



THE HUMANE SOCIETY
OF THE UNITED STATES

21ST ANNUAL

Presents

ANIMAL CARE EXPO

Sponsor.
Exhibit.
Advertise.

May 21–24, 2012

Rio All-Suite Hotel and Casino
Las Vegas, Nevada

Look inside for all the information you need to know about opportunities to sponsor, advertise, and exhibit.



Dear Friend:

On behalf of The Humane Society of the United States, I am excited to offer you the opportunity to be a part of Animal Care Expo 2012, the premier educational and trade show for professionals in the animal care and emergency response field. The only show of its kind, Expo will take place May 21–24, 2012 at the Rio All-Suite Hotel and Casino in Las Vegas, Nevada.

Now in its 21st year, Expo has an exceptional history of offering attendees an opportunity to learn, rejuvenate, and network. This remarkable venue also provides your company the chance to expand your outreach to this unique field.

Here are just a few ways your company can participate in—and benefit from—Expo:

- **Sponsor**—Sponsors of Expo contribute significantly to professional development in the fields of animal care, rescue, control, protection, and emergency response. Your company will be recognized as a dedicated supporter of the industry, and each sponsorship provides exceptional visibility for your company. There is a wide range of sponsorship opportunities available—from the Internet Café to any of the well-attended social events in the Exhibit Hall.
- **Advertise**—Placing an ad in our *Show Directory and Guide* is a sure way to promote your company to individuals in the animal care and control field. The guide not only provides Expo attendees with details on-site but also serves as a resource throughout the year, giving your products and services ongoing visibility.
- **Exhibit**—As a focal point of Expo, the Exhibit Hall trade show is a must-see activity hub for all attendees. When the Exhibit Hall is open, no other activities are going on, so exhibitors have unrivaled access to the attendees.

Enclosed you'll find all the information you need about sponsoring, advertising, and exhibiting at Animal Care Expo.

Don't miss this unique opportunity to reach the animal sheltering market. Reserve your booth space or sponsorship soon by calling ReNae Vorgert at 701-572-9100 before the best booth locations and sponsorship opportunities are gone!

Sincerely,

Handwritten signature of Wayne Pacelle in black ink.

Wayne Pacelle
President & CEO
The Humane Society of the United States



Animal Care Expo offers your organization a cost-effective way to reach key members of the animal care and emergency response audience. Animal care and control agencies across the nation spend tens of millions of dollars each year on animal health and animal care products. And emergency responders are always looking for the latest tools and techniques in animal disaster response.

Expo's success is unmatched, and it continues to draw the largest gathering of animal care and rescue professionals in the country. If humane animal care and rescue is your market, you won't want to miss this unique opportunity to showcase your products and services!

Benefits of Exhibiting at Expo 2012

- « Exclusive show hours with no competing sessions during Exhibit Hall open hours
- « Social functions and complimentary meals hosted in the Exhibit Hall
- « A comprehensive and cutting-edge educational conference

Who Attends Animal Care Expo?

Expo 2012 brings you face-to-face with more than 1,700 key decision-makers in the animal care field:

- « Humane society directors and board members with budgets ranging from the thousands to the millions
- « Shelter and rescue managers, operations staff, volunteer coordinators, and volunteers
- « Animal control officers and cruelty investigators
- « Humane educators and students
- « Veterinarians, wildlife rehabilitators, and behaviorists
- « Animal emergency first responders
- « State and federal emergency managers

2012 Preliminary Schedule of Events

Sunday, May 20

Exhibitor Move-In 1:00 p.m. – 5:00 p.m.
 Conference Registration 1:00 p.m. – 9:00 p.m.

Monday, May 21

Conference Registration 7:30 a.m. – 9:00 p.m.
 Exhibitor Move-In 8:00 a.m. – 5:00 p.m.
 Daylong Workshops 9:00 a.m. – 4:00 p.m.
 Exhibit Hall Open; Welcome Social 6:00 p.m. – 9:00 p.m.

Tuesday, May 22

Conference Registration 7:30 a.m. – 8:00 p.m.
 Welcome Session 9:00 a.m. – 10:30 a.m.
 Expo Edge 11:00 a.m. – 12:00 noon
 Exhibit Hall Open 12:00 noon – 3:00 p.m.
 Lunch Served 12:00 noon

Concurrent Workshops 3:00 p.m. – 5:30 p.m.
 Exhibit Hall Open; Networking Social 5:30 p.m. – 8:00 p.m.

Wednesday, May 23

Conference Registration 7:30 a.m. – 5:30 p.m.
 Concurrent Workshops 8:30 a.m. – 10:00 a.m.
 Exhibit Hall Open 10:00 a.m. – 1:00 p.m.
 Lunch Served 11:30 a.m.
 Concurrent Workshops 1:00 p.m. – 5:30 p.m.
 Exhibit Dismantling 1:00 p.m. – 7:00 p.m.
 Expo Party 9:00 p.m. – 1:00 a.m.

Thursday, May 24

Conference Registration 8:00 a.m. – 11 a.m.
 Concurrent Workshops 9:00 a.m. – 12:30 p.m.

2012 Sponsorship Opportunities

Now is the time to start thinking about the message you want to give your customers and animal advocates. Becoming an Animal Care Expo sponsor will help your company or nonprofit promote your products and services while showing your support for the animal care and control community.

