



STARMARK
Pet Fest
Benefitting Austin Pets Alive!

EXHIBITOR PACKET

June 2014

Dear Friend,

Starmark Behavior Center is pleased to announce Pet Fest, a festival celebrating pets of all varieties. The one-day event will take place on Saturday, September 20, from 10 a.m. to 3 p.m. and gives dog owners and pet lovers the opportunity to gather for family fun, and helpful workshops with all proceeds benefiting Austin Pets Alive! More than 1,000 people are expected to attend.

More than 63 million US households have pets. Nine out of ten pet owners consider their pet to be part of the family. Honoring the human-animal bond has an enormously powerful consumer appeal that any company can tap into. Anyone paying attention to today's advertising knows the power of the animal-human bond; the use of animals in print and television advertising has become wide spread.

As a vendor, you have the opportunity to reach thousands of dog and pet lovers by exhibiting at the event. You will receive many marketing benefits and opportunities throughout the event outlined below. By partnering with us and helping us raise awareness and revenue for lifesaving animal welfare programs such as Austin Pets Alive!, you can touch the minds and hearts of consumers in a way that drives sales and endears them to your brand. Among charitable causes, few touch as many hearts and generate as many positive benefits as those that help animals.

Pet Fest is sure to be a wonderful event celebrating the joys of pet ownership. We hope that you will partner with us.

Sincerely,

Jennifer Ellerthorpe
Starmark Behavior Center

Veronica Mabry
Austin Pets Alive!

2014 Pet Fest Exhibitor Rules, Regulations and General Information

Why Exhibit

Exhibitors at Pet Fest offer a wide range of products and services meaningful to pet owners and the local community. Exhibitors have the opportunity to make new contacts, sell goods and services and present new products. Numerous festival activities that are both family and dog-friendly are planned in and around the expo grounds in order to directly facilitate traffic flow to exhibitors and increase networking and sales opportunities. Games and activities are scheduled throughout the day to help retain and attract visitors to you.

Who Exhibits

Companies specializing in services geared to pets, especially dogs, are encouraged to exhibit. However, those offering unique products and services to the community such as clothing, jewelry, etc. are also welcome. Exhibiting companies would include: pet stores, animal rescue groups with a no-kill policy, pet sitters, animal photography, pet food stores, fence suppliers, specialty items such as custom-made collars and clothing, embedded microchips for locating pets, etc. **** Vendors that provide dog grooming, treats and toys are excluded.**

Booth Fees

All expo exhibitors will be allocated booth spaces of 10' x 10' located on or along side the outdoors sports field where most activities and events are scheduled. No electricity or water is provided, however vendors are welcome to bring personal generators* at no additional fee. Non-profits include at 501(c)3 or 501(c)4. For those exhibitors purchasing a booth at the standard price, you will have the opportunity to purchase a second booth at a reduced rate.

Outdoor Booths	\$125
Second booth at reduced price	\$50
Qualified Non Profits	\$50

How to Reserve Exhibit Space

To reserve exhibit space, please complete and return the Exhibit Space Rental Form with payment to the address and/or fax number listed on the form by September 1, 2014. Exhibit space is reserved on a first-come, first-served basis. Submission of the form does NOT guarantee admittance into the event. To secure premium space, please reserve early. Upon receipt of the Exhibit Space Rental Form and full payment, exhibitors will be sent a confirmation packet. Exhibitors understands and acknowledges that the rights granted to it hereunder by Starmark Animal Behavior Center (Starmark), is not exclusive and that other commercial entities or services may be granted a similar right to sell services or merchandise.

Food Concessions

Food Concessions have already been contracted for this event; therefore exhibitors may not sell food or beverages.

Assignments/Cancellations

All cancellations must be made in writing. The Event Coordinator or a designated representative will randomly assign exhibitor booth space by September 17, 2014. Starmark reserves the right to cancel any Exhibitor and the terms of this permit at any time for any reason, without penalty to Starmark. Exhibitor shall not sublet or assign, transfer, or otherwise convey this permit to any other person, or any of the privileges, rights, or duties conveyed herein, except with the prior written consent of the Event Coordinator. Any attempt to sublet, assign, transfer, or otherwise convey this permit without the prior written consent of the Event Coordinator shall be null and void and Event Coordinator shall have the right to immediately terminate this permit. Any approved assignee shall be subject to all the provisions and requirements of this permit.

Promotions

Exhibitors are encouraged to respond by September 1, 2014 to be included in the Event brochure. Due to production deadline, Starmark cannot guarantee Exhibitors whose applications are received and accepted after the April 1, 2014 deadline will be listed in the Event brochure; however, every effort will be made to do so.

