

Association of Pet Dog Trainers

14<sup>th</sup> Annual Educational Conference & Trade Show

October 24 - 28, 2007

Portland, Oregon

**Call for Exhibitors!!!**



## About APDT

The Association of Pet Dog Trainers (APDT) is a professional organization of individual trainers who are committed to becoming better trainers through education. Founded in 1993 by Dr. Ian Dunbar, PhD, MRCVS, CPDT, our membership has grown to over 5,500 members worldwide. Our membership consists of dog trainers, animal behaviorists, world renowned speakers/authors, veterinarians, vet techs, shelter personnel, and service dog trainers throughout the United States, and around the world. APDT has members from 26 different countries.



## Discover Portland

- Named North America's "Best Big City" by Money Magazine.
- Portland, with its unparalleled natural beauty, offers a local scene with the very best Northwest arts, music, heritage and sumptuous dining.
- Whether you're talking microbrews or seafood, Portland has the freshest local products.

## Taste the Flavor of Portland

- The only location where you will find cooking classes perfect for visitors with one-time afternoon or evening options.
- Blend your own wine at Portland's Urban Wine Works - complete with tasting room and barrel-themed décor.
- Long recognized as America's beer craft-brewing Mecca, Cascade Mountain water, tall barley and bitter hops all set the stage for a beer-lovers region.
- Portland's Farmers' Market - aromatic food stands and artfully displayed produce served by local farmers, who harvested their wares only hours before.

**Here is a Show You Cannot Afford to Miss!**

## **What?**

The most exciting exhibit hall for animal professionals! Meet & showcase your products to 1000+ dog trainers, animal behaviorists, vet techs, and veterinarians from 50 states and 10 countries!

## **Why?**

Each year, our attendees look to the exhibit hall for innovative new products and services that, as professionals, they can take home, use, and recommend to their own clients.

## **Where?**

In North America's "Best Big City," Portland, Oregon, with its unparalleled beauty, at the Marriott Downtown Waterfront.

### **Meet Our Attendees**

- APDT is rated as one of the best ways they learn about products.
- Over 85% of our attendees work with animals as their primary source of income, and 75% of our attendees sell dog-related products at their businesses.
- The Exhibit Hall is listed as one of the "most important reasons" for attending the APDT Annual Conference.

### **Hey, Don't Take Our Word For It!**

- "Excellent attendance! Our goal was surpassed. Two enthusiastic thumbs up. The facilities were great. Attendance was wonderful"  
~Tim Brightwell, Premier Pet Products
- "Kong has always been a strong supporter of APDT. We have exhibited at the Annual Conference from the beginning. We sell out each year, and the business keeps coming all year."  
~Joe Markham, The Kong Company

## Association of Pet Dog Trainers

### 14th Annual Educational Conference & Trade Show

<b>Move-In</b>	<b>Show Hours</b>	<b>Move-Out</b>
Thursday, October 25 7:00am - 4:00pm	<b>Grand Opening</b> Thursday, October 25 5:00pm - 8:00pm	Saturday, October 27 6:00pm - Midnight
	Friday, October 26 11:30am - 2:00pm 4:00pm - 7:00pm	Sunday, October 28 7:30am - 12:00 Noon
	Saturday, October 27 11:30am - 2:00pm 4:00pm - 6:00pm	

### Here Are All the Great Benefits You Get

#### Get to Know Key Animal Professionals

- 1000 dog-loving professionals to showcase your great products to!

#### Listing in the Conference Workbook

- Your company listed in conference workbook with address, phone/fax number, contact person, and a 25-word description.

#### Attendee List

- List of all pre-registered attendees for each exhibitor company.
- You can purchase a disk of all attendees (including on-site registrants) in ASCII format for \$75. It will be available 3 weeks after the conference. See the Exhibitor Contract to order.

#### Tote Bag Insert

- Exhibitors are welcome to provide a product sample or a coupon for insertion in the conference tote bags at no additional charge. If you are providing an insert, please check the box on the contract.