The Benefits of Sponsorship

Sponsors of Animal Care Expo contribute significantly to professional development in the fields of animal care, rescue, control, and protection. In addition to the recognition you'll earn as a dedicated supporter of the industry, your company will receive:

Sponsorships of \$25,000 and above

- « Three complimentary Expo booth spaces in a prime location
- « Two complimentary full-page, four-color ads in the Expo 2012 *Show Directory and Guide*
- « Special recognition on event signage
- « Top logo and name placement on the Expo 2012 lighted archway at the show entrance
- « Sponsor recognition in the Expo 2012 *Show Directory and Guide*
- « Recognition by the HSUS president and CEO at sponsor reception

Sponsorships of \$12,000–\$24,999

- « Two complimentary Expo booth spaces in a prominent location
- « One complimentary full-page, four-color ad in the Expo 2012 *Show Directory and Guide*
- « Special recognition on event signage
- « Prominent logo and name placement on the Expo 2012 lighted archway at the show entrance
- « Sponsor recognition in the Expo 2012 *Show Directory and Guide*
- « Recognition by the HSUS president and CEO at sponsor reception

Sponsorships of \$6,000–\$11,999

- « One complimentary Expo booth space in a prominent location
- « One complimentary half-page, four-color ad in the Expo 2012 *Show Directory and Guide*
- « Special recognition on event signage
- « Logo and name placement on the Expo 2012 lighted archway at the show entrance
- « Sponsor recognition in the Expo 2012 *Show Directory and Guide*
- « Recognition by the HSUS president and CEO at sponsor reception

Sponsorships of \$3,000–\$5,999

- « One complimentary quarter-page, four-color ad in the Expo 2012 *Show Directory and Guide*
- « Special recognition on event signage
- « Name placement on the Expo 2012 lighted archway at the show entrance
- « Sponsor recognition in the Expo 2012 *Show Directory and Guide*
- « Recognition by the HSUS president and CEO at sponsor reception

Sponsorships of \$500–\$2,999

- « Special recognition on event signage
- « Sponsor recognition in the Expo 2012 *Show Directory and Guide*

Expo can help you reach more than 1,700 top decision-makers in the animal care field!



We've organized sponsorship opportunities around three broad categories. A sponsorship in one or more of these categories is certain to mesh with your corporate or nonprofit goals:

- **Conference Materials**
- **Professional Development**
- **Meals and Entertainment**

Sponsorship at a Glance

Conference Materials

Expo 2012 Conference Bag	\$25,000
Expo 2012 Internet Café	\$15,000
Expo 2012 Notebook	\$14,000
Expo 2012 Water Bottle	\$14,000
Expo 2012 Conference Registration	\$10,000
Expo 2012 Name Badge	\$10,000
Expo 2012 Aisle Sign Sponsor	\$8,000
Expo 2012 <i>Pocket Guide</i>	\$7,500
Expo 2012 Social Networking Site	\$5,000
Expo 2012 Pen or Highlighter	\$3,500
Expo 2012 Sticky Notepad	\$3,500
Expo 2012 Bag Insert	\$600
Expo 2012 Passport to Prizes	\$600

Professional Development

Welcome Session	\$15,000
"Expo Edge" Special Sessions	\$10,000
Innovation Station	\$3,500
Workshop Track	\$6,000
Daylong Courses	\$1,500 each

Meals and Entertainment

Welcome Social	\$6,000
Networking Social	\$6,000
Lunches in Exhibit Hall	\$5,000 each
Expo Party	\$5,000
Coffee Breaks	\$2,500 each or \$6,000 for three

Conference Materials

Expo 2012 Conference Bag: \$25,000

Every attendee will receive a complimentary sturdy, stylish, and functional bag prominently featuring your company's logo at registration. Attendees carry the bags everywhere they go during the show and stuff them with conference materials.

Expo 2012 Internet Café: \$15,000

Attendees can check e-mail and browse the Web at the Expo Internet Café, where your name and logo will be the first thing attendees see. Plus, your company's website will be the homepage of each station's computer.

Expo 2012 Notebook: \$14,000

Your logo will be front and center on every notebook—both during the conference, as attendees take notes, and long after it ends, as they review what they learned. Included in every attendee conference bag, this item will be a hit with note-takers and doodlers.

Expo 2012 Water Bottle: \$14,000

Every time an attendee gets thirsty, your logo will be front and center. These water bottles will be used for years to come in the office and in the field, giving you bang for your buck.

Expo 2012 Conference Registration: \$10,000

Reach potential customers before they even walk through the door with this exclusive online and on-site registration sponsorship. Your logo and banner will appear on the Web registration page of the Animal Care Expo 2012 website, and your company name and link will be featured on e-mail confirmations to preregistered attendees. Your logo and signage will also be displayed in the conference on-site registration area.

Expo 2012 Name Badge: \$10,000

The first thing Expo attendees do when they meet fellow participants is look at their name badges to see who they are and where they are from. Your organization's logo will be printed on the badge paper, where more than 1,700 attendees will see it multiple times each day throughout Expo.

Expo 2012 Aisle Sign: \$8,000

Everyone depends on the directional aisle signs to navigate through the Exhibit Hall effectively. Increase your company's brand recognition and remind attendees of your booth location by displaying your company name, logo, and booth number on the aisle signs throughout the show.

Expo 2012 *Pocket Guide*: \$7,500

This handy *Pocket Guide* contains a schedule-at-a-glance, plus maps of the hotel and Exhibit Hall. Your logo will be displayed on the cover of this Expo essential!

Social Networking Site for Expo Attendees: \$5,000

Be the only 2012 Expo sponsor to communicate with attendees prior to Expo by sponsoring the attendee social networking site. As a sponsor, your logo and a link to your website will appear on all pages of the networking site. In addition, your logo/link will be included in all invitation emails asking attendees to register for the site.

Expo 2012 Pen or Highlighter: \$3,500 Each

With your logo on souvenir pens or highlighters included in the registration bags, your presence will be at hand throughout the conference and long after.