Booth Space and Signs

Exhibitor is prohibited from selling merchandise, distributing literature, performing an activity, etc. from an area other than their booth space. Exhibitor booth space includes:

- 🐾 10' x 10' space
- 🐾 One reserved parking pass

Exhibitor is permitted to decorate its booth space as it pleases; however, all materials draped from the space must meet Williamson County fire laws and not be of an offensive nature or the Event Coordinator may ask that they be removed. Please remember this is a family friendly event. The Event Coordinator also reserves the right to require modifications of any exhibit or display.

Event Hours and Set-Up/Tear Down Schedule

Saturday, September 20, 2014

Set-Up: 7-9:30 a.m. (Exhibitors must be completely set-up by 9:30 a.m.)

Event: 10 a.m. – 3 p.m.

Tear Down: 3:15-4:30 p.m.

Exhibitor must participate for the entire Event, unless other previous arrangements are made with the Event Coordinator; however, the cost for booth space remains the same. Exhibitors will be allowed access to their booth space via a reserved parking area during set-up and tear down times only. Access to booth space during Event hours will be permitted from designated entrances and loading fences only. Cars may not be parked in roadways or thoroughfares at any time. Towing will be enforced. Designated parking areas for public parking and close-in vendor parking will be provided.

Should the Event be postponed or cancelled for any Act of God, public safety, welfare or for any reason whatsoever, Exhibitor releases and forever discharges Starmark, its officers, employees and agents from any and all liability and claims for damages which result from such postponement or cancellation.

Electrical

Exhibitors requiring electricity must provide their own generators. Safe operation of generators will be required and closely monitored by safety personnel. If in the opinion of safety personnel the generator will interfere with the health or safety of attendees, vendor may be asked to remove the generator.

Security

The Event site will be secured by locked fence gates after posted set-up time and conclusion of event activities. Merchandise unattended is at the owner's risk and responsibility. Starmark assumes no responsibility for any property placed on the premises of the Event by or on behalf of Exhibitor, and Exhibitor releases Starmark, its officials, officers, employees and agents from and waives any and all claims, actions, or liabilities against Starmark, its officials, officers, employees, and agents for any loss, injury or damage to person or property that are sustained by reason of the occupancy of the Event site under this permit. All watchmen or other protective service desired by Vendor must be arranged for by special written agreement with the Event Coordinator.

Parking

Each Exhibitor will be provided one (1) reserved pass for parking in a designated area that is located as close to its booth space as possible. This pass will allow Exhibitors access to its booth during the Event for additional deliveries, staff, etc. Free general admission parking is also available near the Event. Vendor shall not park any vehicle on or near the location of the Event in other than designated parking areas. Vehicles may NOT park behind Exhibitor's booth at any time during the event. Parking and vehicles are not allowed on County Road 197 or County Road 137 at any time. Vehicles parked in non-authorized areas shall be subject to towing.

Liabilities

Exhibitor shall defend, indemnify, and hold harmless, Starmark, its officials, officers, employees and agents from and against any and all claims, demands, actions, causes of action, liability, lawsuits, judgments, damages, injuries, fines, costs or expenses (together, "Claims"), including reasonable attorney's fees, for injury to or death of any person, or damage to or destruction of any property, or breach of contract, or any other harm for which any type of recovery or remedy whether at law (including, without limitation, an action for damages), in equity, or otherwise is sought resulting from, based upon, or arising out of, in whole or in part, this permit or Exhibitor (or Exhibitor's officers, employees, agents, representatives, invitees, contractors, concessionaires, subcontractors, or anyone employed by any of them or anyone for whom any of them may be legally liable) conduct hereunder or use or occupancy of

the Event site and including, but not limited to, the serving of food and beer/wine, INCLUDING ANY AND ALL CLAIMS RESULTING FROM, BASED UPON, OR ARISING OUT OF THE NEGLIGENCE OF STARMARK OR ITS OFFICIALS, OFFICERS, EMPLOYEES, AGENTS, OR CONTRACTORS. The provisions of this paragraph shall survive the termination of this permit.

Exhibitors, its officers, agents and employees do hereby waive and release Starmark from any and all claims for damage, injury or loss to any person or property, including, without limitation, the death of any person, that may be caused, in whole or in part, by the act or failure to act of Starmark, its officers, agents or employees. Exhibitor, for itself and its directors, officers, agents and employees assume the risk of all conditions, whether dangerous or otherwise, in and about the premises of Starmark, and waive any and all specific notice of the existence of any defective or dangerous condition in or about the said premises. The provisions of this paragraph shall survive the termination of this permit.

Vendor hereby releases Starmark from, and hereby waives, any and all claims, demands, or actions for any loss or damage sustained by reason of any defect of any part of the water supply system, the sewage and drainage system, the gas system, electrical apparatus or wiring on the Event site or tent(s) or any other premises or band stand, and for any loss or damage resulting from fire, theft, water, tornado, rain, snow, strikes, civil commotion, riot, or otherwise. The provisions of this paragraph shall survive the termination of this permit.

