

VENDOR APPLICATION

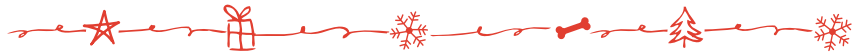
Deck
the
Paws™

HOLIDAY PET EXPO → FAIR PARK

DECEMBER 1-2, 2018



EVENT INTRODUCTION



HOLIDAY PET EXPO

No doubt about it...we love our furry family members, and we love to pamper and spend more time with them. We also love to celebrate the holidays with our furbabies! Introducing an extra merry and bright way to reach out to your target audience – Deck the Paws, a two-day celebration dedicated to pets and pet lovers.

At Deck the Paws, festival-goers will fa-la-la-love the fun-filled festivities including:

- Holiday shopping for pets and pet lovers
- Santa's village with photo op-paw-tunities with Old Saint Nick himself
- North Texas' first art exhibit for dogs
- Ugly Sweater contest for humans and their pets
- Music and other holiday entertainment
- Paw-tastic Kids' Zone
- Festive foods and a Beer & Wine Garden
- Celebrity pet bowl auction
- Benefits local nonprofits Artists for Animals, DFW Pup Patrol, and Operation Kindness
- Coat & Package Check
- Gift Wrapping



THIS EVENT IS DESIGNED WITH VENDORS IN MIND!

More than 10,000 pet lovers and their furry ones will enjoy a low entry cost so that they can spend more money shopping with you. It's an opportunity for attendees to hang out with fellow animal lovers and be immersed in the holiday spirit by enjoying shopping, art, music, festive foods, and furry fun.

You don't have to sell product or services for only pets and pet lovers.
We welcome all vendors!

LOCATION

Fair Park's Centennial Hall
1001 Washington
Dallas, TX 75210

Deck the Paws is produced by Unleashed Paws, LLC, a lifestyle website and event planning company for animal lovers that serves Dallas, Fort Worth and the surrounding cities.

DON'T MISS BEING PART OF DALLAS' MOST SOUGHT AFTER HOLIDAY EVENT FOR ANIMAL LOVERS!

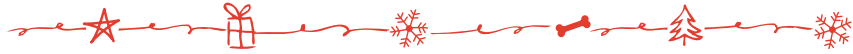
Booth space is limited and on a first-come, first-serve basis. For more information, including reserving your space, please contact us:

Kathy Beazley
Unleashed Paws, LLC
214-728-5573
Kathy@UnleashedPaws.com
P.O. Box 670483
Dallas, TX 75367-0483



DECEMBER 1-2, 2018
11 AM – 7 PM | FAIR PARK
DeckThePawsDFW.com

RULES, REGULATIONS AND GENERAL INFORMATION



BOOTH INFORMATION

Each inside Vendor will be provided a 10x10 or 10x20 area to setup their booth. Vendors are to provide their own display materials and racks in order to display their samples and merchandise. Tables, chairs and electricity are available at an additional cost.

Booths must be set up and staffed by the opening of the event. All participating vendors must be open during these event hours: Saturday, December 1, 2018, hours – 11 AM to 7 PM and Sunday, December 2, 2018, hours – 11 AM to 7 PM.

Subleasing is not permitted. The booth must be occupied at all times. Vendor is prohibited from selling merchandise, distributing literature, performing an activity, etc. from an area other than their booth space.

PARKING

Each vendor will be provided limited parking passes for the designated parking lot of vendors. If more passes are needed, they can be purchased for \$10. Trailers, oversized vehicles such as RVs, trucks, etc. will be able to park in designated lot that is easily accessible from the event area. Vendors and staff need to have their vendor event passes with them to get through the event gates.

SECURITY

Security will be on-site with a 24-hour patrol throughout the event. This presence, however, does not guarantee against theft or loss; rather, it is to supplement any precautions that participants should already take. Vendors are responsible for their own booths, including merchandise and money collected during the event. Unleashed Paws LLC, The Dallas Directory, the City of Dallas, Fair Park and their respective directors, members, employees, sponsors, contractors, and assigns are not responsible for theft or any liability that may arise during Deck the Paws resulting from injury to you or your property. A signed waiver is required.

ASSIGNMENT

Vendor shall not assign, transfer, convey, alienate or otherwise dispose of their space or any interest therein, or its rights, title, or interest therein to any other person, company, or corporation without the prior written consent of Deck the Paws.