#### A Full Conference Registration

- You will receive one full conference registration for each booth purchased. The conference registration is non transferable and will be honored for one exhibitor per booth.

## All You Have To Do:

### Sign Up

- Use the enclosed contract, select your booth location and mail or fax the contract and the 50% deposit.
- Booth space is allocated on a first-come basis after receipt of contract and deposit. One full conference and one exhibitor badge included with each booth.

### Payment

- Booth prices and types are on the contract. The furniture includes a draped table, two chairs, and a trash receptacle.
- A 50% non-refundable deposit is due with the contract to hold the reservation. Your booth must be paid in full by August 13, 2007 or it will become available for reassignment.

### Non-Profit Organizations

- We have a limited number of booths available at a special rate of \$450 for an 8'x10' booth without furniture, \$550 for a 8'x10' booth with furniture included.
- Premium booths are excluded. Proof of non-profit status is required.

Mail to: APDT Conference Office  
1507 21st Street, Suite 204 • Sacramento, CA 95814  
Phone Toll Free 866.570.9967 • Fax: 916.443.1838  
Email: [APDT@details2.com](mailto:APDT@details2.com)  
Visit our website: [www.apdt.com](http://www.apdt.com)

# Sponsorship & Advertising Opportunities

- **Added visibility at the conference**
- **Get Your Message to Our 5,500 APDT members**
- **Additional benefits for your company**

## **Advertise On Conference CDs** **\$1,000.00**

- Ads will be both an audio and visual features on CDs.
- CDs are purchased by conference attendees and non attendees.
- CDs are available for purchase for at least three years after the conference. Individuals, training schools and others use the CDs as a resource for many years.

## **Tote Bags** **\$5,000.00**

- Your logo printed on tote bags given to all attendees.
- Sole sponsorship of the tote bags.
- Full-page ad in conference workbook.

## **Conference Workbook** **\$4,000.00**

- Sole sponsorship of workbook. Workbook is packed with speaker lecture notes and is used as a training resource book.
- Full-page color ad – Back cover of workbook.

## **Welcome Reception** **\$3,500.00**

- Co-sponsor of the event.
- Signage at the event.
- Display area at the event.
- Full-page ad in conference workbook.

## **Badge Neck Wallets** **\$3,000.00**

- Your logo printed on the front of the badge wallet.
- Sole sponsor of the neck wallets.
- Full-page ad in conference workbook.

**AM Coffee Services** **each \$1,500.00**  
**(Five available)**

- Sole sponsor of the event.
- Signage at the event.
- Full-page ad in conference workbook.

**Wet Labs** **\$1,500.00**  
**(Two available)**

- Present a Wet Lab demonstration highlighting products that meet the mission statement of APDT.

**Registration Envelopes** **\$1,000.00**

- Your logo printed on envelopes.
- Sole sponsor of conference registration envelopes.
- Half page ad in conference workbook.

**Roundtable Networking** **\$500.00**

- Sole sponsor of the event.
- Signage at the event.
- Quarter page ad in conference workbook.

**Tote Bag Insert**

<b>Exhibitor</b>	<b>FREE</b>
<b>Non-Exhibitor</b>	<b>\$500.00</b>

Exhibitors can submit one tote bag insert for free. For non-exhibitors the cost is \$500. Inserts must be a product or a coupon. If you are providing a tote bag insert, an estimated quantity of 1,200 inserts should be delivered to the conference hotel between Monday, October 24 and Tuesday, October 23 by 12:00 Noon to assure they will be included in the tote bags.

Sponsor!

Advertise!

# Travel and Hotel Information

## Portland Marriott Downtown Waterfront

1401 SW Naito Parkway  
Portland, OR 97201 USA  
503.226.7600 (P)

The Portland Marriott is in the midst of the vibrant downtown, on the banks of the Willamette River, yet only 20 minutes from the Portland International Airport. Depending on your appetite, you may wander within the hotel to Allie's American Grille and enjoy all-American family dining throughout the day or just enjoy sandwiches, light snacks and satellite TV at Champions Sports Bar.