Expo 2012 Sticky Notepad: \$3,500

Keep yourself in the public eye by printing your logo on the conference notepads that every attendee receives in their registration bag. Your logo will accompany them not just to workshops and seminars, but back to their home bases as well.

Expo 2012 Bag Insert: \$600 Each *Exclusively for Exhibitors!*

You provide a promotional item, such as a coupon, small giveaway item, or brochure, and we'll insert it in every registration bag given to attendees! Extremely effective for "show specials." There is a limit of eight inserts, so get in on this opportunity early! All inserts are subject to review and approval. You must be able to provide a minimum quantity of 2,000. Sponsorship benefits do not apply to bag inserts.

Expo 2012 Passport to Prizes: \$600 Each *Exclusively for Exhibitors!*

Increase traffic to your booth! Have your company name listed on "passports" given to attendees (limited to 12 exhibitors). Each attendee must have the passport stamped at each of the booths for the chance to win prizes such as iPods and digital cameras. Attendees must be present to win when the winners are announced in the Exhibit Hall. Sponsorship benefits do not apply to Passport to Prizes.

Professional Development

Welcome Session: \$15,000

Tuesday, May 22 9:00 a.m.–10:30 a.m.

Wayne Pacelle, president and CEO of The HSUS, will open the welcome session with a motivating speech and generous acknowledgment of the welcome session sponsor. The welcome session will continue with a lively presentation on a topic of current interest to the animal care field. Your sponsorship will give you the opportunity to address the assembly (up to four minutes), signage at the event entrance, and banner placement on the stage. By sponsoring the Expo welcome session, your company or organization will gain high visibility at Expo's largest event.

"Expo Edge" Special Sessions: \$10,000

Tuesday, May 22, 11:00 a.m.–12:00 noon

These special 60-minute sessions will provide an innovative look at new trends, cutting-edge research, and emerging issues unique to the animal sheltering community. Your company will gain high visibility as the exclusive sponsor of the "Expo Edge" sessions. Sponsorship also includes the opportunity to briefly address attendees at each of the 10 sessions and provide handout materials.

Workshop Track: \$6,000

Daylong Courses: \$1,500 Each

Expo 2012 continues the tradition of providing top-quality educational opportunities to the animal sheltering community with more than 60 professional development workshops on a variety of topics. These sessions are divided in tracks and levels so attendees can select the perfect workshops for their levels of expertise. The 2012 Workshop Tracks include: Adoption and Care, Field Services, Shelter Operations, Pets for Life, Leadership, Cats, Spay & Neuter, Fundraising and Money Management, Animal Rescue and Shelter Medicine. The daylong courses are intensive seven-hour training sessions on key issues such as Animal Rescue, Shelter Design and Shelter Basics. Sponsors will be recognized in the Expo 2012 *Show Directory and Guide*, have signage at the workshop or daylong course and have the opportunity to welcome the attendees to the workshop, address them briefly and present handouts.

Innovation Station: \$3,500

Idea sharing is always noted by attendees as one of the most important components of Expo. Innovation Station will feature posters outlining fundraising, outreach, and other ideas from animal protection organizations around the world. The posters will be exhibited throughout Expo and will be available for browsing at any time. Attendees will vote on the entries, and the organization with the most votes will win a free registration to Expo 2012. Your exclusive sponsorship entitles you to signage in the Innovation Station area.

Meals and Entertainment

Welcome Social: \$6,000

Monday, May 21, 6:00 p.m.–9:00 p.m.

Exclusively for Exhibitors

The Welcome Social officially opens the popular Animal Care Expo Exhibit Hall. The event gives the more than 1,700 anticipated attendees their first chance to meet face-to-face with representatives of companies and organizations exhibiting at Expo. The event includes hors d'oeuvres;

one complimentary beer, wine, or soda per person; and a cash bar. Your logo will be printed on the ticket that attendees use to claim their complimentary drinks. A food station and/or bar will be placed near your booth. You must have a booth in the exhibit Hall to take advantage of this sponsorship opportunity.

Networking Social: \$6,000

Tuesday, May 22, 5:30 p.m.–8:00 p.m.

Exclusively for Exhibitors

The Networking Social gives participants another chance to explore the Exhibit Hall, meet with exhibitors, and get to know fellow professionals in the field. The event includes hors d'oeuvres; one complimentary beer, wine, or soda per person; and a cash bar. Your logo will be printed on the ticket that attendees use to claim their complimentary drinks. A food station and/or bar will be placed near your booth. You must have a booth in the Exhibit Hall to take advantage of this sponsorship opportunity.

Lunches in Exhibit Hall: \$5,000 Each

Tuesday, May 22, 12:00 noon

Wednesday, May 23, 11:30 a.m.

Exclusively for Exhibitors

These hosted lunch breaks are offered to all Expo participants and give everyone the opportunity to network with fellow colleagues and exhibitors. Lunch will be set up at stations around the Exhibit Hall to allow for movement and conversation throughout the hall. Sponsor signage will be placed at the entrance and near food stations. Sponsors will also receive verbal recognition over the public address system during lunch.

Expo Party: \$5,000

Wednesday, May 23, 9:00 p.m.–1:00 a.m.

Expo attendees will take a break from workshops to kick back, relax, and PARTY! Your sponsorship includes one free drink ticket for each attendee and a DJ who will provide music for the attendees to dance the night away. Sponsor benefits include logo placement on attendee drink ticket, logo signage at the entrance and near drink stations and verbal recognition by the DJ throughout the party.

Coffee Breaks

Tuesday, Wednesday, Thursday

Three available at \$2,500 each

Or sponsor all three breaks for \$6,000

Prominent signage will let attendees know that they have you to thank for their morning cup of joe, soda, juice, or water.