SET UP AND TAKE DOWN

Load in time will be Friday, November 30 from 9 AM to 5 PM. All set-ups MUST be completed by 5 PM on Friday, November 30. All vehicles must be out of the building on Friday no later than 5 PM. **You must be set-up and ready to sell by the time the gates open at 11 AM on Saturday.**

VENDOR SET UP TIMES

Friday, November 30 - 9 AM to 5 PM

Saturday, December 1 - 9 AM to 10:30 AM (All vendors must be ready to open at 10:30 AM)

Sunday, December 2 - 9 AM to 10:30 AM (All vendors must be ready to open at 10:30 AM)

You cannot drive into the building on Saturday or Sunday. All vehicles must be out of the building on Friday no later than 5 PM. Load OUT time is after the event closes at 7 PM on Sunday, December 2 once security has cleared the event grounds.

VENDOR TEAR DOWN TIMES

Sunday, December 2 - 7 PM to Midnight (All vendor vehicles must be off Festival grounds by Midnight)

Monday, December 3 - 9 AM to Noon (All vendor vehicles must be off Festival grounds by Noon)

ABSOLUTELY NO VENDORS MAY MOVE OUT PRIOR TO 7 PM ON SUNDAY.

MOVE OUT AND REMOVAL OF PROPERTY

If Vendor fails to remove all of its property and effects including refuse from the Event premises within two hours after the conclusion of the Event, Deck the Paws will consider such property abandoned, in which it shall become the property of the Deck the Paws; without any liability to Vendor for loss thereof. Vendor agrees to pay Deck the Paws on demand, any and all expenses incurred in such removal including court costs and attorney's fees and storage costs; or dispose of such property in any manner considered appropriate to Deck the Paws.

CANCELLATIONS

In the event of cancellation or withdrawal by participating vendor prior to October 15, 2018, Deck the Paws will reassign the space and return your booth fee minus \$50 for administrative handling. Vendors must submit a refund request in writing to Deck the Paws to have fee refunded. **NO REFUNDS** of fees will be given to any vendor that withdraws after October 30, 2018. If Deck the Paws is canceled due to circumstances beyond our control within 30 days of the event, a 50% refund of the fee will be issued. If it is canceled more than 30 days prior to the event, a 100% refund will be issued.

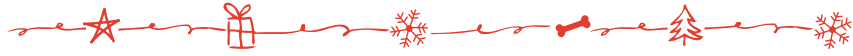
DECK THE PAWS AUTHORITY

Deck the Paws shall have complete authority and control over all aspects of the Event. They reserve the right to oversee and make whatever arrangements and modifications it deems necessary for site management, security, crowd control, clean-up, publicity and any other matters affecting the overall Event operation. Deck the Paws makes no guarantee as to any specific level of Event attendance nor guarantee any specific level of sales to Vendor.



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RULES, REGULATIONS AND GENERAL INFORMATION



VENDOR RESPONSIBILITIES

Vendor agrees to conduct its business in a safe, orderly and lawful manner and to abide by all rules and regulations prescribed by Deck the Paws or any applicable governing authority, including those relating to the preparation of the products and the disposal of refuse; the maintenance of the premises; all public health and sanitation ordinances and city and state ordinances and regulations. Vendor is solely responsible for all labor, materials, equipment, tools and other items necessary for use during the Event. Vendor is responsible, at its own cost, to obtain all licenses and permits that may be required by any public authority for the sale of any of the products.

Vendor shall also be responsible for payment of any and all taxes required by any taxing authority from the sale of products. Neither Vendor nor any of its employees shall distribute campaign or political literature of any kind at any time in or surrounding the premises.

Deck the Paws shall under no circumstances assume responsibility for any deliveries of any item on behalf of Vendor. Should Deck the Paws accept such a delivery on behalf of Vendor, Deck the Paws shall have no liability with respect to item(s) so delivered. Vendor shall not permit any waste, injury, or damage upon or to the premises, furnishings, equipment or appurtenances. Neither Vendor nor any of its employees shall remove any furnishings, equipment or appurtenances belonging to Producer from the premises. It is the intention of Deck the Paws that the vendor operation shall be of the highest quality attainable. All foods, confections and the like sold or kept for sale shall be first quality, wholesome, palatable, pleasing to the eye, and shall conform in all respects to the Federal, State and Municipal food and other laws, ordinances and regulations.

