

**Do you have pet products or services to sell?**

**We have buyers  
who are looking  
for **you!!!****

**Where?**

At the most exciting exhibit hall for animal professionals! Meet & showcase your products to more than 1000 dog trainers, animal behaviorists, veterinary technicians and veterinarians from 50 states and 10 countries!

**Join us at the 2008  
Association of Pet Dog Trainers  
Annual Conference and Trade Show**

**LOUISVILLE**

**October 15 – 19, 2008**



# About



# APDT

The Association of Pet Dog Trainers produces the premiere dog training and behavior studies conference in the United States. APDT membership has grown to over 6,000 members worldwide, and consists of dog trainers, animal behaviorists, world renowned speakers/authors, veterinarians, veterinary technicians, shelter personnel, and service dog trainers.

APDT members are committed to becoming better trainers through education. This event is certified to provide Continuing Education Credits to Certified Dog Trainers, Veterinarians, and Veterinary Technicians.

APDT was founded in 1993 by Ian Dunbar, PhD, MRCVS, CPDT.



## Discover Louisville



- With more than 120 attractions, Louisville has something for every age and interest.
- Whether you're thinking formal or fast, Louisville has many different restaurants that are always in great taste. From burgers to burgoo, grits to gorgonzola, and fries to foccacia, you'll find just the platter to please your palate.
- With more than 150 bourbons to choose from, the Jockey Silks Bourbon Bar in the Belvedere Tower features one of the region's largest selections of Kentucky bourbons.

**For More Information Contact the APDT Conference Office**

# We Want To Make This A Profitable Experience For You!

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

## Meet Our Attendees

- The APDT Exhibit Hall 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.



## Don't Take Our Word For It – Listen To Some Of Our Exhibitors

*"If your company is serious about reaching the dog training community, then APDT is a great place to start."*

**Chris Mikalsen**  
Premier Pet Products

*"The 2007 Conference in Portland was outstanding. We were really pleased with the way functions were set up in and around the exhibitors for optimum exposure. I look forward to attending and working with APDT members in 2008"*

**David Pearsall**  
Business Insurers of the Carolinas

*"I would recommend any vendor to attend this event - it was a great way to become acquainted with professionals in the canine field and offered an endless opportunity for networking. The attendees were very enthusiastic at our booth, which made our show experience a great success!"*

**Alta & George Tawzer**  
Tawzer Dog Videos

*"The KONG Company has proudly supported the APDT from its inception. The annual conferences give us the opportunity to show our complete product line to a highly respected international group of professional dog trainers, of which we receive invaluable feedback on new and current products."*

**Mark Hines**  
The Kong Company

*"The APDT attendees are professional, educated, trainers that have earned influence with their clients. This trade show and conference allows Cardinal Laboratories an opportunity to present the benefits of our "Dog-Friendly" training product, and offer a sample to try. Another opportunity of the show is the great feedback and product ideas we receive from the APDT members that already use our products."*

**Rick Foster**  
Cardinal Laboratories Inc

# We Strive To Drive Traffic To Your Booth

- Exhibit directly outside of session room doors
- Extensive billboard signage with Exhibitor Listing
- Grand Opening Reception on Thursday
- Raffle drawings hourly
- Exhibit Hall events daily

## Here Are All the Great Benefits You Get

### **Listing in the Conference Workbook**

Company listing in conference workbook with a 50-word description.

### **Attendee List**

Complimentary mailing list of all primary pre-registrants.

### **Tote Bag Insert**

Free product sample or a coupon inserted in the conference tote bags.

### **Posting on Conference blog**

Post 200 word article on the APDT Conference Blog.

### **A Full Conference Registration**

You will receive one full conference registration for each booth purchased.

### **Exhibitor Reception**

Hosted exhibitor appreciation reception for all exhibitors.

## **Included With All Standard Booths**

Standard booths are 10' wide X 8' deep with 8' high drape and 36" high side drape

One 7" X 44" sign with company name and booth number

Four (4) Exhibit Hall Badges per each booth

**For More Information Contact the APDT Conference Office**

# Association of Pet Dog Trainers

## 15th Annual Educational Conference & Trade Show

October 15 - 19, 2008

# APDT



## WE'RE OFF & RUNNING

#### Show Dates:

October 16 - 18, 2008  
The Galt House Inn and Suites  
Louisville, Kentucky 40202

#### Move-In:

Thursday, October 16  
8:00am - 3:00pm

#### Show Hours:

Grand Opening  
Thursday, October 16  
5:00pm - 8:00pm

#### Friday, October 17

11:30am - 2:00pm  
4:00pm - 7:00pm

#### Saturday, October 18

11:30am - 2:00pm  
4:00pm - 6:00pm

#### Move-Out:

Saturday, October 18  
6:00pm - Midnight

## Reserve Your Booth Today

### SIGN UP

- 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.

