



# Fargo Exotic Pet Expo 2019

*Continuing evolution of the Red River Reef & Reptile Expo  
Fargo's ONLY Aquatic & Exotic Pet Expo*

**Saturday October 5th 2019 | 10 am - 4 pm**

Greetings!

January 2013 in the middle of the Fargo North Dakota winter, the local reef aquarium hobbyists kicked off the first successful Fargo Frag Swap. There were many great comments from the vendors and attendees, except for the winter storm issue, so the event moved forward with a date change to alleviate the risks associated with the winter season. Along with the date change a partnership with the Fargo reptile enthusiast scene brought forth the first evolution as the Red River Reef and Reptile Expo. The event has grown under this name to include some of the greatest saltwater and reptile based vendors the Fargo area has ever seen. Educational speakers including David Skipper from SE Enterprises and Grant Anderson from the Marine Cove in Sioux Falls, SD have provided specialized presentations at the expo. The evolution of the event has gone from a basic frag swap to a full fledged exotic pet enthusiast expo.

After the 2016 event it was decided to permanently add the exotic pet additions to the event. In an effort to make the event inclusive of the additional exotics we are going through a bit of a branding change. With some comments and recommendations from industry leaders we are embracing the Fargo heritage of the event, which brought forth the Fargo Exotic Pet Expo in 2018. With this change we will be keeping our roots in the Reef and Reptile scenes, but will be adding a focus on other exotic species as well.

While our event is still young, we have worked hard to make this event contain something for everyone. Whether a family is interested in one of the exotic species or wants to learn more for a possible future pet, this is the place to be. Plus in addition to the family friendly atmosphere, educational opportunities and the ability to go home with a new pet, we also have a charitable drive. While we are not a registered non-profit (yet), we donate profits from the event to charitable organizations focused on habitat and hobby preservation including the Coral Restoration Foundation (CRF), Marine Aquarium Societies of North America (MASNA), United States Association of Reptile Keepers (USARK) and the Pet Industry Joint Advisory Council (PIJAC).

Over the years this event has been kept inexpensive for vendors and attendees, but there are behind the scenes costs involved to make the event successful. Facility rentals, insurance, educational speakers and promotional endeavours all have an ever increasing cost so we really do appreciate your help to maintain the inexpensive nature of the event for all involved. Any sponsorship or advertising with our expo will be an immense help. We believe our outlined options have been kept affordable and flexible, but we are willing to work with other options if you have an idea. Please note, the nearest competition for an event like this is the Minneapolis/St. Paul (MSP) area so for Fargo this is one of a kind.

Please seriously consider the benefits of participating in the only exotic pet expo in the Fargo area. Email or call if you have any questions.

Thank you for taking the time to review our sponsorship options.

Curtis Ness

Fargo Exotic Pet Expo Organizer

Email: [cdness@gmail.com](mailto:cdness@gmail.com) | Cell 218-779-9691

General Email: [FargoExoticPetExpo@gmail.com](mailto:FargoExoticPetExpo@gmail.com)

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*Fargo's ONLY Aquatic & Exotic Pet Expo*

## Sponsor Participation Details

**Expo Date:** Saturday October 5th 2019 10:00 am - 4:00 pm

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

### Why Fargo, North Dakota you ask? I ask why not?

1. **Vendor Exclusivity** - All vendors at the event are COMMERCIAL. Hobbyist 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 to break even on the event costs, not to make a profit on the Vendors.
3. **Underserved Growing Market** - We have 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, advertising and social networking. Vendors will be featured 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 interests 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.

### Who Makes a Good Sponsor:

A Fargo Exotic Pet Expo Sponsor can be any entity, business or individual, who would like to participate or partner in the success of the event. Sponsorship will allow the event to grow, bring in new vendors, increase advertising visibility and mediums. All of this in the end will make a larger difference with the charitable organizations supported through the success of this event.

There are multiple different opportunities to be involved with the event as a sponsor. The following are opportunities we have outlined but we are flexible if you have an idea to contribute to the success of the event. Opportunities can be stacked so if a specific sponsor wants to do multiple levels they can. The benefits will stack and they will have the opportunity for even more exposure. Sponsorships will be visible for the entire event year and also permanently noted on the archived pages for the event year. Sponsors have the next year right to first refusal to the level once signed up for a specified level as an option to continue their support.

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. We are still an evolving event so we are flexible and open to suggestion.

#### **Platinum Level Event Partner Sponsor - \$500 (2 available)**

- Name or Logo Placed at the TOP of the Website and Print Advertising as the Event Partner
- 10+ Event Tickets for Promotional Give-Away Plus Additional Tickets for Employees
- Opportunities to "Host" Sections of the Event LIVE
- Exhibit Space Included in the Sponsorship if Desired for Self-Promotion (up to 2 tables)
- Website Advertising - High Priority Banner & Permanent Large Block
- Print Advertising - Logo in Event Booklet and all Fliers, Size Negotiable
- Social Networking Mention with Graphics plus Status Sharing

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

- Exhibit Space Included in the Sponsorship if Desired for Self-Promotion (1 table)
- 5 Event Tickets for Promotional Give-Away Plus Additional Tickets for Employees
- 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 plus visibility during the event itself.

- 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 drawing. 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 Charity Drawings
- Social Networking Mention of Donation

We thank you for taking the time to read through our information about the Fargo Exotic Pet 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 or fill out the form on the next page and email, 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](mailto:cdness@gmail.com) (preferred) | Cell 218-779-9691

**General Email:** [FargoExoticPetExpo@gmail.com](mailto:FargoExoticPetExpo@gmail.com)

# Fargo Exotic Pet Expo 2019

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## Sponsor Agreement Form

**Expo Date:** Saturday October 5th 2019 10:00 am - 4:00 pm

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

*Please type or print for legibility then submit to [fargoexoticpetexpo@gmail.com](mailto:fargoexoticpetexpo@gmail.com)*

Business Name: \_\_\_\_\_  
*(This is how your name will be represented on all printed materials & web content)*

Business Phone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Website: \_\_\_\_\_

Contact 1 Name: \_\_\_\_\_ Contact 1 Phone #: \_\_\_\_\_

Contact 2 Name: \_\_\_\_\_ Contact 2 Phone #: \_\_\_\_\_

*\* Additional contacts please email the names and phone numbers as needed.*

### Sponsor Detail:

Sponsorship Level Requested:

\_\_\_\_\_ **Platinum Level Event Partner Sponsor - \$500**

\_\_\_\_\_ **Gold Level Event Sponsor - \$250**

\_\_\_\_\_ **Silver Level Event Sponsor - \$150**

\_\_\_\_\_ **Bronze Level Event Sponsor - \$50**

\_\_\_\_\_ **Educational Speaker Sponsor - \$300**

\_\_\_\_\_ **Advertising Sponsor - \$150**

\_\_\_\_\_ **Raffle/Door Prize Sponsor**

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The total will be invoiced via PayPal to the email address listed above. Checks and Money Orders are accepted, but please contact for details.

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_