

NINTH ANNUAL

SPRING DOG FESTIVAL

“Woofstock West”

Sunday May 16, 2010, 10AM to 3PM

Soquel High School, Soquel, CA



Potential Exhibitors:

You are invited to join us at the 2010 Spring Dog Festival. As an exhibitor you will join the Monterey Bay area's best in a celebration of the human-canine bond. Designed for interaction you will have the opportunity to present your skills, products and talents to more than 2,000 attendees who are interested in getting to know you. ***We are offering a special new “economic stimulus package” to help you market your business. Please review our new rates!***

The Spring Dog Festival is successful as the largest and longest running event of its kind on the Central Coast and the interactive format of the event presents an unequalled opportunity to promote your organization to the pet community.

We will be promoting the festival county wide and beyond this year – each year our reach goes further afield and is more effective. We attract more dog owners from the bay area and points east and south and people have been returning for almost a decade!

The Spring Dog Festival benefits kids and dogs. Just recently we presented a full set of text books for the Veterinary Science Program at Soquel High School and set up a scholarship for the programs continuing students. Annie's Blankets sends their sincere thanks for C-DOG's contributions that helped them provide warm blankets to animals in need.

The ***C-DOG Angel Fund*** will continue to support such worthwhile causes as spay/neuter fund, animal rescue and welfare and animal education. With education so severely impacted by the economy our contributions are especially important for the Veterinary Science Program.

Our crew of volunteers has worked very hard to put together a fun new theme ***“Woofstock West”*** and a fabulous series of shows and interactive events and contests for our festival audience. Dogs and their people will be able to participate in over 20 different activities at the festival. Favorite activities are the Surfing Photo Booth, Fast-Paced Lure Coursing, our Amazing Raffle, the Bull Dog Beauty Contest, Costume Parade and Agility.

We are attaching an Exhibitor Application and urge you to complete and return it at your earliest convenience. Receipt of your application with your payment will reserve your space, and the reservations are made on a first come, first served basis. We do sell out of space prior to the *April 16 deadline*, so don't wait until the last minute to send your application. Please feel free to contact us if you have any questions. We are very excited about seeing you this year!

Regards,

Linda Jordan & Sandi Pensinger
Spring Dog Festival Exhibitor Co-Chairs



COASTAL DOG OWNERS' GROUP Exhibitor Application & Agreement

"Woofstock West" - 2010 Spring Dog Festival

PLEASE NOTE OUR NEW RATES! Thank you for considering exhibiting at the Spring Dog Festival! Your support makes it possible for us to make a difference for dogs on the Central Coast! We are enclosing our application form with some options for your exhibitor space *Exhibitor spaces are limited and will be assigned on a first come basis. Booth spaces sell out each year prior to the deadline – get your application in early.*
Early Bird Deadline: Form and payment are due on or before 5PM Friday April 16, 2010.
Mail completed form & check payable to Coastal Dog Owners' Group PO Box 63, Capitola, CA 95010

Name of Exhibitor	
Contact's Name	
Email	
Phone Numbers	
Address, City, State, Zip	
Products or Services	
Raffle Donation <i>due April 30, 2010</i>	<input type="checkbox"/> Gift Certificate <input type="checkbox"/> Product _____
Goody Bag Item <i>due April 30, 2010</i>	<input type="checkbox"/> C-DOG: Please contact us about placing a gift item from us in the festival goody bag

	Description	Quantity	Price	Total
EXHIBITOR BOOTH				
	Exhibitor - 20' X 20' Booth Business or Other Organization		\$ 150	
	Exhibitor – 10' x 10' Booth Early Bird Business or Other Organization		Received by April 16 \$ 100	
	Exhibitor – 10' x 10' Booth Late Bird Business or Other Organization		Received after April 16 and no later than May 7! \$ 125	
	Exhibitor - 10' X 10' Booth 501(c)3 Non Profit Organization		\$ 35	
SPONSORSHIP (includes premium booth space – call for C-DOG sponsorship packet)				
	Sponsorship – Leader of the Pack		\$1,500	
	Sponsorship – Pick of the Litter		\$1,000	
	Sponsorship – Best Friend		\$ 500	
	DONATION: C-DOG ANGEL FUND <i>animal welfare and dog owner education project fund. Thank you!</i>		<input type="checkbox"/> \$30 <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> _____	
	TOTAL			