You may want to step outside and take a walk along the beautifully calming water of the Willamette River. The Portland Marriott is steps away from Waterfront Park which offers the best of downtown's shops and restaurants. Whatever your taste and mood, you'll be sure to locate an attraction "to suit the moment" at the Portland Marriott Downtown Waterfront.

For hotel reservations call the hotel directly at toll free 800.228.9290. To ensure an APDT special conference rate, you must do two things: mention APDT when making reservations and make reservations before Wednesday, October 1, 2007. All rooms and rates are subject to availability.

### Room Rates

\$129.00 Single/Double/Triple/Quad

The Portland Marriott Downtown Waterfront Hotel is a non-smoking hotel.

### Airline Information

The Portland International Airport is a mere 12 miles from the Portland Marriott Downtown Waterfront and is serviced by 18 major airlines.

### Portland Ground Transportation

#### Airport Express Shuttle Service

Fares:           \$14 one way  
                      \$24 round trip  
Hours            7:00 a.m.- 7 p.m. 7 days/wk  
Frequency:     Every 30 minutes

#### Taxi Service

You can catch a taxi for approximately \$32-\$35 one way.

# Association of Pet Dog Trainers

## 14th Annual Educational Conference & Trade Show

### Exhibitor Policy

**Contractual Agreement** - An authorized signature on the exhibit contract is an agreement that booth space will be paid in full by August 13, 2007. If payment is not made, or cancellation is not received, you will be required to pay the balance in full, even if your booth has been reassigned. Exhibitors will be admitted to the exhibit hall for set-up only when these terms of payment are met.

**Refunds** - Deposits are not refundable. Companies who cancel after August 13, 2007 will not receive a refund and will be responsible for paying contracted rental in full. ALL CANCELLATIONS MUST BE SUBMITTED IN WRITING TO APDT BY August 13, 2007.

**Booth Space Furnishings** - The APDT will provide a 8' x 10' exhibit space, an 8' high draped back wall, 3' high draped side railings, and name sign, without additional charge. For an additional \$100, the APDT will provide one 6' draped table, two chairs and a wastebasket.

**Service Contractor** - Exhibitors who have been assigned booth space will be forwarded a service kit from GES Expo Services. This kit includes information on booth furnishings, booth shipments, booth design and set-up, electrical and other available services.

**Set-Up Regulations** - Exhibitors that want to unload and reload their own equipment may do so by moving items on their own hand truck, through the designated entrance. Local union conditions at the Portland Downtown Marriott do not prohibit exhibitors from doing so. For more information refer to your Exhibitor's Kit.

**Abandonment of Space** - The ADPT reserves the right to reassign any space not claimed and occupied one hour prior to the show opening without refund. The APDT further reserves the right to force set an exhibit one hour prior to the show opening. Any expenses incurred will be the responsibility of the exhibiting company. Each exhibit must be open for the full duration of official show hours and must be closed at all other times.

