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February 29-March 2, 2012
Orange County Convention Center
Orlando, Florida



FOR SHOW MANAGEMENT APPROVAL ONLY

Approved By: \_\_\_\_\_
Date: \_\_\_\_\_

Sponsorship Agreement

For more information and availability of Sponsorship Opportunities, contact Marian Thielsen at (203) 532-3601, email mthielsen@americanpetproducts.org or visit globalpetexpo.org

Company Information

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_
Address: \_\_\_\_\_
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_
Booth #: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_
Email: \_\_\_\_\_

Advertising Opportunities

- “You Are Here” Interactive
Floor Locator Stations..... Call for Pricing \$ \_\_\_\_\_
Light Boxes .....\$ 4,200 \$ \_\_\_\_\_
4-Sided Branding Tower.....\$ 3,700 \$ \_\_\_\_\_
2-Sided Branding Tower.....\$ 2,200 \$ \_\_\_\_\_
1-Sided Branding Tower.....\$ 1,700 \$ \_\_\_\_\_
Daily Newscast Video Player..... \$ 3,500 per day \$ \_\_\_\_\_
Daily On-Screen Newscast ..... \$ 2,200 per day \$ \_\_\_\_\_
Power Charging Stations ..... \$ 3,000 per station \$ \_\_\_\_\_
Inside Track Ad Shuttle
Bus Windows .....\$ 3,000 per window \$ \_\_\_\_\_
Lobby Distribution – Day(s)\_\_\_\_\_ .....\$ 3,200 \$ \_\_\_\_\_
Exhibit Hall Bag Inserts .....\$ 2,700 \$ \_\_\_\_\_
Morning Coffee Station – Day(s)\_\_\_\_\_ .....\$ 2,200 \$ \_\_\_\_\_
Aisle Signs ..... \$ 1,200 per aisle \$ \_\_\_\_\_
E-Newsletter Sent to Pre-Registered
Attendees.....\$ 1,000 \$ \_\_\_\_\_
Twitter Feed ..... \$ 1,000 per day \$ \_\_\_\_\_
Online Exhibitor Listing Logo-Link.....\$ 800 \$ \_\_\_\_\_
Lobby Banner – Location\_\_\_\_\_ Size\_\_\_\_\_ \$ \_\_\_\_\_
TOTAL \$ \_\_\_\_\_

Method of Payment (check one)

Applications will not be processed until full payment is received. All Sponsorship Opportunities are on a first-come, first-served basis. By signing this application, Exhibitor agrees to be bound by terms and conditions contained and referenced herein, as well as those, which may be issued by Management and sent to Exhibitor under separate cover prior to Global Pet Expo.

- 1. Check or money order (must be in U.S. funds drawn on a U.S. bank and made payable to APPA/PIDA Global Pet Expo).

Please send payment to: Global Pet Expo
255 Glenville Road
Greenwich, CT 06831
Fax: (203) 532-0551

- 2. Wire transfer of funds email billing@americanpetproducts.org or call (203) 532-3611

- 3. MasterCard Visa American Express Discover

Card Number \_\_\_\_\_
Expiration Date (mm/yy) \_\_\_\_\_ CVV Code \_\_\_\_\_
Authorized Signature \_\_\_\_\_
Date \_\_\_\_\_
Credit Card Billing Address (if different from above) \_\_\_\_\_ Zip \_\_\_\_\_

Approved By: \_\_\_\_\_ Date: \_\_\_\_\_

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**1. Payment Terms.** Full payment must be enclosed. Applications will not be processed until full payment is received.

**2. Effectiveness.** This Agreement shall not be effective until accepted by Global Pet Expo Management; Global Pet Expo reserves the right to reject any contract in its sole and absolute discretion. Upon acceptance by Global Pet Expo, a copy hereof indicating Global Pet Expo's acceptance will be mailed to the Advertiser. In the event this Agreement is rejected by Global Pet Expo Management, all payments rendered by the Advertiser in connection herewith shall be promptly returned to the Advertiser.

**3. Cancellation.** This Agreement may be canceled by the Advertiser at any time upon written notice to Global Pet Expo Management, subject to the following cancellation charges. Premium sponsorships are non-cancellable. A 100% cancellation charge equal to the Total Advertising Charge will be applied in full upon cancellation of the Sponsorship Agreement. For all other media, if such notice is received by Global Pet Expo Management on or before 75 days prior to the opening day of the exhibition, the Advertiser shall pay Global Pet Expo Management, a cancellation charge equal to one-half (50%) of the Total Advertising Charges; and if such notice is received by Global Pet Expo Management thereafter, the Advertiser shall pay to Global Pet Expo Management, a cancellation charge equal to the Total Advertising Charges. Should Advertiser cancel its exhibit space, regardless of whether the sponsorship is re-sold, the sponsorship will cease but payment is required in accordance to the cancellation policy stated above.

**4. Right of Offset.** Global Pet Expo Management shall have the right to offset the amount of any obligation due and owing to Global Pet Expo Management, from the Advertiser against any obligations at any time due and owing to the Advertiser by Global Pet Expo Management whether under this Contract or under any other contract arrangement or understanding between Global Pet Expo Management and the Advertiser. In addition, this contract is subject to Global Pet Expo Management standard credit terms and policies, and Global Pet Expo Management may apply any amounts received from Advertiser toward any other outstanding balance due from Advertiser. Advertiser shall be liable for all monies due and cost of collection, including Attorney's fees, as a result of any collection efforts by Global Pet Expo Management under this Contract.