### PAYMENT

- Booth prices and types are on the contract. Furniture includes 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 11, 2008. If your booth is not paid by this date, it will become available for reassignment by APDT.

### NON-PROFIT ORGANIZATIONS

- We have a limited number of booths available at non-profit rate.
- Premium booths are excluded. Proof of non-profit status is required.

# Sponsorship & Advertising Opportunities

- **Added visibility at the conference**
- **Company logo feature on APDT Website and Conference Blog**
- **Get your message to our 6,000 APDT members**
- **Submit pre-conference posting on Conference Blog**

## **Advertise On Conference CDs \$1,000.**

- 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.**

- 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.**

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

## **Welcome Reception \$3,500.**

- 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.**

- Your logo printed on the front of the badge wallet, complete with a pouch big enough to hold a pen and even the essential doggy bag!
- Sole sponsor of the neck wallets.
- Full-page ad in conference workbook.



### **AM Coffee Services** each \$1,500.

(Five available)

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

### **Roundtable Networking** \$1,000.

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

### **Tote Bag Insert (Exhibitor) FREE** **(Non-Exhibitor) \$500.**

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 by Tuesday, October 14 by 12:00 Noon to assure they will be included in the tote bags.

### **Educational Programming Space Available**

**Full Conference \$5,000.**

**Full Day \$1,500.**

- Interactive wet-lab space or exclusive exhibit space available.
- Your company activities advertised in daily *Conference Tails* news.
- Opportunity to post an article on APDT Conference Blog.

# Travel and Hotel Information

## The Galt House Inn and Suites

140 North Fourth Street  
Louisville, KY 40202 USA  
800.THE.GALT (843.4258)

The Galt House has well appointed accommodations, best-in-class service, and plentiful amenities. Located on the banks of the Ohio River, the location puts you in a prime position to check out all the activities this waterfront city has to offer.

For hotel reservations call the hotel directly at toll free 800.THE.GALT (843.4258). To ensure an APDT special conference rate, you must do two things: mention APDT when making reservations and make reservations before Wednesday, September 24, 2008. All rooms and rates are subject to availability.



## Room Rates

<i>West "Standard Room" Tower</i>	<i>East "Executive Suite" Tower</i>
\$125.00 – Single	\$150.00 – Single
\$125.00 – Double	\$150.00 – Double
\$135.00 – Triple	\$160.00 – Triple
\$145.00 – Quad	\$170.00 – Quad

## Airline Information

The Louisville International Airport is a mere 7 miles from the Galt House Inn and Suites.

## Airport Express Shuttle Service

Fares: \$10 one way

Luxury shuttle limousines are available, call the Shuttle Service directly for reservations at (502) 366-2628. You can visit their website [www.sandollarlimo.com](http://www.sandollarlimo.com).



**For More Information Contact the APDT Conference Office**

# Exhibitor Policy

**CONTRACTUAL AGREEMENT** - An authorized signature on the exhibit contract is an agreement that booth space will be paid in full by August 11, 2008. 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 only when these terms of payment are met.

**REFUNDS** - Deposits are not refundable. Companies who cancel after August 11, 2008 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 11, 2008.

**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 Pacific Exposition Decorating Company. This kit includes information on booth furnishings, booth shipments, booth design and set-up, electrical and other available services.

**SET-UP REGULATIONS** - Exhibitors wishing 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 Galt House Inn and Suites do not prohibit exhibitors from doing so. For more information refer to your Exhibitor's Kit by Pacific Exposition Decorating Company.

**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 Galt House Inn and Suites 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.

