

Red River Reef & Reptile Expo 2016

An Aquatic & Exotic Pet Expo

Vendor and Sponsor Participation Details

Date: Saturday October 1st 2016 10:00 am - 4:00 pm

Location: Red River Valley Fairgrounds - Hartl Ag Building - West Fargo, ND

Why Fargo you may ask?

1. **Vendor Exclusivity** - All vendors at the event are COMMERCIAL. Hobbist tables are kept to a minimum at this event to make sure vendors are able to provide the best livestock and products available.
2. **Cost Effective** - The table prices are kept as inexpensive as possible to make sure we are able to bring in the best vendors. Tables are priced at a level to break even on the event, not to make a profit. (See below for current pricing)
3. **Underserved Growing Market** - We have a some great local and regional businesses supporting the hobbies and keeping of exotics. With the growing market there are always people looking for something special that they cannot get locally.
4. **Brand Exposure** - All involved will be featured on the website, print advertising and social networking. Vendors will be featured also in press releases and may even be featured in LIVE news shots!
5. **Hobby Crossover** - Many of our attendees cross over between the hobbies. The event draws in a diverse crowd with a wide range of interest and experience. We hope The event may be the final step to them acquiring new interest and keeping of exotic critters.
6. **Charitable Contributions** - Profits from the event are donated to charitable organizations related to the hobbies to help protect and benefit the hobbies we love.

Vendor:

Anyone who has registered with Red River Reef & Reptile to use table space to sell livestock, equipment, or accessories is considered a vendor. Vendor space is available for reservation by each 8 foot table. Vendors can have more than one space to allow for the larger setups. Modification of table layout and setup must receive prior approval. Vendors are encouraged to participate in the sponsorship opportunities. Space will be considered reserved once payment has been received. Expo space is reserved for commercial vendors exclusively. If space doesn't sell out, we reserve the right to fill as needed with other interested non-commercial parties or clubs.

All vendors will have a banner advertisement featured on the website along with their logo on the flier. Participation will be announced via Social Networking as well.

Table Fees: First Table: \$45.00 until June 15th (\$50.00 after June 15th), Second Table: \$35.00 until June 15th (\$40.00 after June 15th) \$10 discount off first table for prior vendors.

LEGAL NOTICE: All vendors are responsible for reporting their own sales tax related information if required to the state of North Dakota Tax Department. All vendors are required to obtain any licenses or permits required for the livestock they bring to the event. The event will not be held responsible for missed permits or tax issues.

- New this year is the overhead loading door so if you have a large setup, we can get you in the door vehicle and all to unload super easy! *Specified Setup Times TBD

Sponsor:

A Red River Reef & Reptile Expo Sponsor is any entity who would like to participate in the event but is unable to make it there in person. There are a few different options to be involved with the event as a sponsor. The following will be the sponsorship options available to parties interested. Options can be stacked so if a specific sponsor wants to do multiple options they can. The benefits will stack and they will have the opportunity for even more exposure. All sponsors have the opportunity to add items to the goodie bags given to all attendees of the event. Sponsorships will run from the date signed up until six months after the event, but will be permanent on the archived pages for the event year. Sponsors have the next year right of first refusal to the level once signed up for a specified level. If you have an idea that doesn't fall into the options below, feel free to contact us and we can see what we can work out.

Gold Level Event Sponsor - \$250 (2 available)

- Website Advertising - High Priority Banner & Permanent Large Block
- Print Advertising - Event Booklet 3"x3" & Larger Approximately 2"x2" Logo on Flier
- Social Networking Mention with Graphics plus Status Sharing

Silver Level Event Sponsor - \$150 (2 available)

- Website Advertising - Medium Priority Banner & Permanent Medium Block
- Print Advertising - Event Booklet 1"x3" Banner & Approximately 1 ½"x1 ½" Logo on Flier
- Social Networking Mention with Graphics plus Status Sharing

Bronze Level Event Sponsor - \$50 (4 available)

- Website Advertising - Standard Priority Banner & Permanent Small Block
- Print Advertising - Event Booklet 1"x1 ½" & Approximately 1"x1" Logo on Flier
- Social Networking Mention with Graphics plus Status Sharing

Educational Speaker Sponsor - \$300 (up to 2 available)

- Website Advertising - High Priority Banner & custom images on speaker page
- Print Advertising - Event Booklet by Speaker Intro & Logo on Flier Noting Speaker Sponsorship
- Opportunity to participate in selection of the speaker if desired
- Opportunity to present the speaker introduction at the expo if desired
- Social Networking Mention with speaker announcement

Advertising Sponsor - \$150 (1 available) - This sponsorship covers the external signage for the event. It will provide for up to 2 weeks advertisement in advance of the event.

- Website Advertising - Medium Priority Banner
- Name or Logo will be placed on the sign outside for all to see
- Social Networking Mention

Raffle/Door Prize Sponsor (No Limit) - This is our most popular sponsorship option. To qualify for this level of sponsorship, you must donate a product, livestock or gift certificate to be given away to the attendees at the event in the charity raffle. There is no minimum or maximum you can donate to the raffle. All profits made from the sale of tickets will be donated to charitable organizations supporting the reef and reptile hobbies.

- Website Advertising - Banner in standard priority rotation
- Exposure via the raffle drawings
- Social Networking mention of donation

We thank you for taking the time to read through our information about the Red River Reef & Reptile Expo. For any questions regarding the event or to register yourself as a vendor or sponsor, please email one of the contacts below with the following information and we will get back to you as soon as possible:

1. Business Name (and Contact Name(s) with Address, Phone Number, Email Address)
2. Vendor/Sponsor interest (# Vendor Tables, Sponsorship Level)
3. Company Logo - Assuming we don't already have one for you

Primary Organizer: Curtis Ness - cdness@gmail.com - Cell 218-779-9691

General Email: info@redriverreefandreptileexpo.com