In adhering to our mission to create a humane and sustainable world for all animals, The HSUS has instituted a vegan food policy for HSUS-sponsored events such as Animal Care Expo. This means we will be serving food free of animal ingredients. We hope you enjoy the vegan fare and encourage you to learn more about our efforts to protect farm animals by visiting humansociety.org/humaneating.

For more information on sponsoring Animal Care Expo 2012, contact ReNae Vorgert at rvorgert@humansociety.org or at 701-572-9100. To secure your sponsorship opportunity, complete and return the form on page 11.

2012 Advertising Opportunities

The *Animal Care Expo 2012 Show Directory and Guide* provides show participants with details on-site and serves as a resource throughout the year. Show attendees take the guide home and continue using it, making the information in the directory available to dozens of individuals who could not attend the show but want more information about Expo.

We are offering you a special opportunity to place an ad in the directory to promote your company or organization. A display ad will greatly expand the visibility of your company or organization in the fields of animal care, rescue, sheltering, control, and emergency response. Here is a chance to keep your name out front in a one-of-a-kind publication!

To reserve your space, simply fill out the form on page 11 and fax it to ReNae Vorgert at 701-572-9120, mail it to the address on the form, or call 701-572-9100.

Digital File Requirements

The only acceptable file format is press-optimized PDF. PDFs **MUST** have all supporting artwork and fonts embedded. Images must be CMYK or grayscale. Minimum image resolution is 300 dpi at 100%. Files **MUST** be submitted at the correct size and accompanied by a high-resolution proof.

To upload advertisements visit our FTP server at humanesociety.org/adupload. Mail hard-copy proofs and/or CD-ROM to Animal Care Expo 2012 Sales Office, Attn: ReNae Vorgert, 5547 Hwy. 85, Lot 3, Williston, ND 58801.

The HSUS is not responsible for quality control of any advertisement submitted without a proof for publication in the *Show Directory and Guide*.

The HSUS reserves the right to decline or cancel any advertising for any reason at any time.



Advertising reservation deadline
February 14, 2012



2012 Exhibiting Opportunities

As a focal point of Animal Care Expo, the trade show is a must-see activity hub for all attendees. When the Exhibit Hall is open, no other activities are going on, so exhibitors have unrivaled access to the attendees. Hosted Expo meals are served inside the Exhibit Hall, as well.

Each booth fee includes the following:

- Two Expo 2012 full conference registrations
- Back and side draping on booth
- One standard company identification sign
- A listing in the Expo 2012 *Show Directory and Guide* (Deadline to submit your listing is Feb. 14, 2012.)
- A mailing list of all attendees who give permission to be contacted by the exhibitors and sponsors following the show.*
- Please note that no furniture is included with the booth

Exhibit space is available in multiples of 10' x 10' booth units. The charge per booth for exhibit space is \$1,595 for commercial companies and \$575 for nonprofit organizations. Preferred booth locations are viewed as requests and are not guaranteed. Each corner booth that is requested and assigned will cost an additional \$150. Placement is based on sponsorship, the number of years the company has exhibited, and the order in which the Exhibit Space Agreements are received.

Exhibitors receive two full conference registrations per booth space. Additional representatives may be registered in advance at the general registration rate. Badges are required for admittance at all Expo events. For more registration information, please call the Expo 2012 Telephone Hotline at 1-800-248-EXPO or see the Exhibit Space Agreement on page 9.

* The mailing list of attendees is available to exhibitors and sponsors of Animal Care Expo. This list is limited to a one-time use. All names and addresses are the exclusive and valuable property of The Humane Society of the United States. The exhibitor/sponsor in no way acquires ownership or rights to further usage of the list or the names. The HSUS is not commercially endorsing or promoting any product or service. The HSUS name cannot be used in promotion without prior written approval. The HSUS reserves the right to refuse use of this list at its discretion.

Lead Retrieval—NEW!

To continue to provide you with the best leads at Animal Care Expo, HSUS is happy to offer a Blackberry lead retrieval system that will assist you with lead data capture, lead qualification and sales follow-up processes. At just \$225, the lead retrieval system will allow you to capture attendee data quickly (including e-mail addresses), set up your device with custom questions and export leads into Excel or text format.

Due to changes in privacy laws, HSUS is now required to allow Expo attendees to opt-out of mailings from exhibitors. We encourage you to try lead retrieval to receive the most leads at Expo. For more information, visit animalsheltering.org/expoexhibitors.

Exhibit Hall Schedule

Exhibitor Move-In

Sunday, May 20, 2012 **1:00 p.m. – 5:00 p.m.**
Monday, May 21, 2012 **8:00 a.m. – 5:00 p.m.**

Exhibit Hall Hours

Monday, May 21, 2012 **6:00 p.m. – 9:00 p.m.**
Tuesday, May 22, 2012 **12:00 noon – 3:00 p.m.**
 5:30 p.m. – 8:00 p.m.
Wednesday, May 23, 2012 **10:00 a.m. – 1:00 p.m.**

Contracting Services

Hargrove Inc. is the official contractor for Expo 2012. The Hargrove desk will be open throughout the conference. Here exhibitors may verify, check, and adjust their requirements for installation, furnishings, equipment, and other auxiliary services. Hargrove order forms and information will be included with your *Exhibitor Service Manual*.

Exhibit Dismantling

Wednesday, May 23, 2012 **1:00 p.m. – 7:00 p.m.**

The only official correspondence you will receive from Animal Care Expo will be through our Exhibit Hall manager ReNae Vorgert and our contractor Hargrove Inc. To avoid fraud, please call ReNae if any other company contacts you claiming to represent Animal Care Expo.