The operations of Vendor shall be such as to render service to the public in a dignified manner, and no pressure, coercion or persuasion shall be used by Vendor in an attempt to influence the public to use the services or products of Vendor. All vendor sales shall be conducted and operated so as not to interfere with the orderly operation of the Event. All Vendor sales will be conducted in a timely manner that is sensitive to the starting, ending or reconvening of the Event. The sales shall be conducted at such times from and at locations designated in advance by the Deck the Paws or its designated representatives and for such purpose and no vendors or hucksters will be permitted to circulate through the premises for the sale of any merchandise, except with the permission of the Deck the Paws.

Vendor's employees shall maintain personal cleanliness at all times. Employee uniforms will be devoid of advertising except that of Vendor unless otherwise approved by Deck the Paws. Vendor shall not employ any person or persons in or about the Premises who uses improper language or acts in a loud or boisterous manner, and shall, upon reasonable request of Deck the Paws, immediately remove any employee deemed unsuitable. Vendor shall not make any alternations in, or additions to, nor post any signs upon any part of the Premises, or permit signs to be posted for advertising of goods of any nature on the Premises, or on Vendor's employees or equipment without prior permission of the Deck the Paws, which such consent shall not be unreasonably withheld.

Anyone bringing a pet to the festival must agree to sign the pet policy waiver, which will be included in the exhibitor packet. All dogs and cats must be up to date with necessary shots and vaccinations and free from parasites. All pets must be well-behaved and leashed (not on a retractable leash).



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VENDOR APPLICATION CHECKLIST

(Please submit entire application and ALL related documents on the list below.)

VENDOR NAME

CONTACT NAME

CONTACT PHONE

CONTACT EMAIL

- VENDOR AGREEMENT AND AUTHORIZATION**
- EXHIBITOR/VENDOR INFORMATION FORM**
- DECK THE PAWS FEES & PAYMENT FORM**
- METHOD OF PAYMENT FORM**
- VENDOR ELECTRICAL NEEDS FORM**
- COPY OF SALES & USE PERMIT**
- LOGO (JPG, PNG AND EPS)**

Email completed application and required documents to Kathy Beazley at Kathy@UnleashedPaws.com.

MAILING ADDRESS FOR PAYMENTS

Unleashed Paws, LLC
P.O. Box 670483
Dallas, TX 75367-0483



VENDOR AGREEMENT AND AUTHORIZATION

I have read, understood, and accepted all information regarding participation in **DECK THE PAWS** to be held Saturday, December 1, 2018 through Sunday, December 2, 2018 and I agree to abide by all the rules, terms, and conditions set forth in the “**Vendor – Rules, Regulations and General Information**” attached hereto and made a part hereof for all purposes. Furthermore, By signing this agreement, the Vendor agrees to hold harmless and indemnify Unleashed Paws, LLC, The Dallas Directory, the City of Dallas, Fair Park and their officers, members, agents, employees, and volunteers for any and all liabilities, losses, claims, damages and expenses that may arise from the negligence of the Vendor and/or any of its agents, employees, or representatives.

VENDOR NAME

AUTHORIZED VENDOR SIGNATURE

DATE

JOB TITLE



EXHIBITOR/VENDOR INFORMATION FORM

(Please print clearly)

NAME AS YOU WOULD LIKE FOR IT TO APPEAR IN PRINTED MATERIALS

BUSINESS NAME (IF APPLICABLE)

TAX ID #

STREET ADDRESS

CITY

STATE

ZIP CODE

WEBSITE

BUSINESS PHONE

FACEBOOK

TWITTER

INSTAGRAM

CONTACT NAME

CELL PHONE

EMAIL

CONTACT PERSON ON-SITE DURING EVENT

CELL PHONE

Do you need electricity? YES NO

Do you need tables & Chairs? YES NO

Do you need more than 1 parking pass? YES NO

PRODUCT TYPE (Select all that apply) Accessories Apparel Art/Photography Food Jewelry
 Pet-related Products Services Other

Are you planning on distributing food samples?* YES NO

**Please Note: If you plan on distributing food samples, you must comply with local health codes and permits.*

Animals cannot be bought or sold without advance permission from Deck the Paws event management. Only adoptions from approved rescues allowed. No 'shock' collars or other pain- or fear-based "training" techniques allowed.

