



7th Annual NYC Re-tails & Sales Pet Expo

Presented by American Pet Professionals, LLC and Whitegate PR!

Tuesday, April 30, 2019, 1pm - 6pm

Home Studios Inc. • 873 Broadway • New York City, NY 10003

Presenting Media Sponsor: *Pet Age Magazine!*

Vendor Form

Your vendor package includes:

- You will be provided a 6-foot table, linens and (2) chairs at the event.
- Listed on the www.RetailsandSalesPetExpo.com website
- Included in the Facebook Group <https://www.facebook.com/groups/NYCRetailsandSalesPetExpo/> as an exhibitor with your logo and linked back to your website.
- You will be given a list with contact info of all the retailers that are invited, as well as those that show up the day of the event, (i.e. that didn't RSVP), and any press that attends as well.
- Both Dana Humphrey of Whitegate PR and Nancy Hassel of American Pet Professionals, both well known in the **Pet PR World**, are doing a large Press Push for this event.
- Your company will be listed as a vendor every time the event is listed as a featured event in the **Pet Events Newsletter** which will be **(6)** times prior to the event.** (3/20/19; 3/27; 4/3; 4/10; 4/17; 4/24). The Pet Events Newsletter (*Goes out to over 12,000+ subscribers weekly, shared on social media with a circulation of over 30,500+ fans/followers!*)
- **Pet Age Magazine** is our Presenting Media Sponsor and will:
 - Feature the event in Pet Age e-newsletter(s) to 21,000+ retailers in February, March & April.
 - Inclusion in two issues of Pet Age Magazine, ads and articles for March and April.
- This event will also be tweeted about, promoted on Facebook, Instagram, LinkedIn, Twitter, Pinterest, Google+, and other social media sites through American Pet Professionals/Whitegate PR/Dana Humphrey.
- Any press on site at the event will be directed to speak to you about your product and business.
- You will also be interviewed Live on our Facebook page!
- Refreshments (including coffee and water) and nibblers will be provided during the event, you are responsible for your own meals, including lunch and dinner.
- Your sample products, brochures, business cards can be put in the swag bags given at the event.

Perks of the Event:

- This is an invite-only event for buyers and retailers in the New York tri-state area to attend, meet you, see your products and learn how to get your pet products into their stores!
- We have partnered with Pet Age Magazine who is our Presenting Media Sponsor for this event and providing great value in promoting it to their retail reader's months prior to the event!
- Media will be invited to the event to potentially feature your event and retailers will be in attendance for you to meet, write orders to.
- We are also inviting pet influencers (groomers and pet care professionals) and pet celebrities to be at the event to meet you and learn about your products.
- Getting your product in front of retailers, press and pet industry influencers all in one day!

To be listed as vendor in all six weeks of the Pet Events Newsletter prior to NYC Re-tails & Sales Pet Expo payment must be made by February 1, 2019. Please fill out **2nd page of this form and mail with your payment - check or money order payable to: **Retails and Sales Pet Expo and mail to either: PO Box 623, Babylon, NY 11702 or 133 Beach 120th Street, Unit 4E, Rockaway Park, NY 11694.**

VENDORS, please fill out the information below:



Business Name: _____

Contact Person: _____

Address, City, State, Zip: _____

Email: _____ Phone Number: _____

Website: _____ Twitter Handle: _____

Item(s) or Service(s) you will have at event: _____

Billing Information, please check one:

~~EARLY BIRD SPECIAL Register by September 1, 2018 (with payment) the cost is \$1,200.00~~

Register by February 1, 2019 (with payment) and the cost is \$1,350.00

Last minute registration is April 19, 2019 (with payment) and the cost is \$1,500.00

Official Members of American Pet Professionals get a \$50 discount off of the price at any date.

Please make checks payable to **'Retails and Sales Pet Expo.'**

Mail Completed and Signed Vendor form with payment to:

Retails and Sales Pet Expo and mail to either of our addresses:

PO Box 623, Babylon, NY 11702 **or** 133 Beach 120th Street, Unit 4E, Rockaway Park, NY 11694.

No refunds for this event.

I agree to all terms and conditions set forth by American Pet Professionals, LLC, Whitegate PR and the Home Studios Inc., and release American Pet Professionals, LLC, Whitegate PR and the Home Studios Inc., the Owners and Staff from any and all liability and responsibility for any loss, damage, or bodily injury, before, during or after the NYC Re-Tails & Sales Pet Expo on Tuesday, April 30, 2019 hosted by American Pet Professionals, LLC, Whitegate PR, and held at Home Studios Inc., 401 Seventh Avenue New York City, NY 10001.

The undersigned agrees on behalf of the above named company to all terms and conditions set forth by American Pet Professionals, LLC, Whitegate PR and the Home Studios Inc., and release the American Pet Professionals, LLC, Whitegate PR and Home Studios Inc., the owners and staff from any and all liability and responsibility for any loss, damage, or bodily injury, before, during or after the NYC Re-Tails & Sales Pet Expo on Tuesday, April 30, 2019 held at Home Studios Inc., 873 Broadway (Suite 410), New York City, NY 10003. The undersigned also agrees and understands that American Pet Professionals, LLC, Whitegate PR is not responsible for any sales the vendor makes that day nor are the responsible for amount of attendees that are in attendance the day of the event. The undersigned hereby releases, discharges and agrees to indemnify American Pet Professionals, Whitegate PR, the Home Studios Inc., it's directors, officers, servants, employees, its animals that are at the event and volunteers from all claims, actions, and rights of cause of action of any kind including negligence and ordinary negligence that the undersigned may have now or in the future.

The undersigned also agrees to indemnify the American Pet Professionals, LLC, Whitegate PR and the Home Studios Inc., its agents, directors, officers, servants, employees, and volunteers from any and all claims and actions of any kind brought against the American Pet Professionals, LLC, Whitegate PR and the Home Studios Inc., its agents, directors, officers, servants, employees, and volunteers by any third party as a result of the activities or negligence including acts of ordinary negligence of the undersigned or the company the undersigned represents. The undersigned agrees and understands that American Pet Professionals, LLC, Whitegate PR and the Home Studios Inc., are not responsible for your items being shipping to and from the venue.

There are absolutely **no refunds** for any reason. The undersigned has authority and power to sign on behalf of the above listed company.

Signature: _____ Date: _____

Print Name, Title: _____

Print Business Name: _____