Exhibitor Cancellation Policy

Before or on January 23, 2012:

Exhibitors canceling an application before or on Jan. 23, 2012, will forfeit 10% of the total cost of all exhibit space reserved.

Before or on March 19, 2012:

Exhibitors canceling an application after Jan. 23, 2012, but before or on Mar. 19, 2012, will forfeit 50% of the total cost of all exhibit space reserved.

After March 19, 2012:

Exhibitors canceling after Mar. 19, 2012, will forfeit 100% of the total cost of all exhibit space reserved.

If you must cancel space, contact ReNae Vorgert at 701-572-9100. All cancellations must be received in writing at The HSUS Animal Care Expo Sales Office to be official.

Refer to page 10 for complete exhibit conditions and rules.

Terms and Conditions

All exhibits are to remain open and staffed during scheduled Exhibit Hall hours. No exhibitors will be allowed to set up late or tear down early.

For more information about exhibiting, sponsoring, or advertising at Expo 2012, contact:

ReNae Vorgert, 5547 Hwy. 85, Lot 3, Williston, ND 58801
Phone: 701-572-9100 | Fax: 701-572-9120
rvorgert@humanesociety.org

Travel Information

Rio All-Suite Hotel and Casino
3700 W. Flamingo Road, Las Vegas, NV 89103

Rates: \$109 single/double | **\$30** extra person plus Clark County Room Tax, currently 12%

Reserve a room online at www.harrahs.com/CheckGroupAvailability.do?propCode=RLV&groupCode=SRHUM12 or by calling 1-888-746-6955.

Room availability is limited. To receive the group rate you must make your reservation by Wednesday, April 25, 2012 and indicate the group code **SRHUM12**.

Dogs 50 lbs. and under are welcome for an additional fee. Call the hotel for further details.

Fly into McCarran International Airport.

Bell Trans offers a reasonably-priced traditional airport shuttle. Visit bell-trans.com or call 1-800-274-7433 for more information.

Presents

ANIMAL CARE EXPO


2012

Rio All-Suite Hotel and Casino

Las Vegas, NV
May 21-24, 2012

Don't Forget To Consider
A Sponsorship—Most
Sponsor Levels Include
Complimentary Booth Space



 Reserved for sponsors. All booths are 10' by 10'.

Presents

ANIMAL CARE EXPO

2012

EXHIBIT SPACE AGREEMENT

Exhibitor Information

Note: All information will be listed in the Expo 2012 Show Directory and Guide as it is listed here. The deadline to submit your listing is February 14, 2012.

EXHIBITING COMPANY/ORGANIZATION

ADDRESS

CITY STATE ZIP CODE

WEBSITE E-MAIL

PHONE FAX

CONTACT NAME* TITLE* CONTACT E-MAIL*

*Please provide Expo contact information for HSUS use only (not for publication).

Exhibit Categories Please check up to three categories:

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Adoption Outreach | <input type="checkbox"/> Cat Containment | <input type="checkbox"/> Fundraising and Promotional Items | <input type="checkbox"/> Pet Hospitals |
| <input type="checkbox"/> Air Purification | <input type="checkbox"/> Cleaning and Sanitation Supplies | <input type="checkbox"/> Grant-Giving Funds | <input type="checkbox"/> Pet Supplies |
| <input type="checkbox"/> Animal Behavior and Training | <input type="checkbox"/> Colleges/Universities | <input type="checkbox"/> Grooming Supplies | <input type="checkbox"/> Pharmaceuticals and Biologicals |
| <input type="checkbox"/> Animal Capture Equipment | <input type="checkbox"/> Computer Hardware and Software | <input type="checkbox"/> Insurance | <input type="checkbox"/> Publications and Videos |
| <input type="checkbox"/> Animal Handling and Care Equipment | <input type="checkbox"/> Cremation Equipment, Services, and Supplies | <input type="checkbox"/> Internet Services | <input type="checkbox"/> Retail Services |
| <input type="checkbox"/> Animal Identification Systems | <input type="checkbox"/> Disaster Services | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Shelter Outreach and Support |
| <input type="checkbox"/> Animal Licensing | <input type="checkbox"/> Dog Care | <input type="checkbox"/> Lost and Found Services | <input type="checkbox"/> Staff Training |
| <input type="checkbox"/> Animal Transport Equipment and Vehicles | <input type="checkbox"/> Dog Wash | <input type="checkbox"/> Mobile Spay/Neuter Clinics and Adoption Vehicles | <input type="checkbox"/> Tubs and Sinks |
| <input type="checkbox"/> Architectural and Shelter Design Services | <input type="checkbox"/> DNA Canine Breed Testing | <input type="checkbox"/> Noise Reduction Products | <input type="checkbox"/> Uniforms and Apparel |
| <input type="checkbox"/> Beds and Bedding | <input type="checkbox"/> Education | <input type="checkbox"/> Nonprofit Savings Program | <input type="checkbox"/> Veterinary Equipment and Supplies |
| <input type="checkbox"/> Building and Construction Materials | <input type="checkbox"/> Equine Supplies | <input type="checkbox"/> Odor Control Products | <input type="checkbox"/> Veterinary Services |
| <input type="checkbox"/> Cages, Cage Systems, and Kennels | <input type="checkbox"/> Feeds and Nutrition | <input type="checkbox"/> Organizations and Associations | <input type="checkbox"/> Wildlife Handling and Control |
| <input type="checkbox"/> Capital Campaign Fundraising | <input type="checkbox"/> Fencing and Containment Systems | <input type="checkbox"/> Pet Health Identification Cards | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Cat Care | <input type="checkbox"/> Floorings and Floor Coatings | | |

