



ROYAL CANIN



Pet  
EXPO

2012 Application Pack

- WELLINGTON -

Sat 3rd & Sun 4th Nov  
Trentham Racecourse, Upper Hutt

in association with



**DUNKLEYS SHOWS LTD**

P.O. Box 8901 Christchurch 8440, ph (03) 348-0572  
shows@dunkleys.co.nz, [www.petexpos.co.nz](http://www.petexpos.co.nz)

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## THE SHOW FOR ALL PET LOVERS!

New Zealand's largest and most popular pet show - The Royal Canin PET EXPO is a 2 day event that gives the public the opportunity to see, touch and appreciate all manner of pets and domestic animals. Everything from huge, hairy dogs to cheerful, chirping and colourful canaries.



Both show days will be packed full of activities including dancing dogs, magic shows, dog breed parades, grooming demonstrations, agility and obedience displays, an exhibition of cats with a huge range of all the different longhair and shorthair breeds, cat talks, pony rides, and much more.

There will also be a comprehensive range of pet-related products, foods, accessories and services for sale.

The Royal Canin Pet Expo is also New Zealand's premier public promotion for all issues associated with the responsible ownership and care of companion animals.

Participation is open to all companion animal categories including cats; dogs (except those breeds banned by NZKC); caged birds; caviary; rabbits; small farm animals, horses, llamas & donkeys; tropical fish & reptiles; poultry & fancy pigeons; pet clubs, societies and charities. Participation is also open to all those in the associated pet industry who supply pet foods; pet toys & accessories; nutritional and health products for animals; pet publications and magazines; animal vaccinations & drugs; veterinary services; dog obedience training and more!

**The Royal Canin Pet Expo is a family favourite, for animal-lovers of all age groups.**

## WHY YOU SHOULD BE THERE

Participating in the ROYAL CANIN PET EXPO is the best way to deliver your message face to face to your target audience - thousands of pet-lovers!

### Commercial Sites

- \* Promote your brands, products and services
- \* Meet with others in the pet industry and enjoy the public interaction
- \* Launch new products
- \* Meet your buyers
- \* Sell directly to the public
- \* Conduct market research
- \* Demonstrate products
- \* Give away samples



## Kennel/Cattery/ Breeder Sites & Club/Charity Sites

- \* Raise public awareness of your club, breed or charity
- \* Recruit new members
- \* Fundraise
- \* Promote your pet-related services and activities.
- \* Take future orders for puppies, kittens etc
- \* Sell smaller animals (eg. guinea pigs, goldfish)
- \* Promote your group through the stage presentations and activity demonstrations.



## SITE PRICES

You may book more than one site. Prices and site location will depend on which of the three categories below you come under. If you are:

1. promoting or selling a product or service  
- see **1. Commercial Prices** below.
2. promoting a Kennel, Cattery or are a Breeder  
- see **2. Kennel/Cattery/Breeder Prices** below.
3. promoting a non-profit Club or Charity  
- see **3. Club/Charity Prices** below.

<b>1. Commercial Prices</b> <i>G.S.T. not included</i>				
Extra Small	Small	Medium	Large	Extra Large
\$520	\$670	\$820	\$970	\$1120

<b>2. Kennel/Cattery/Breeder Prices</b> <i>G.S.T. not included</i>				
Extra Small	Small	Medium	Large	Extra Large
\$170	\$210	\$250	\$290	\$330

<b>3. Club/Charity Prices</b> <i>G.S.T. not included</i>				
Extra Small	Small	Medium	Large	Extra Large
\$75	\$95	\$115	\$135	\$155

## SITE SIZES

All exhibitors are supplied with their own exhibition site. Each site has a back wall and two side walls (except for corner sites - see Corner Fee on page 3). Walls are made of 12mm thick particle board and measure 2.1 metres high x 2.0 metres deep.

<b>Site Widths</b> <i>All sites 2.1m high x 2.0m deep</i>				
Extra Small	Small	Medium	Large	Extra Large
2.4m wide	3.6m wide	4.8m wide	6m wide	7.2m wide

## EXTRA FEES

### Corner Fee

Your Site Fee plus an extra \$130 + GST. Corner sites have one back wall and only one side wall. They have the same floor area as all other sites, but have two "shop frontages", giving the public a better view and access to the site. Only a limited number of corner sites are available and are allocated on a first-come basis.



### Lighting

You must light your site. You may provide your own lights, or you can hire spotlights for \$25 each (gst included) from our electrician, Warren Norrie, ph 0274) 329-925, warrensparky@xtra.co.nz.

### Site Sharing

Extra \$90 + GST per sharer. If you are sharing a site with another business, organisation or club, please complete their details in the Site Sharing section of the Application Form.

### Late Fee

If your fees are not paid by the due date printed on your invoice, you will incur a \$20 + GST late fee which will be automatically added to your balance payment.



## DISPLAY RULES

An attractive display will help to promote your product or breed, so here's what you need for a great look and a successful show!

- \* You must cover your site walls with fabric or some other suitable material. It must not be wrinkled and all ragged edges must be hidden.
- \* You must light your site.
- \* All tables must be covered to reach the floor.
- \* You may fix nails, screws, staples, tape etc to your stand walls but must remove ALL of them at the end of the show.
- \* Keep your stand tidy and don't give it the lived-in look, eg. half-empty glasses, food etc.
- \* If you cover your floor with carpet, it must be clean and vacuumed.
- \* Each stand is supplied with a site number. You must display it in a prominent position on your wall.
- \* All signage must look professional.
- \* Extra stock & boxes must be stored out of sight.