General, Rules & Regulations

During the course of the Event, Exhibitor shall maintain the areas inside their tent(s) in a clean and sanitary condition.

Vendor agrees that its activities shall be conducted in a clean, orderly, and legitimate manner and in accordance with the ordinances, laws, rules, regulations, standards, and policies of Starmark and any other governmental authority.

No rubbish, glass, or bottles of any kind shall be thrown upon the grounds or in any buildings by Exhibitor or anyone working under or for Exhibitor. Exhibitors must police their own trash and waste from materials distributed from their booth. The contents of Exhibitor's trash may be placed in a trash dumpster at the Event site. Exhibitor is responsible for any ash; grease, oil and general clean up of its booth space(s) and surrounding area.

Starmark shall have the right, but not the duty, to supervise the manner of exercising the operation of the activity by Exhibitor; however, in doing so Starmark is expressly not accepting responsibility for such operations and conduct. Exhibitor shall remain liable for all such operations and conduct.

All property of Exhibitor shall be removed from the Event site on or before Saturday, September 20 at 5:30 p.m. (the "Time of Removal") or prior to the Time of Removal in the event of termination of this permit. If any part of the Exhibitor's tent(s) is not vacated at or before the Time of Removal or within a reasonable time not expressly approved by Starmark following the termination hereof, then Starmark is authorized to remove from the premises and store, without resorting to any legal proceeding and at the sole expense of Exhibitor, all property occupying a portion of the Exhibitor's tent(s) and shall not be liable for any damage to or loss of any property sustained during its removal and storage. Upon termination of this permit, Exhibitor shall deliver the Exhibitor booth area to Starmark in as good condition as the beginning of the terms of this permit, except for ordinary wear and tear. The terms of this paragraph shall survive the termination of the permit. Starmark may designate certain of its agents, officers or employees as inspectors, and Exhibitor agrees that the inspectors have the right, at any time and as often as Starmark may consider necessary, to inspect any property, services or activities of Exhibitor on the premises. Exhibitor shall give the inspectors free access to any space used by Exhibitor or under its control for the inspection and shall, upon request of an inspector, operate any machinery, mechanical devices, or electrical appliances owned, maintained, or in the possession of Exhibitor on the premises, or operate any process or activities carried on by Exhibitor. The police and fire force or other authorized agents of Starmark shall be given free access at any time to any space used by Exhibitor or under its control, for the purpose of maintaining order and safety or of enforcing any rule or regulation of Starmark.

Exhibitor agrees to pay promptly all taxes and applicable fees to take out all permits and licenses, municipal, state or federal, required for the permitted usage. Exhibitor agrees to furnish Starmark, upon request, duplicate receipts or other satisfactory evidence showing the prompt payment of all taxes and fees and showing that all required permits and licenses are in effect. Exhibitor acknowledges that this permit is issued solely to allow Exhibitor to operate and conduct the activity described herein, and is subject to revocation or termination by Starmark at any time and for any reason, including, without limitation, the failure by Exhibitor to comply with any of the terms of this permit. In the event of revocation or termination, Exhibitor shall immediately vacate the Event site and property, removing all equipment, materials, and supplies. In addition to any remedy set forth in this permit, Starmark shall have other rights

and remedies available at law, in equity, or otherwise, which rights and remedies shall be cumulative. Exhibitor acknowledges that this permit is not a lease but only a revocable permit to operate the activity described herein.

Starmark shall have other rights and remedies available at law, in equity, or otherwise, which may be available to Starmark, which rights and remedies shall be cumulative, and the use of any one right or remedy by either party shall not preclude or waive the right to use any or all other remedies. The failure by either party to exercise any right, power, or option given to it by this permit, or to insist upon strict compliance with the terms of this permit, shall not constitute a waiver of the terms and conditions of this permit with respect to any other or subsequent breach thereof, nor a waiver by such party of its rights at any time thereafter to require exact and strict compliance with all the terms hereof. Any rights and remedies either party may have with respect to the other arising out of this permit shall survive the cancellation, expiration or termination of this permit, except as otherwise expressly set forth herein.

Exhibitor agrees that its employees, representatives, agents, or contractors involved with Event shall not drink beer, wine or any other alcoholic beverages while in performance of their duties under this permit.

This permit contains the entire agreement of Exhibitor and Starmark and may not be amended, modified or altered without the express written consent of Starmark.

This permit is subject to any and all ordinances laws, standards, policies, rules and regulations of Starmark. In the event of any action under this permit, venue for all causes of action shall be instituted and maintained in William County, Texas. The parties agree that the laws of the State of Texas shall govern and apply to the interpretation, validity and enforcement of this permit; and, with respect to any conflict of law provisions, the parties agree that such conflict of law provisions shall not affect the application of the law of Texas (without reference to its conflict of law provisions) to the governing, interpretation, validity and enforcement of this permit. The officer or agent of the Exhibitor signing this permit acknowledges they are the properly authorized officials and have the necessary authority to execute this permit.