Exhibit Space Prices

Exhibit space is available in multiples of 10' x 10' booth units. The charge per booth for exhibit space is \$1,595 for commercial companies and \$575 for nonprofit organizations. Preferred booth locations are viewed as requests and are not guaranteed. Each corner booth that is requested and assigned will cost an additional \$150. Placement is based on sponsorship, the number of years the company has exhibited, and the order in which the Exhibit Space Agreements are received. Each booth rented entitles the exhibiting company to two complimentary registrations for the exhibitors. Individual attendees will be required to register for their badges separately from this application. A special exhibitor registration badge sign-up link will be sent for this purpose with the *Exhibitor Service Manual* approximately 90 days prior to the event. Please note that nonprofit organizations using a nonprofit discount will not be assigned exhibit space until 90 days prior to the start of Expo 2012. Please do not request a preferred booth location if you are using the nonprofit discount.

Preferred Booth Location:

1. _____ Total number of 10' x 10' booths: _____
 2. _____ Total cost of booth space: _____
 3. _____ TOTAL ENCLOSED: _____

NOTE: To secure exhibit space, full payment and a description of products and services are required with this agreement. Please attach a check to this form or include your credit card information for all booths purchased. Also, submit a brief paragraph describing the products and services you plan to exhibit. This description is for internal use only. Space will not be assigned without both full payment and a description enclosed. The HSUS reserves the right to refuse a company's application to exhibit.

Your signature indicates acceptance of the terms of this application.

SIGNATURE

DATE

Method of Payment

- Check (payable to Animal Care Expo) Visa MasterCard American Express Discover

CARD NUMBER EXPIRATION DATE SECURITY CODE (three numbers on back of card)

NAME AS IT APPEARS ON CARD SIGNATURE

BILLING ADDRESS (associated with card)

To reserve your booth and make a payment, please return this form to:

The Humane Society of the United States. Attn: Animal Care Expo
 P.O. Box 87598 • Montgomery Village, MD 20886-9997

Please make checks payable to The Humane Society of the United States. You may also fax the form to 301-548-7767

Conditions and Rules

These exposition rules are part of the contract between the exhibiting firm and The Humane Society of the United States (show management). Show management shall have the authority to interpret and enforce these rules. All matters not covered by these rules are subject to the decision of show management. All decisions so made shall be as binding on all parties as the original rules. The exhibiting firm or its representative is responsible for familiarizing itself with all rules and regulations. The exhibiting firm or its representative who fails to observe these conditions may be excluded from the exposition without refund.

Exhibit Personnel

No exhibiting firm or member of an exhibit staff shall behave in a manner offensive to decency or good taste. Show management reserves the right to remove any exhibit staff deemed to be behaving inappropriately. In such event, there shall be no refund of either registration fees or booth rental fees. Show management reserves the right to refuse to permit the exhibiting firm or exhibit staff to exhibit in and/or attend one or more future HSUS-sponsored expositions.

Liability

Show management undertakes no duty to exercise care, nor assumes any responsibility, for the protection and safety of the exhibitor, its employees, volunteers, representatives, or agents; or the protection of any property of the exhibitor or its employees, representatives, or agents; or of property used in connection with the exhibit, from theft or damage, or destruction by fire, accident, or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by exhibitor. Any protection exercised, in fact, by show management shall be deemed purely gratuitous on its part and shall in no way be construed to render it liable to the exhibitor.

The exhibiting firm agrees to make no claim against The Humane Society of the United States or any of its sponsoring organizations, agents, or employees on account of loss occasioned by fire, accident, theft, storm, or damage from negligence; or on account of any injury to the exhibitor or exhibitor's employees, volunteers, representatives, or agents while in the exhibit quarters; or for damage of any other nature or character, including any damage to the exhibiting firm's business as a result of the exhibit or as a result of its installation or removal; or for failure to hold the exhibition as scheduled.

The exhibitor agrees to indemnify and hold show management harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor, its employees, volunteers, representatives, and agents, or from the property of the exhibitor.

Show management shall not be liable for the fulfillment of this agreement as to delivery of space, if no delivery is made due to any one of the following causes: fire, floods, embargoes, war, acts of war (whether war is declared or not), acts of terrorism, riots, strikes, lockouts or other labor disturbances, lawsuits, acts of God, or acts, omissions, or delays in acting by any court, governmental authority, or the other party.

Insurance

Exhibitors are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury. Show management reserves the right to require, at its sole discretion, exhibitors to procure and maintain, at their own expense, insurance against liability for personal injury or property damage arising from the acts or omissions of employees, volunteers, representatives, or agents of exhibitors and to require exhibitors, as a condition of being permitted to exhibit, to provide show management with a certificate of insurance listing The Humane Society of the United States as a named insured or other satisfactory proof that such insurance is in place.

Cancellation and Reduction of Booth Size

The exhibiting firm recognizes that The Humane Society of the United States will sustain losses in the event the exhibiting firm fails to provide timely notice of cancellation (by certified mail). These losses are not inclusive of the inability to replace those canceling, advertising, redesigning of floor space, and others. The exhibiting firm agrees upon the following late cancellation assessment schedule as considered liquidation damages.

Time of Cancellation	Assessment (% total rental fee)
Before or on January 23, 2012	10%
January 24, 2012 to March 19, 2012	50%
After March 19, 2012	100%

Assignment of Space

Show management will make allocations of space guided by the requirements of individual exhibiting firms and reserves the right to arrange the floor plans and/or relocate any exhibit if deemed advisable in the best interests of the exposition.