## EXPO PASSES

### Nametags

These must be worn by all exhibitors at all times at Pet Expo. Your nametag is your security pass, allowing you to re-enter the Pet Expo. It also serves as your car pass, permitting you to park in the exhibitor parking area. Four nametags are allocated per site. Extra nametags can be purchased for \$6 each from our office prior to the Expo, or at the Info Desk during the Expo.



### Customer Passes

These allow the bearer one free admission to the Expo. They are for your friends, family or customers and can be purchased for \$6 each from our office no later than one week prior to the Expo, or at the Information Desk during the Pet Expo.

## RULES

1. All animal exhibits are the responsibility of the exhibitor. This includes toileting, feeding and the provision of fresh water. Strict animal welfare regulations will be enforced.
2. Any animals seen by the organisers to be unwell, unfit or stressed will be expelled from the Expo.
3. Any animal that shows aggression will be expelled from the Expo.
4. Any person displaying animal cruelty will be banned from the Expo.
5. All animals must be either penned, caged, tethered or on a lead.
6. No dogs are permitted in the Cat Hall. No animals are to be taken into other animal areas without Pet Expo permission.
7. All pens, cages and tie-up areas must be kept clean, including the removal of all animal waste to the skip.
8. All animals & display materials must be kept within the confines of the exhibitor's allotted area.
9. If you have animals that you wish to leave onsite overnight, you MUST obtain prior permission from the expo organisers.



10. Any animals left on site overnight must be fed and watered by the exhibitor at the end of each day.
11. You may not sell cats or dogs, but orders can be taken.
12. Balloons are forbidden as they scare animals when they burst.
13. You are responsible for the security of your site. Venue security is provided when the venue has been vacated by all exhibitors and the public. You are strongly advised to be at your site during exhibitor-only times. Special care is urged during set-up and break-down.
14. Animals must be groomed outdoors only. No grooming allowed inside the venue.
15. Your site must be staffed during all public hours.
16. You must comply with the Display Rules on page 3.



## CANCELLATION POLICY

- \* If you cancel after you have been accepted, you will be charged 25% of your site fee.
- \* If you cancel less than 14 days prior to the PET EXPO, you are still liable for full payment of your site fee.
- \* If you do not inform the organisers of cancellation, you will not be eligible for participation in any future ROYAL CANIN PET EXPO and will still be liable for your full site fees.

## HOW TO APPLY

- \* Please complete the application form, sign, date and return it to the address below, with one of the following three payments:
  1. Commercial site - \$150 non-refundable deposit, or
  2. Kennel/Cattery/Breeder site - \$80 non-refundable deposit, or
  3. Club/Charity site - \$40 non-refundable deposit.
- \* All applications will be answered within 2 weeks.
- \* Site bookings are only completed when the fees have been paid in full.
- \* The balance payment will be invoiced approximately 5 weeks prior to the PET EXPO.
- \* Display Guidelines will be sent out to all exhibitors with their acceptance notification.
- \* PET EXPO Guidelines will be sent out to all exhibitors approximately 5 weeks prior to the PET EXPO.





**DETAILS** Please complete all the details below.

**Business/Club Name** .....

**Exhibitor Name** .....

**Postal Address** .....

**Post Code** .....

**Day Ph** ..... **Home Ph** .....

**Fax** ..... **Mobile** .....

**Email** .....

**www** .....

**Product/Breed.** Please list all the different types of products and services or breeds you wish to display, promote or sell.  
 .....  
 .....

**Email Guidelines.** Please email me the show guidelines & invoice etc

**PAYMENTS**

**Credit Cards Payments.** Please debit my credit card for my ...

Deposit  site fees on due date

Visa  Mastercard  American Express

Card Holder's Name .....

Card Number ..... exp ..... / .....

**Internet Payments.** Can be made to ANZ Bank, account number 010797 0420458 00. Make sure you include your details.

**Cheque Payments.** Cheques payable to Dunkleys Shows Ltd and post with completed application form to P.O. Box 8901, Christchurch 8440.

I have read and accept the Rules, Display Rules and Cancellation Policy contained in the 2012 ROYAL CANIN PET EXPO Application Pack. I also permit Dunkleys Shows Ltd to use photographs taken of my pets or products for future promotions and to pass on my details to enquirers.

**SIGNED** ..... **DATED** ..... / ..... / .....

**APPLICATIONS WITHOUT A DEPOSIT WILL BE RETURNED TO SENDER.**

office use only		
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**DUNKLEYS SHOWS LTD** P.O. Box 8901 Christchurch 8440  
 Ph 03) 348-0572, Fx 03) 348-4835, www.petexpos.co.nz

**SITE SIZES** Please tick the box(es) for the site size you require.

<b>Commercial</b>	Extra Small	Small	Medium	Large	Extra Large	Larger site (by request)	Corner

<b>Kennel/Cattery/Breeder</b>	Extra Small	Small	Medium	Large	Extra Large	Larger site (by request)	Corner

<b>Club/Charity</b>	Extra Small	Small	Medium	Large	Extra Large	Larger site (by request)	Corner

**ACTIVITIES**

If you are interested in holding a pet-related activity on either or both show days, please tick the box and we will contact you to discuss further details.

**SITE SHARING**

If you are going to share your site with another business or club, please complete all their details below.

**Business/Club Name** .....

**Exhibitor Name** .....

**Postal Address** .....

**Post Code** .....

**Day Ph** ..... **Mobile** .....

**Email** .....

**www** .....

**Product/Breed.** Please list all the different types of products and services or breeds you wish to display, promote or sell.  
 .....  
 .....

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