All net proceeds from the event benefit Austin Pets Alive!

Donations and Contributions may be tax deductible as a charitable contribution.



About Pet Fest

PetFest has grown into a community-backed event where families come and celebrate all the joys of pet ownership. Some highlights include:

- Action-packed demonstrations from dock diving dogs to agility to freestyle “dancing” with dogs.
 - Fastest Dog Challenge
 - Dashin’ Dachshund Weenie Dog Dash
 - Canine Costume Contest & Parade
- Live music and hayrides
 - Canine and kids carnival games
 - Children’s activities including inflatable games.
 - Free lectures and tips on common pet behavior issues and challenges



About Starmark Animal Behavior Center

For nearly 20 years, Starmark Animal Behavior Center, formerly known as Triple Crown Dog Academy, has taught people how to better communicate with their dogs. We have been proud members of the Central Texas community since 1997. While we host students and dogs from all over the world, we are locally owned and operated.

Our 200-kennel boarding facility features spacious climate-controlled indoor suites with access to outdoor patios, play yards, a beach club activity area with swimming pool, treats, a grooming and spa salon, therapeutic canine massage, and more. Also onsite is a 2-mile professionally built nature trail and a discovery playground, both complete with various agility-style obstacles for dogs.

We offer a variety of opportunities for training that fit our clients’ lifestyles, and we can help you determine which is best for you and your dog. Whether you prefer Stay and Train, Group Classes, Private Lessons, or have a specific training need, we have a program for you.

At Starmark, your dog’s safety, well-being and overall happiness are our top priorities. Your dog is a member of your family, and we look forward to welcoming your dog to ours!



Helping People Help Pets

About Austin Pets Alive!

The mission of Austin Pets Alive! is to promote and provide the resources, education and programs needed to eliminate the killing of companion animals. With a focused mission to focus solely on the pets who have been passed over by other groups and adoption programs, our impact maintains vast. They are a nonprofit organization that has become one of the country’s No-Kill leaders by innovating and maintaining programs, in turn lending Austin the title of the largest No-Kill city in the nation.

By studying the best practices of other cities, analyzing their results and impact, and implementing new procedures, Austin Pets Alive! has created its own “road map” as it weaves experience into the unique characteristics of our city. Austin is rich in prevention resources such as spay/neuter, medicine, and fostering, and we are filling the gaps in areas that have been historically under-represented.

Austin Pets Alive! is focused on helping the healthy and treatable pets at risk of being killed in a shelter. We pull dogs and cats directly from euthanasia lists and provide them care within our shelter or with one of our hundreds of foster families, ultimately finding a permanent home for each animal we rescue. Whether they are a 3-day old unweaned kitten, a 1-year-old puppy with ring worm, or a 14-year-old cat with FELV, we have a program and staff to help find them a place to call home.

By developing comprehensive, innovative programs that targeted key groups of historically under-served animals, Austin Pets Alive! has saved more than 25,000 dogs and cats since 2008. These programs include Parvo Puppy ICU, Neonatal Kitten Nursery, Dog Behavior Program, APA! Medical Clinic, Barn Cat Placements and more.



2014 EXHIBITOR FORM

YES, we will exhibit at the 2014 Pet Fest! Booth Space: 10' x 10' (how many): _____

Fees:

Outdoor Booths \$125 2nd Booth at reduced price \$50 Qualified Non Profits \$50

Recognition in materials: _____

SERVICE/PRODUCT DESCRIPTION: Please provide us with a brief description about your organization and the proposed items you want to sell.

Name: _____

Company: _____

Address (City, State, Zip): _____

Phone: _____ Email: _____
(This information will not be shared with other organizations or individuals.)

PROMOTIONAL MATERIALS: Your help is greatly appreciated in distributing PetFest 2014 promotional materials. Please indicate the quantity you will need:

_# posters Yes, send me an electronic version to forward on to my customers.

AUTHORIZATION: Exhibitor agrees that it shall abide by the terms and conditions of the "2014 PetFest ("Event") Rules, Regulations and General Information" attached hereto and made a part of the said Rules, Regulations and General Information and understands the same.

Signature _____

Date: _____

Enclosed please find my check payable to Austin Pets Alive!

Please charge my payment to: _ Visa _ MasterCard _ AmEx

Card#: _____

Exp. Date: _____

Name on Card: _____

Signature: _____

Please return this form to:

2014 Pet Fest
Starmark Animal Behavior Center
200 CR 197
Hutto, TX 78634
Phone: 512-759-2275
Email: jellerthorpe@aboutdogtraining.com