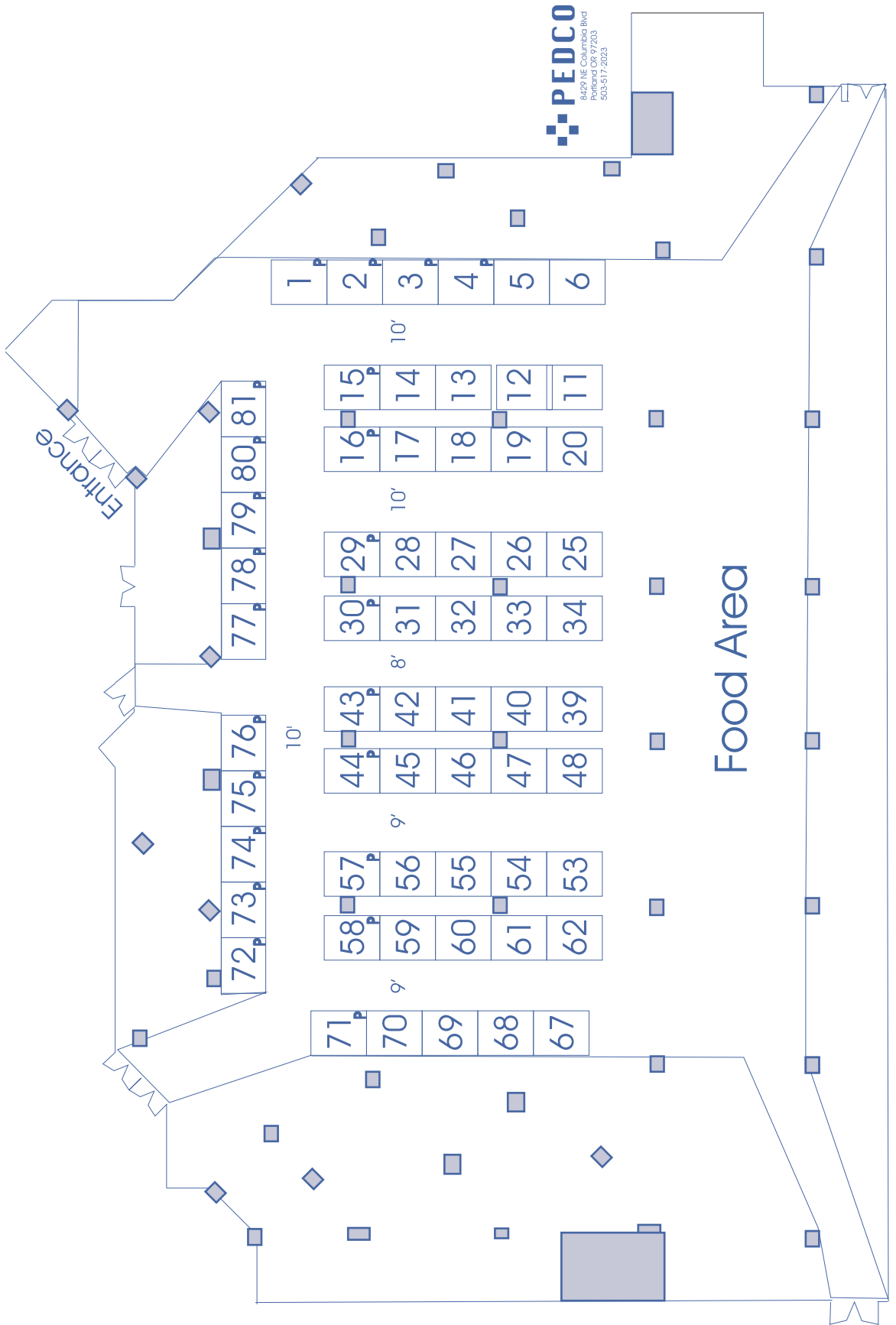
**Booth Construction** - Exhibitors must arrange their exhibits so they do not obstruct other exhibits. Aisles must be clear and exhibits arranged so attendants are inside of the space assigned. Display materials or equipment at the sides of the exhibits must not exceed 42" in height at the side rails within 5' of the front of the exhibit space. Materials may exceed the 42" height in the back of the display. Exhibit height or signs may not exceed 10' without the permission of the APDT. All materials used for decoration such as paper, cardboard, cloth, etc. must be flame retardant.

**Liability (Hold Harmless Agreement)** - It is mutually agreed that the APDT and the Portland Downtown Marriott are not liable to an exhibitor for any exhibit damage, loss, or destruction of exhibitor property or personal injury resulting from any cause. All claims for such loss, damage, or injury are expressly waived by the exhibitor. Security is provided during hours the exhibits are closed, but a guarantee against loss cannot be given.