Compliance

Each exhibiting firm agrees to comply with all federal, state, and local laws and ordinances applicable to the space leased and also with such rules and regulations as deemed necessary by the exposition facility and/or show management.

Americans with Disabilities Act (ADA)

Exhibiting firms must be in full compliance with the Americans with Disabilities Act.

Subletting Space

No exhibiting firm shall assign, sublet, or apportion the whole or part of its allotted space or distribute literature for other products or services not manufactured or exclusively distributed by the contracted exhibiting firm.

Payment

If payment is not received within the prescribed time limit, the contract is voidable at the option of show management, and the space will be reassigned. 100% of exhibit space rental fees is due no later than February 27, 2012.

Unions

The exhibiting firm hereby agrees to abide by all agreements made among any unions or other labor groups with jurisdiction at the exposition and show management or its agents and the exposition facility.

Use of Other Names and Products

Within its exhibit space, the exhibiting firm may not display or advertise equipment, products, or services bearing the name or logo of any company, dealer, or distributor other than that of the exhibiting firm. The exhibiting firm is permitted to promote the dealers and distributors of its manufactured products in signage, display material, literature, etc., as long as such promotion conforms to the display rules and regulations.

Marketing Activities Outside Exhibit Space

The exhibiting firm may not extend its marketing activities in any way or at any height level beyond the three-dimensional boundaries of its exhibit space. Displays of any kind, including products, advertising, promotional signs, literature, novelties, personal interaction, etc., will not be permitted in other exhibit spaces or public areas such as aisles, entranceways, lounges, approaches, corridors, meeting rooms, or other areas of the exposition hall or surrounding areas of hotel properties, including parking lots and other outdoor spaces or in hospitality rooms.

Solicitation

All interviews, demonstrations, solicitations, and other activities must be conducted so as to not infringe on the rights of other exhibiting firms or offend visitors to the exposition. The exhibiting firm shall confine all such activities to within its exhibit space and not in the aisles.

Nonofficial Contractors

The exhibiting firm shall neither contract for nor use any services in connection with its exhibit space at the exposition without the prior approval of show management. At least 60 days prior to the opening date of the exposition, the exhibiting firm shall supply in writing to show management the names of any persons or organizations (other than those designated as official contractors by show management) whom the exhibiting firm proposes to perform any services at the exposition. Show management will promptly notify the exhibiting firm of its approval or rejection of such selections. Nonofficial contractors must abide by all rules of the exposition for exhibiting firms and nonofficial contractors.

Noise

Representatives operating sound equipment, televisions, radios, loudspeakers, or any noise-creating devices shall do so only at a level that will not interfere with other exhibitors and/or attendees. Show management reserves the right to restrict exhibits because of noise, method of operation, creation of safety hazards, or any other reason that will interfere with the best interests of the exposition as a whole.

Exhibitor Service Manual

A complete *Exhibitor Service Manual* covering services and prices for shipping, warehousing, setting up and dismantling, and move-in and move-out days will be sent to each exhibiting firm. Any additional rules and regulations will be furnished to each exhibiting firm by show management before the show.

Exhibit Dismantling

Under no circumstances shall an Exhibitor dismantle their exhibit before the closing of the exhibition event without prior permission of the Exhibits Coordinator. Exhibitors that dismantle early will forfeit preferred booth location status at upcoming shows and may be assessed a \$300 fine.

Presents

ANIMAL CARE EXPO

2012 Sponsorship and Advertising Agreement

Sponsor/Advertiser Information

Note: All information will be listed in the Expo 2012 Show Directory and Guide as it is listed here.

The deadline to submit your listing is **February 14, 2012**. Please call ReNae Vorgert at 701-572-9100 with advertising questions.

COMPANY/ORGANIZATION		
CONTACT NAME*	TITLE	
ADDRESS		
CITY	STATE	ZIP
WEBSITE	E-MAIL	
PHONE	FAX	

*PLEASE PROVIDE EXPO CONTACT INFORMATION FOR HSUS USE ONLY (NOT FOR PUBLICATION)

Fill in your sponsorship choice(s).

	Amount
Selection 1 _____	\$ _____
Selection 2 _____	\$ _____
Selection 3 _____	\$ _____
Selection 4 _____	\$ _____

By signing below, I acknowledge that I am authorized to sign for my company and understand that I am making a commitment to participate in this sponsorship opportunity. I understand that full payment is due upon the execution of this agreement. If this sponsorship is canceled in writing before or on Jan. 23, 2012, a 50% refund will be issued. Cancellations after Jan. 23, 2012, will not be entitled to a refund.

SIGNATURE _____	DATE _____
ACCEPTED BY THE HSUS _____	DATE _____

Circle your ad type(s).

	Black & White	2 Color	4 Color*
Full Page (7 1/2" w x 10" h)	\$425	\$495	\$560
Half Page (7 1/2" w x 4 3/4" h)	\$275	\$335	\$375
Quarter Page (3 1/2" w x 4 3/4" h)	\$185	\$220	\$250

*Four-color inside front cover, inside back cover, and back cover positions are available. Please call 701-572-9100 for more information.

Digital File Requirements

The only acceptable file format is press-optimized PDF. PDFs MUST have all supporting artwork and fonts embedded. Images must be CMYK or grayscale. Minimum image resolution is 300 dpi at 100%. Files MUST be submitted at the correct size and accompanied by a high-resolution proof.

To upload advertisements visit our FTP server at humanesociety.org/adupload. Mail hard-copy proofs and/or CD-ROM to Animal Care Expo 2012 Sales Office, Attn: ReNae Vorgert, 5547 Hwy. 85, Lot 3, Williston, ND 58801.

Advertising reservation deadline is Feb 14, 2012.