**5. Advertiser's Content.** Media Space reserved under this Contract shall only be used for content which advertises or promotes goods and/or services manufactured or sold by the Advertiser named on the reverse side hereof, and related to the show, and the Advertiser may not assign, sublet, or otherwise promote any other goods or any firm or entity in such Media Space. The Advertiser's content submitted for use in the Media Space pursuant hereto, which content shall include, but not be limited to, text, illustrations, graphics, representations, sketches, maps, trademarks, logos, labels or service marks, shall comply with all applicable laws respecting the content of published matter (whether in printed, televised, recorded, or on-line media). Without limiting the generality of the foregoing, the Advertiser's content shall comply with all applicable laws respecting obscenity, pornography, defamation, copyright, trademark, and other intellectual or intangible property rights. The Advertiser agrees to indemnify and hold Global Pet Expo Management, its affiliates, agents and representative, harmless from any and all claims, demands, liabilities, losses, expenses, costs, including attorney's fees, arising out of or attributable to the use of the Advertiser's content pursuant hereto, neither acceptance by Global Pet Expo Management in any Media Space shall be deemed a waiver of its rights to indemnifications hereunder.

**6. Photography.** Management reserves all photographic rights during the Trade Show. Sponsor may obtain photographs at its own expense from the official Trade Show photographer of Management's choosing. Any other arrangement independent of that provided by the official photographer shall be conducted only with Management's express prior approval, which may be withheld in management's sole discretion. All other taking of photographs is strictly prohibited and violation of this rule will result in ejection from the Trade Show floor, removal and custody by Management of the camera and other photographic equipment, and/or confiscation of film.

**7. Recording Release.** Sponsors consent to the taking of photographs, video and audio recording for the use of Global Pet Expo Management in promotional or news materials that may appear in print, online, or in other media.

**8. Editorial Discretion.** Global Pet Expo Management reserves the right to place the word "Advertisement" or words of similar meaning in any Advertiser content. Advertiser is subject to investigation by Global Pet Expo Management of the Advertiser's products and services in light of any representations or claims made in content regarding such products or services. Global Pet Expo Management reserves the right to reject any Advertiser's content which Global Pet Expo Management, in its sole discretion, determines to be inconsistent with its publication standards or with the overall character of the Media Space. In the event Global Pet Expo Management repudiates acceptance of this Contract or otherwise rejects any Advertiser's content, the Advertiser shall be entitled to the refund of a pro rata portion of the Total Advertising Charges actually received by Global Pet Expo Management attributable to Media Space which the Advertiser does not utilize pursuant hereto.

**9. Limitation of Liability.** Global Pet Expo Management shall have no liability for any failure to perform its obligation hereunder where such failure to perform was due to any riot, strike, civil disorder, act of war, act of terrorism or threat thereof, act of God or any other cause of any kind whatsoever not within Global Pet Expo Management's reasonable control. Under no circumstances shall Global Pet Expo Management have any liability for lost profits or other special, incidental or consequential damages, and Global Pet Expo Management's total liability hereunder, or in connection with the provision of Media Space, shall, in no case, exceed the amount of the Total Advertising Charges actually received by Global Pet Expo Management from the Advertiser.

**10. Miscellaneous.** This Contract contains the entire understanding of the parties with respect to the subject matter hereof and there are no other agreements, understandings, or representations of warranties, except as expressly set forth herein. The rights of Global Pet Expo Management under this Contract shall not be deemed waived except as specifically stated in a writing signed by an authorized agent of Global Pet Expo Management as an official offer of Global Pet Expo Management. This Agreement is governed and shall be construed under the laws of the state of New York including the laws governing choice of forum. Any action brought under the terms of this Contract may be brought only in a court having a venue within the State of New York and the Advertiser hereby expressly consents to the personal jurisdiction of any such court. Global Pet Expo Management shall be entitled to recover the costs, including reasonable attorney's fees and/or collection fees, in any action brought to enforce this Contract or its rights hereunder. Global Pet Expo Management shall also be entitled to recover all accrued finance charges through the payment of the full amount of this Contract.

**11. Global Pet Expo Trademark License.** Exhibitors may wish to use the Global Pet Expo official trademark in its promotional materials for its exhibition in the Global Pet Expo. Therefore, Global Pet Expo hereby grants a nonexclusive nontransferable license to exhibitor for the use of the "Global Pet Expo" logo in advertisements and promotional material to promote its exhibition in the Global Pet Expo referenced above. Exhibitor should review the License Rules for Use of the Global Pet Expo Trademark displayed on the Global Pet Expo Web site at [www.globalpetexpo.org](http://www.globalpetexpo.org). Logos will be made available on the Global Pet Expo Web site or Exhibitor may phone the Global Pet Expo office for further information.

**12. Non-Disparagement.** Advertisers agree that they will not disparage or make any derogatory comments about Global Pet Expo Management, or Global Pet Expo, its directors, officers, employees, agents, subsidiaries, affiliates or related entities. If any Advertiser(s) breach this provision, Management shall have the right to terminate this Contract, and disqualify the breaching party from any future advertising or sponsorship opportunities in connection with Global Pet Expo.