**Security** - Uniformed guards are provided during hours when the exhibits are closed, but exhibitors are advised to carefully review the Liability Section above (Hold Harmless Agreement).

**Storage** - Exhibitors may not store packing crates and boxes in booths during the show. Containers must be marked properly and will be stored and returned after the show by the service contractor. Exhibitors may not store literature, cartons or other supplies behind their booth. Crates, boxes and other exhibit materials unclaimed by the exhibitor after the show will be removed at the exhibitor's expense.

# Association of Pet Dog Trainers Portland Waterfront Downtown Marriott October 24 - 28, 2007



# APDT Exhibitor-Sponsorship-Advertisement Contract 2007

◆ 1 Full Conference Registration Per Booth Purchase

## Organization Information

Person to contact regarding this contract (all correspondence will be sent to this address):

Contact Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Exhibit Booth Options

A 50% deposit is required with this application to hold the reservation, balance to be paid by August 13, 2007

**\$850** - Reserve 8'x10' Premium\* booths # \_\_\_\_\_  
 • No Furniture \$ \_\_\_\_\_  
 • Save \$100 on each additional booth

**\$950** - Reserve 8'x10' Premium\* booths # \_\_\_\_\_  
 • With furniture \$ \_\_\_\_\_  
 • Save \$100 on each additional booth

**\$750** - Reserve 8'x10' regular booths # \_\_\_\_\_  
 • No furniture \$ \_\_\_\_\_  
 • Save \$100 on each additional booth

**\$850** - Reserve 8'x10' regular booths # \_\_\_\_\_  
 • With furniture \$ \_\_\_\_\_  
 • Save \$100 on each additional booth

\* Premium booths are identified on the exhibit hall map.

**Booth location:** 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_

**Booth sign to read:** \_\_\_\_\_

Yes, I'd like to provide a tote bag insert. I will be sending  
 Product  Coupon

## Sponsorship Opportunities

Yes, I'd like to be a conference sponsor. Please contact me.

## Payment Method

Check payable to APDT Enclosed is the sum of \$ \_\_\_\_\_

All Credit Cards Accepted  Visa  Mastercard  American Express  Discover

16 Digit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Credit Card Authorized Signaure \_\_\_\_\_ Printed Name & Title \_\_\_\_\_

\* By signing this form, my company agrees to the APDT Exhibit Hall Policy.

## Advertising Reservation

I wish to advertise in the Conference Workbook.

Full Page \$350  
 (7" wide x 10" high)

1/2 Page \$250  
 (7" wide x 5" high)

All advertising must be submitted as black and white laser prints via e-mail in any of these formats: .jpg, .tif, .bmp, or .pdf. Add \$15 per photo. All advertisements must be exact size as listed. Reserve ad space by August 6, 2007.

**Deadline for artwork is August 13, 2007**

**Exhibitors receive 20% off!**

## Totals

Booth Total	\$ _____
ASCII Disk	\$ _____
Advertising	\$ _____
Total Due	\$ _____
50% Deposit	\$ _____
Total Enclosed	\$ _____



PRSRT First Class  
U.S. Postage  
PAID  
Permit No. 1277  
Sacramento, CA

*Return Service Requested*

Conference Office  
1507 21st Street, Suite 204  
Sacramento, CA 95814

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Conference and Trade Show  
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14th Annual Educational Conference & Trade Show**

**October 24 – 28, 2007  
Portland, Oregon**

- Showcase Your Products to Dog Lovers, Vet-techs, Behaviorists, Trainers & Veterinarians
- Develop Your Clientele & Give Your Company A Big Boost!
- Demo Your Great Products!
- Advertise in the Conference Workbook

APDT Conference Office • 1507 21st Street, Suite 204 • Sacramento, CA 95814  
Toll Free 1.866.570.9967 • [apdt@details2.com](mailto:apdt@details2.com) • Fax 916.443.1838