SIGNATURE _____	DATE _____
ACCEPTED BY THE HSUS _____	DATE _____

Payment

Full payment must accompany this form.

Total Sponsorship	\$ _____
Total Advertising Fee	\$ _____
TOTAL	\$ _____

Check Payment (payable to Animal Care Expo)

Amount \$ _____

Credit Card Payment

Amount \$ _____

Visa MasterCard
 American Express Discover

CARD NUMBER _____	EXPIRATION DATE _____
SECURITY CODE (THREE NUMBERS ON BACK OF CARD) _____	
BILLING ADDRESS (ASSOCIATED WITH CARD) _____	
NAME AS IT APPEARS ON CARD _____	
SIGNATURE _____	

Please send this form with payment to: The Humane Society of the United States. Attn: Animal Care Expo | P.O. Box 87598 | Montgomery Village, MD 20886-9997
Please make checks payable to The Humane Society of the United States
Fax the form to: 301-548-7767



Contact Us Today!

Sponsorship availability and exhibit space are going fast. The deadline to reserve advertising space in the *Animal Care Expo 2012 Show Directory and Guide* is Feb. 14, 2012.

Call ReNae Vorgert at 701.572.9100, fax 701.572.9120, or e-mail rvorgert@humanesociety.org today to take advantage of this fabulous opportunity to cost-effectively showcase your products and services at Animal Care Expo—the largest educational conference and trade show for animal care and control and emergency response professionals.



Presents

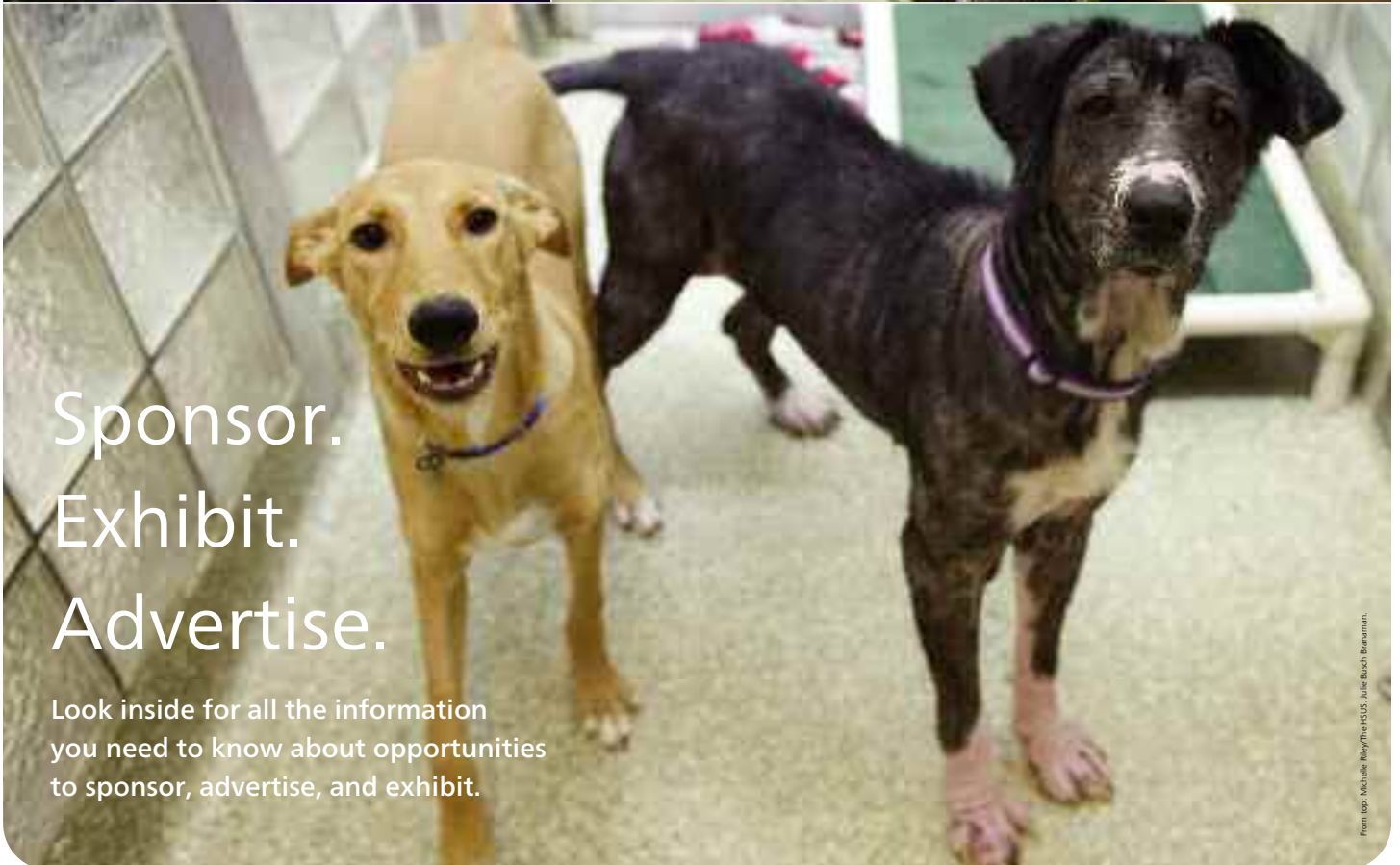
**ANIMAL
CARE EXPO**



THE HUMANE SOCIETY
OF THE UNITED STATES

2100 L Street, NW Washington, DC 20037
humane.org

ADDRESS SERVICE REQUESTED



Sponsor.
Exhibit.
Advertise.

Look inside for all the information
you need to know about opportunities
to sponsor, advertise, and exhibit.