

Exhibitor Information

Exhibitor Space

- Cost: \$25.00 non-profit, \$75.00 for-profit, and \$100.00 for concessionaires.
- Limited to a 10' x 10' space, no electricity will be available.
- Exhibitors must provide their own table, chairs and canopy tent.
- Set up is held from 7:30 – 9:30 a.m. Tear down will begin at the close of the event at 4:00 p.m. Once the event has begun, no vehicles will be permitted on the event grounds until after 4:00 pm.
- Booth must be staffed at all times.
- Exhibitor will display merchandise so that walkways are kept clear and merchandise does not intrude on any adjacent exhibitor space.
- Devices which produce sound must be operated so as not to disturb other exhibitors or animals.
- Exhibitor understands that other exhibitors with similar merchandise may also have space at the event.
- Exhibitor space is limited and is on a first-come, first serve basis; however, FKPP and KCASA at their sole discretion, may refuse exhibitor's request for space.
- FKPP and KCASA will not be responsible to the exhibitor, employees, agents, guests or animals for any damage or injury from fire, electricity, water, storm, riot, smoke, theft or any other cause.

Exhibitor Responsibilities

- Exhibitor must obtain all permits and licenses required by the State of Kentucky and Kenton County, and must pay all applicable city, county, state and federal taxes.
- Exhibitor gives FKPP & KCASA the right to use their name in Pioneer Park Best Bash publicity and advertising.
- Exhibitor will carry liability and property insurance sufficient to provide adequate coverage should an accident or damage occur at the exhibitor's booth.
- Exhibitor will be completely set up and have all vehicles removed from the event site to their specified parking areas before 9:30 a.m. During set up, exhibitors will quickly unload all materials from vehicles and move vehicles out of the designated unloading zone before setting up their booth.
- Exhibitors will remove all equipment, supplies and vehicles from the event site by 5:00 p.m. on the day of the event. Exhibitor's space must be left clean with all trash placed in the receptacles provided.

Pioneer Park Beast Bash General Info

Contact information: Dan Evans at 859-356-7400 or by email at dan.evans@kentoncounty.org

This event will be held rain or shine. Exhibitor space is non-refundable.

Rescue and humane organizations are welcome to bring adult dogs for adoption.

Adoptions may not be completed at the event.

No puppies under 4 months of age.

HELP US PUBLICIZE THIS EVENT!

Please link to our event web site:
www.beastbash.com.

Contact Dan by phone at 859-356-7400 or by email at dan.evans@kentoncounty.org if you would like flyers or posters to help promote this unique and fun event!



Kenton County Animal Shelter
1020 Mary Laidley Drive
Ft. Mitchell, KY 41017



FKPP, Inc
P.O. Box 16012
Covington, KY 41016-0012

www.beastbash.com

Kenton County Animal Shelter Friends of Kenton Paw Park And Your Organization

Present

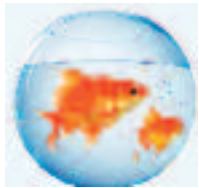
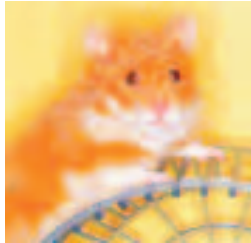
Pioneer Park



July 21, 2012
10 am—4 pm

A CELEBRATION OF
PETS AND THEIR PEOPLE

Sponsor
&
Exhibit
Be part of it!



Event Release

By submitting this form, I agree to hold harmless and release the Kenton County Fiscal Court, the Kenton County Animal Shelter and FKPP Inc, their individual members and all of their officers, agents, assigns, and employed from any and all loss, damage, liability, injuries, medical conditions, and costs or expenses as may arise, or may be caused in any way by participation in County operated recreation and park programs or activities that I or my family participate in. I further understand that I assume all responsibility for any loss, damage, liability, injuries, or medical complications from participation in County-operated recreation and park programs that I or my family participates in. I have read and understand the above conditions for participation in Kenton County Fiscal Court, the Kenton County Animal Shelter and FKPP Inc programs and activities. I also acknowledge that I have reviewed the attached exhibitor information.

YOUR INVITATION TO PARTICIPATE

KCAS & FKPP INVITE YOU TO BE PART OF BEAST BASH 2012

Pioneer Park Beast Bash is the first Mid-Summer Pet Event in the Tri-State Area catering to pets and their owners. During this event, and for a full month prior, you have the opportunity to put your image and your message directly into the hands of thousands of pet-oriented consumers. Depending on your level of sponsorship, your company may benefit from many of the following event-related promotions:

- High traffic locations within event grounds
- Use of event logo in product promotion
- Sampling/coupons
- Retail/trade promotion
- High visibility signage
- On air media coverage
- Extensive print promotion



Depending on your level of involvement, your advertising/promotional message will be seen during the festival's promotion period. We're targeting pet owners of Kentucky, Ohio and Indiana all who pamper and spend a great deal of money on their pets. We expect to reach in excess of 2,000 people at the event plus the countless thousands that will hear or read about the event through newspaper articles, public service announcements on radio and television, radio interviews, websites, posters, flyers, and the event programs, but may not be able to attend.

