



## 8<sup>th</sup> Annual NYC Re-tails & Sales Pet Expo

Presented by American Pet Professionals, LLC and Whitegate PR!

**B2B Zoom Pop Live Virtual Show: Tuesday, April 27, 2021, 1 pm – 6pm EST**

### Vendor Form

#### **Your vendor package for the ZOOM Pop Virtual Show includes:**

- 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 **(4)** times prior to the event. **\*\*** (3/31/21; 4/7; 4/14; 4/21; In addition to (2) e-blasts direct to retailers. *(The Pet Event Newsletter goes out to over 18,500+ subscribers weekly, shared on social media with a circulation of over 30,500+ fans/followers!)*
- Your company will also be featured in the e-blast direct to Retailers sent by our **Media Partner Pets+** magazine on April 13, 2021. As well as posted in their group page on Facebook. 20k subscribers.
- This event will also be tweeted about, promoted on Facebook, Instagram, LinkedIn, Clubhouse, Twitter and other social media sites through American Pet Professionals/Whitegate PR/The Pet Lady/NYC Retails & Sales.
- Live Video Demo of your products during your scheduled time on the date of April 27, 2021. *(We will send you a video to help you showcase your products live!)*
- You will be given a list with contact info of all the retailers that are invited, as well as those that show attend and register for the April 27, 2021 show and any press that attends as well.
- Included in the Facebook Group <https://www.facebook.com/groups/NYCRetailsandSalesPetExpo/> as an exhibitor with your logo and linked back to your website.
- Listed on the [www.RetailsandSalesPetExpo.com](http://www.RetailsandSalesPetExpo.com) website on our participants page.
- This is an invite-only event for buyers and retailers in the New York tri-state area and beyond to attend, meet you, see your products and learn how to get your pet products into their stores! We vet and qualify attendees who register.

**\*\*To be listed as vendor in all four weeks of the Pet Events Newsletter prior to NYC Re-tails & Sales Pet Expo payment must be made by March 30, 2021. 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 120<sup>th</sup> 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: \_\_\_\_\_

Instagram Handle: \_\_\_\_\_

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

Billing Information, please check one:

- Register for the B2B Zoom Pop Virtual Show:** (with check payment) and the cost is \$500.00
- Register for the B2B Zoom Pop Virtual Show:** (with PayPal/Credit Card pay) the cost is \$515.00
- Register for both the B2B Zoom Pop Virtual Show AND the In-Person show on Tuesday, May 3, 2022 the cost is: \$2000.00. \*See the 3<sup>rd</sup> Page for what you get at the in-person event.**

*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 120<sup>th</sup> Street #4E Rockaway Park NY 11694.  
PayPal email: [nycretailsandsalespet@gmail.com](mailto:nycretailsandsalespet@gmail.com) (Please see PayPal Vendor prices above)  
*We can send you an invoice via PayPal if you prefer to pay with credit card.*  
*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 27, 2021 (Virtual) and the in-person event on Tuesday, May 3, 2022 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 27, 2021 (Virtual) and the in-person event on Tuesday, May 3, 2022 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: \_\_\_\_\_

If you checked off that you are going to be part of both the In-Person event on Tuesday, April 27, 2021 AND the In-Person event scheduled for May 3, 2022 in New York City at Home Studios, 873 Broadway, NY 10003. Please see below for additional information about what you will get as a vendor for the In-person show:

## **Vendor Information for the May 3, 2022 In-Person Show:**

### **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](http://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. \*\* (3/23/22; 3/30; 4/6; 4/13; 4/20; 4/27).

*(The Pet Event Newsletter goes out to over 18,500+ subscribers weekly, shared on social media with a circulation of over 30,500+ fans/followers!)*

- This event will also be tweeted about, promoted on Facebook, Instagram, LinkedIn, Twitter and other social media sites through American Pet Professionals/Whitegate PR/The Pet Lady/NYC Retails & Sales.
- Any press on site at the event will be directed to speak to you about your product and business.
- Refreshments (including coffee and water) and nibblers will be provided during the event, you are responsible for your own meals, including lunch and dinner.

### **Perks of the Event:**

- This is an invite-only event for buyers and retailers in the New York tri-state area and beyond to attend, meet you, see your products and learn how to get your pet products into their stores!
- Media will be invited to the event to potentially feature your products.
- Retailers will be in attendance for you to meet and write orders with.
- We are also inviting pet influencers and pet celebrities to be at the event to meet you and learn about your products.
- Meet with groomers, dog walkers, veterinarians and pet care professionals to get product feedback, insights and private label inquiries and orders.
- Getting your product in front of buyers and boutiques from Manhattan and beyond!
- Photos and interview videos published in print and online.
- Mingling with celebrity dogs, press and pet industry influencers.