERICA'S FAMILY PET EXPO 2005

PARTIAL LIST OF PAST SPONSORS

ALL-GLASS AQUARIUM
ARBY'S
AQUASCAPE DESIGNS
BAYER ANIMAL HEALTH
BREEDER'S CHOICE
BLOCKBUSTER
CANIDAE PET FOODS
COCA- COLA
FAMILY OF PETS
FARNAM PET PRODUCTS
FELLER STONE
FRISKIES PETCARE
FRONTLINE
GENERAL MOTORS CORP.
HILLS PET PRODUCTS
THE IAMS COMPANY
KAYTEE PRODUCTS INCORPORATED
LONGS DRUG STORES
McDONALDS
MEOW MIX MOBILE
NATURE'S RECIPE PET FOODS
NESTLE PURINA PET CARE COMPANY
NUTRO PET PRODUCTS, INC
THE PET CARE TRUST
PET INDUSTRY JOINT ADVISORY
COUNCIL
PETCO ANIMAL SUPPLIES, INC.
PETPRO PRODUCTS
PETS INTERNATIONAL , LTD.
PETSMART
PFIZER ANIMAL HEALTH
PRECISE PET PRODUCTS
PYTHON PRODUCTS
ROYAL CANIN USA
SUN SEED

AMERICA'S FAMILY PET EXPO 2005

SPONSORSHIP AGREEMENT

Check (X) appropriate sponsorship level, circle and initial appropriate financial support

X	Sponsorship Level	Sponsorship For One Show	Sponsorship For Two Shows	Sponsorship for Three Shows	Savings on Sponsorships For Three Shows
	Presenting Platinum Sponsor	35,000	64,400	92,400	12,600
	Gold Sponsor	25,000	46,000	66,000	9,000
	Dog Breed or Pet Adoption Sponsor	16,000	29,440	42,240	5,760
	Cat Show Sponsor	15,000	27,600	39,600	5,400
	Silver Sponsor	10,000	18,400	26,400	3,600
	Bronze Sponsor	5,000	9,200	13,200	1,800
	Sponsor	3,000	5,520	7,920	1,080
	Other/In-Kind	TBD	TBD	TBD	TBD

Discounts Applicable Within 1 Calendar Year

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SPONSORSHIP AGREEMENT

IN WITNESS WHEREOF, this contract has been executed by the following authorized parties:

SPONSOR COMPANY NAME

CONTACT NAME

TITLE

MAILING ADDRESS

CITY/STATE/ZIP

PHONE

FAX

EMAIL

WEB SITE

SIGNATURE

DATE:

ON BEHALF OF WORLD WIDE PET SUPPLY ASSN.

DOUG POINDEXTER, EXECUTIVE V.P.

SIGNATURE

DATE

SPONSORSHIP OF:

ORANGE COUNTY, COSTA MESA CA, PET EXPO _____ SPONSOR LEVEL _____
APRIL 15 – 17, 2005

FAIRPLEX, POMONA, CA, PET EXPO _____ SPONSOR LEVEL _____
JUNE 24 – 26, 2005

NOVI, MICHIGAN, PET EXPO _____ SPONSOR LEVEL _____
NOVEMBER 18 – 20, 2005

LOGO/COMPANY BIOGRAPHY FOR SHOW PROGRAM - PLEASE EMAIL AS JPG, TIF OR EPS, 300 DPI MINIMUM OR PROVIDE CAMERA READY OR DIGITAL ARTWORK AND COMPANY BIOGRAPHY AT LEAST 60 DAYS PRIOR TO THE SHOW DATE. EMAIL TO jessica@wwpsa.com OR MAIL TO WWPSA AT ADDRESS BELOW.

BANNERS TO HANG AT SHOW SITE – YOU WILL RECEIVE A LETTER APPROXIMATELY 30 DAYS BEFORE MOVE IN WHERE TO SEND YOUR BANNERS THAT WILL BE PLACED AROUND THE VENUE. PLEASE DO NOT SEND BANNERS TO WWPSA.

AMERICA'S FAMILY PET EXPOS
PRODUCED & MANAGED BY WWPSA
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: gwen@wwpsa.com website: www.afpe.net

AMERICA'S FAMILY PET EXPO 2005

SPONSORSHIP AGREEMENT

It is understood that the following rights and conditions pertain to this contract and sponsorship:

1. **RIGHTS.** The corresponding terms of each sponsor level are itemized on preceding pages, which are attached. Additionally, all terms and conditions named on the Exhibit Space Application/Contract 2005 apply including cancellation rights.
2. **TERM.** The sponsorship rights shall apply only until the conclusion of the 2005 AFPE events.
3. **RENEWAL.** An option to renew this agreement at the then current rates will apply in 2006, providing such notice is given in writing no more than 60 days after the close of the 2005 AFPE event.
4. **PAYMENTS.** A deposit of 25% of total sponsorship is due upon delivery of this signed contract. The balance of the sponsorship is due no later than ninety days prior to each scheduled event.
NOTE: Any in-kind sponsorship is subject to a 20% cash payment corresponding to the sponsorship level. In-kind sponsorship is limited to Silver and above. No Show discounts apply. In-kind sponsorship must contract appropriate seating at sponsors expense.
Please make checks payable to WWPSA and mail to 406 S. First Ave., Arcadia, CA 91006.
5. **APPROVAL OF USE OF NAME OR LOGO.** The Sponsor grants AFPE and its agent's use of its name and logo in conjunction with advertising and publicity efforts, as described in sponsorship outline and in any other AFPE-Board approved activities. The Sponsor will provide the WWPSA and/or its agents with camera- ready or digital artwork for this logo.

AFPE grants The Sponsor rights to use the AFPE name and logo in association with any advertising and/or promotion used in conjunction with promoting AFPE. AFPE requires prior notification and formal written approval of every such usage, at least seven (7) days in advance of the planned usage.
6. **DISPUTES.** The parties agree that any dispute arising out of the terms of this agreement shall be referred to arbitration under the provisions of the Commercial Rules of the American Arbitration Association, Los Angeles, California office. Further, each party shall be entitled to discovery as is provided to a party to a civil proceeding in the superior court of the State of California.
7. **PUBLICITY** All publicity including radio, television and print media will be coordinated through the AFPE office to insure appropriate representation for both the overall Expo and each participating sponsor. Sponsors with consultant public relations agencies or departments within the sponsoring company, should contact the AFPE office to coordinate this activity. Both parties agree to a mutual website link until the completion of the 2005 AFPE events.
8. **OTHER** Any entertainment brought in by sponsor must be approved in writing by AFPE Show Management at least 90 days prior to opening day of the Expo. The distribution of AFPE show flyers promoting sponsored entertainment is encouraged where and when appropriate. There will be no exclusives on entertainment.

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