COASTAL DOG OWNERS' GROUP Exhibitor Application & Agreement

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Coastal Dog Owners Group is a non-profit community benefit organization incorporated under the laws of the State of California. In this Agreement, "C-DOG" means the organization, its trustees, directors, officers, employees, volunteers, team leaders, and agents. "Exhibitor" refers to the person, business or organization signing this Agreement. By signing below, the applicant states that he/she has read and agrees to the Terms and Conditions. Additionally, both parties agree to the following:

1. C-DOG grants Exhibitor, the rights to sell, distribute or display and Exhibitor agrees to sell, distribute or display, at the festival site, only the items listed and described on attached Exhibitor Application & Agreement.
2. C-DOG will provide space at the festival site. This space as designated by C-DOG, will be approximately 10 x 10 feet square, for the exclusive use of the Exhibitor. Space may not be shared by other exhibitors or organizations. Space may not be reassigned or sublet.
3. Exhibitor shall accept concession space in its present condition, and C-DOG shall not be required to make any alterations thereto. Upon taking possession of the space the Exhibitor shall constitute acknowledgment that such space is in good condition.
4. Logistics: Booths must be set up between 8:00AM and 9:30AM on Sunday. All vehicles must be removed from the festival area before 9:30AM. No exhibitor shall be permitted to tear down before 3:00PM. Vehicles may not re-enter the festival area until 3:00PM. Spaces not occupied by 9:30AM. are no longer guaranteed and become the property of C-DOG. **No refunds will be made.**
5. Exhibitors are responsible for reporting and paying all applicable sales tax.
6. All booths must be family friendly and suitable for young children.
7. Food exhibitors are responsible for obtaining health permits which must be posted in their booth. Food vendors must have a certified fire extinguisher within their booth space. All Santa Cruz County Health Department requirements must be met. Exhibitors without proper permits will not be allowed to set up.
8. Exhibitors shall keep the booth area in a clean and sanitary condition at all times. Exhibitor shall be responsible for removing any and all trash from their booth and surrounding area, and removing and disposing of it in the designated dumpster provided on site. Exhibitor may not leave cardboard or bulk trash in or around trash cans on the field.
9. Exhibitor agrees to stock sufficient inventory, supplies or commodities to adequately service the anticipated attendees at the festival.
10. Exhibitor is responsible for providing the entire contents, decoration, costumes and fixtures needed to complete their booth; including but not limited to: decorations, banners, signs, tables, chairs, canopy tent, display racks, etc. Exhibitor booths must be self contained. Electricity will not be available.
11. Applications and space assignments will be accepted on a first come first served basis.



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12. Your check will be cashed upon acceptance. Please contact C-DOG at 888-682-6972 to verify application status. It is recommended that applicants secure their booth spaces with full payment as soon as possible to secure their space.
13. Failure to pay the balance including bounced checks on or before the above due date may result in the forfeiture of the Exhibitor 's space, and be considered a material breach of this agreement, entitling C-DOG to contract with a substitute exhibitor.
14. Exhibitor agrees to indemnify and hold C-DOG, its presenters and the property owner harmless from any claims or causes of action arising out of or in any way connected with the activities of the Exhibitor, or sales by the Exhibitor of its products at the event.
15. It is recommended that Exhibitors have a general liability insurance policy with a certificate specifically stating onsite coverage.
16. If in the judgment of C-DOG board members, the manner of the operation of the booth or the quality of the merchandise or services does not meet the requirement of this agreement, or if the Exhibitor is in default of any other term of this agreement, C-DOG may terminate this agreement in part or in its entirety without refund.
17. C-DOG requires that all Exhibitors agree to follow all applicable rules, policies and guidelines of C-DOG and the laws of the county, city and community. If you do not follow all rules, laws, policies and guidelines, C-DOG has the authority to ask Exhibitor to leave.
18. Exhibitor may terminate this agreement at any time with the understanding that all fees paid to C-DOG will be forfeited without the availability of a whole or partial refund.
19. Exhibitor may not assign any right, privilege or license conferred by this agreement without first obtaining the consent of C-DOG.
20. C-DOG shall retain the right to grant reasonable extensions of time to Exhibitor for any purpose or for the performance of any obligation of the Exhibitor.
21. California law applies to the performance of this Agreement. If any provision of this Agreement is unenforceable or too broad to be enforced to its full extent, then that provision and the remaining provisions will be enforced to the maximum extent permitted by law.

Event ***2010 Spring Dog Festival "Woofstock West"***

EXHIBITOR _____

SIGNED _____

DATE _____