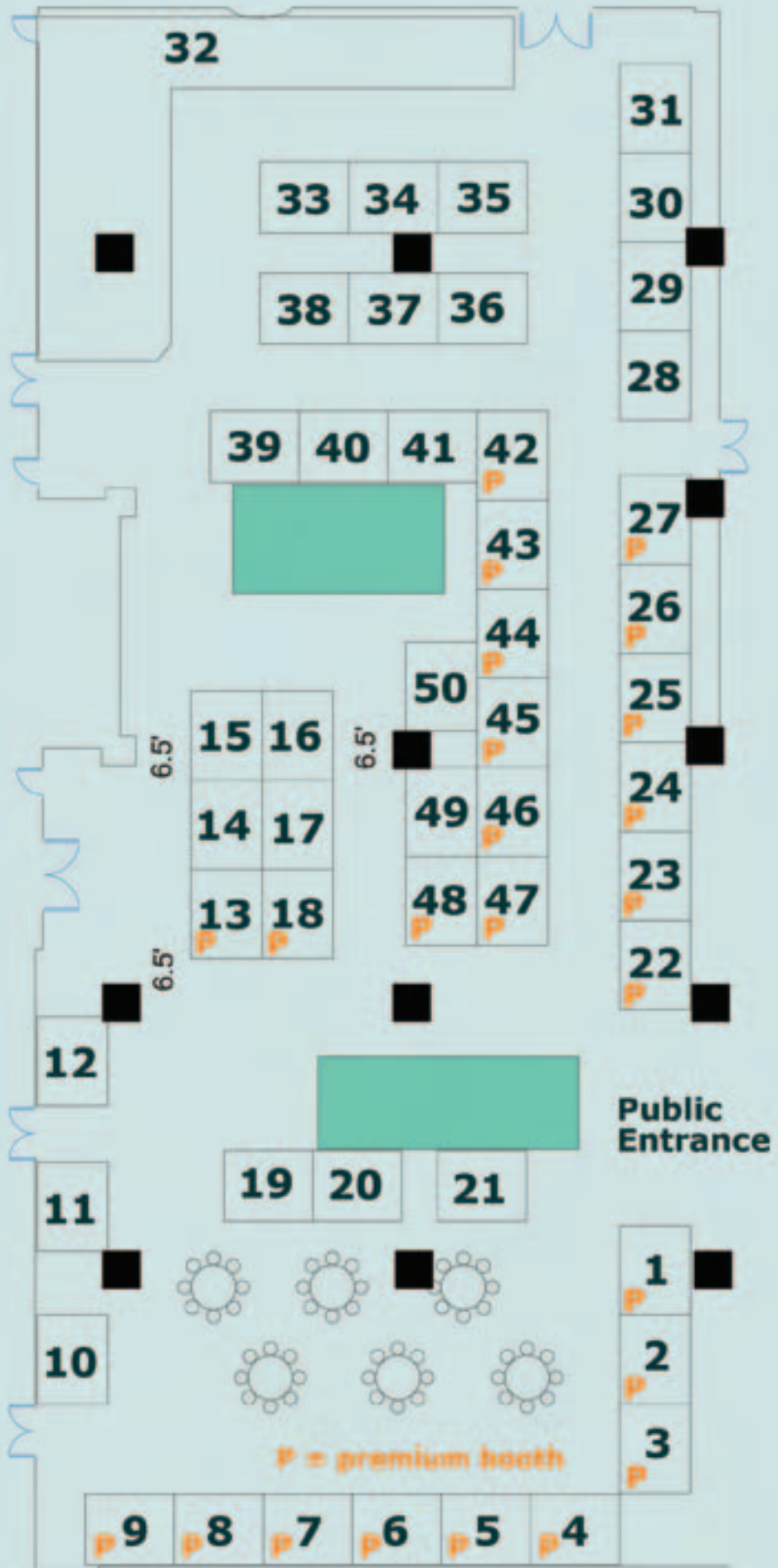
**BOOTH SHARING** - Booths are sold for one company only, no sharing allowed for multiple companies or organizations.

# Floor Plan



**Association of Pet Dog Trainers  
Galt House Hotel & Suites  
October 15 - 19, 2008**

To reserve a booth, please call the APDT office at 866.570.9967 or email APDTE Exhibit@details2.com



# APDT Exhibitor-Sponsorship-Advertisement Contract 2008

## One 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: \_\_\_\_\_

**Booths are sold for one company only, no sharing allowed by multiple companies or organizations.**

### Exhibit Booth Options

A 50% deposit is required with this application to hold the reservation, balance to be paid by August 11, 2008

**\$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 Signature \_\_\_\_\_

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 (7" wide x 10" high) **\$350**

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

All advertising must be submitted as black and white laser prints via e-mail in any of the following formats: .jpg, .tif, .bmp, or .pdf. Add \$15 per photo. All advertisements must be exact size as listed. Reserve ad space by August 11, 2008.

**Deadline for artwork is August 11, 2008**

**Exhibitors receive 20% off!**

### Totals

Booth Total \$ \_\_\_\_\_

ASCII Disk \$ \_\_\_\_\_

Advertising \$ \_\_\_\_\_

Total Due \$ \_\_\_\_\_

50% Deposit \$ \_\_\_\_\_

**Total Enclosed** \$ \_\_\_\_\_



Conference Office  
1507 21st Street, Suite 204  
Sacramento, CA 95811

**15th Annual Educational  
Conference and Trade Show  
Louisville, Kentucky**

**Association of Pet Dog Trainers  
15th Annual Educational Conference & Trade Show**

October 15 - 19, 2008  
Louisville, Kentucky

- Showcase Your Products to Professional Trainers, Veterinary Technicians, Behaviorists, & Veterinarians.
- Develop Your Clientele & Give Your Company A Big Boost!
- Demo Your Greatest Products!
- Advertise in the Conference Workbook.