The Pet Industry is a 40 billion dollar market.



Event Details

DATE	Saturday 21, 2012
TIME	10 a.m. - 4 p.m.
LOCATION	Pioneer Park 3950 Madison Pike Covington, KY 41017 Centrally located in the Tri-State area. Visitors from Kentucky, Ohio and Indiana
FEATURES	Contests, pet related vendors, pet communicator, canine demonstrations kid activities and concessions.
ACHIEVEMENTS	Kenton Paw Park was voted one of the Top 10 Dog Parks in the US for 2006, 2007, 2010 and 2011 by Dog Fancy Magazine.
ATTENDANCE	2012 - 2,000 people, 1,000 dogs (est) 2011 - 1,500 people, 750 dogs 2010 - 1,000 people, 500 dogs
SIMILAR EVENT	Greene County Dash 'N Splash Event Attendance 2006 - 3,000 people, 1,500 dogs 2007 - 10,000 people, 5,000 dogs 2008 - 10,000 people, 5,000 dogs 2009 - 12,000 people, 6,000 dogs 2010 - 12,000 people, 6,000 dogs
PRESENTED BY	Kenton County Animal Shelter Friends of Kenton Park Park
COST	Free Admission; \$5 parking donation
PROCEEDS	All Proceeds Benefit the  Kenton County Animal Shelter and the Kenton Paw Park

Sponsor Level Summary

Best in Show \$5,000

- Company name incorporated heavily promoted in the media
- Publicized as title sponsor in all pre-event radio, television and newspaper promotions and media releases
- Logo will be a primary focus on event programs & posters distributed to promote the event
- Company banner, on display at the paw park for 2012
- On-site announcements
- Full-color, full-page ad in the official event program
- Listing with link on Official Web Site
- Opportunity to include company information in goody bags
- 10x20 vendor space at event

Best In Breed \$3,000

- Publicized in all pre-event radio, television and newspaper promotions and media releases, as well as on event posters
- Company banner on display at the paw park for 2012
- Full-color, 1/2-page ad in the official event program
- Listing with link on Official Web Site
- Opportunity to include company information in goody bags
- 10x10 vendor space at event
- On-site announcements

Top Dog \$1,000

- Publicized in all pre-event radio, television and newspaper promotions and media releases, as well as on event posters
- Company banner on display at the paw park for 2012
- Full-color, 1/4-page ad in the official event program
- Listing with link on Official Web Site
- Opportunity to include company information in goody bags
- 10x10 vendor space at event
- On-site announcements

Grand Champion \$500

- Media release coverage
- Logo included in official event program
- Listing with link on Official Web Site
- Opportunity to include company information in goody bags
- 10x10 vendor space at event

Local Champion \$250

- Media release coverage
- Logo included in official event program
- Listing with link on Official Web Site
- Opportunity to include company information in goody bags
- 10x10 vendor space at event

Blue Ribbon \$150

- Media release coverage
- Name included in official event program
- Listing with link on Official Web Site
- Opportunity to include company information in goody bags
- 10x10 vendor space at event

Beast Bash 2012 Application

Company _____

Contact _____

Address _____

Email _____

Phone _____

Donate silent auction prize or gift bag item (y/n) _____

Sponsorship Levels

___ Best in Show \$5,000 ___ Best in Breed \$3,000
___ Top Dog \$1,000 ___ Grand Champion \$500
___ Local Champion \$250 ___ Blue Ribbon \$150

Exhibitors

___ Non-Profit \$25 ___ For-Profit \$75
___ Concessionaire \$100

I would like to reserve _____ exhibitor space (s)

at a total cost of \$ _____

Please describe your booth setup : _____

Type of service/products offered _____

Completed application and fee must be received by May 31, 2012, to be included in the event poster, Friday, June 29, 2012, to be included in the event program or by Friday, July 13, 2012 (no event program listing). Send to:

FKPP Beast Bash
c/o Dan Evans
P.O. Box 16012
Covington, KY 41016-0012

Make checks payable to FKPP.
Payment may also be made at www.beastbash.com

CUT ALONG DOTTED LINE AND MAIL TO ADDRESS LISTED BELOW