DESCRIPTION OF MARKETING AT BOOTH AND/OR ITEMS TO BE SOLD AT BOOTH (Please submit photos of items that will be sold)

MARKETING OF YOUR PARTICIPATION AT DECK THE PAWS

We ask that you promote your participation at Deck the Paws through your social media outlets and to come out and see you at the event.

BONUS:
 FREE 300X250 AD ON
 UNLEASHEDPAWS.COM
 OCT - DEC 2018!
 (A \$147 VALUE)



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DECK THE PAWS FEES & PAYMENT FORM

VENDOR NAME _____

TAX ID# _____

BOOTH SPACES

	EARLY BIRD PRICING Through June 30, 2018	July 1-Oct. 15, 2018	Quantity	Booth Fee (Price x Quantity)
Animal Rescue 10x10 Indoor	\$100 refundable deposit	\$100 refundable deposit		
Animal Services/Shops 10x10 Indoor	\$200	\$250		
Arts & Crafts (handmade) 10x10 Indoor	\$200	\$250		
Resale	\$300	\$350		
Each Additional Indoor Space	\$175	\$200		
10' x 10' Outdoor Space*	\$150	\$175		
Each Additional Outdoor Space*	\$125	\$150		

*(Must provide tent. Rentals are available.)

ADDITIONAL BOOTH ACCESSORIES

Additional Booth Accessories	Price	Quantity	Accessories Fee (Price x Quantity)
6' Tables	\$20		
Folding Chairs	\$5		
Electrical Drops (For needs exceeding more than basic power there will be an additional fee which will be determined once we know your needs)	\$50		

OPTIONAL EVENT ADVERTISING

(You will receive a free listing, advertising is extra)

Advertising Size	Price	Quantity	Advertising Fee (Price x Quantity)
Full-page color	\$100		
½ page color	\$75		
¼ page color	\$50		

Total Booth Fee: \$ _____

Total Accessories Fee: \$ _____

Total Advertising Fee: \$ _____

NOTE:

- 100% of the Total Amount due by October 30, 2018.
- If this Application & License Agreement is returned on or after October 15, 2018, 100% of the total amount will be due.
- Cancel/Withdraw: In the event of cancellation or withdrawal by participating vendor prior to October 15, 2018, Deck the Paws will reassign the space and return your booth fee minus \$100 for administrative handling. Vendors must submit a refund request in writing to Deck the Paws to have fee refunded.
- NO REFUNDS of fees will be given to any vendor that withdraws after October 30, 2018.
- If Deck the Paws is canceled due to circumstances beyond our control within 30 days of the event, a 50% refund of the fee will be issued. If it is canceled more than 30 days prior to the event, a 100% refund will be issued.
- A payment must be returned with this signed Application & License Agreement. The individual signing below represents and warrants to Management that he or she is duly authorized to execute this Application on behalf of the company named above ("Exhibitor") and that he or she has read and understands that, if this Application is accepted by Management, Exhibitor agrees with and shall be bound by and subject to the terms of the License Agreement set forth on the following pages. Management reserves the right to reject ANY Application for ANY reason. The issuance of an invoice with a booth assignment, in response to a submitted Application, shall constitute acceptance by Management and a binding agreement between Management and Exhibitor.

TOTAL FEES: \$ _____

INTERNAL USE ONLY

Booth Number _____



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METHOD OF PAYMENT FORM

VENDOR NAME

CONTACT NAME

CONTACT PHONE

CONTACT EMAIL

Check, made payable to Unleashed Paws, LLC

Check # _____

VISA

MasterCard

NAME ON CARD

BILLING ADDRESS

CITY/STATE/ZIP

PHONE

CREDIT CARD NUMBER

EXP. DATE (MO./YR.)

SECURITY CODE

SIGNATURE OF CARD HOLDER

DATE

I authorize my card to be charged by Unleashed Paws, LLC for the amount listed above (card will be charged once application is approved)



VENDOR ELECTRICAL NEEDS FORM

(Vendor must bring their own 3-prong extension cord)

VENDOR NAME

CONTACT NAME

CONTACT PHONE

CONTACT EMAIL

List electrical devices needing power and their wattage/amp requirements.

Device Description	Wattage/Amps	Comments
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For needs exceeding more than basic power there will be an additional fee which will be determined once we know your needs.

Deadline for electrical needs sheet to be turned in is October 30, 2018.