



Mid-Atlantic Regional and Triathlon hosted by the Mid-Atlantic Agility Showcase

April 21-23, 2017
Palmyra, PA

www.MidA-AgilityShowcase.com
A USDAA Event



The Seventh Annual Event!

The Mid-Atlantic Agility Showcase is one of the largest agility events on the east coast and each year it features the Triathlon with a \$4,125.00 prize purse. In its seventh year, this event is a high-caliber agility showcase drawing competitors from up and down the east coast, mid-west and even Canada, with turnout increasing each year. The Mid-Atlantic Agility Showcase is a product of the joint efforts of three East Coast agility clubs, all of which are affiliated with the United States Dog Agility Association, Inc. (USDAA). The Mid-Atlantic Regional and Triathlon hosted by the Mid-Atlantic Agility Showcase is an official USDAA event. Join us at this unique event and showcase your business and products to gain exposure and customers.

Top Dogs

The Mid-Atlantic Agility Showcase featuring the Mid-Atlantic Regional and Triathlon, held in Palmyra, PA, at the In the Net Sports Complex, April 21-23, 2017, will be one of the largest USDAA agility events on the East Coast. Place your products and services directly in front of hundreds of dog lovers and competitors at this high-caliber event, where attendees have not only one dog, but two, three, or more dogs - per household - who enjoy the very best you have to offer!

Three Days, Three Rings, \$4,125

Competitors of all levels will be in attendance - all on the lookout for new products, services and treats to give their dogs a competitive edge. The event will span three rings of competition over three days. All class types at all levels will be offered, plus: Team, Grand Prix and Steeplechase. In addition, the Triathlon class, unique to this event only, will be offered with a winning purse of \$4,125!

A Showcase for Your Company

Use The Mid-Atlantic Agility Showcase to promote your product and company to a large collective audience of dog lovers from the agility world, and the general public of dog owners at the same time. At the Mid-Atlantic Agility Showcase you'll have direct access to the most involved dog owners in the country.

Benefits for Your Business

Reach an extensive audience who value:

- **Quality:** Food, treats, toys, supplements, and accessories are products agility competitors seek - and purchase.
- **Companionship:** Agility competitors typically average two to three dogs per household and are truly part of the family.
- **Innovation:** Great new products for a competitive edge. Once they find a product that works, you will have a return customer for life!
- **Active Living:** Gear for the active dog and active dog owner are sure winners with this crowd who train and compete year-round.

Photos By: www.mnicolefischer.com



Ideal Products & Services

- Training and Fitness
- Dog Food and Treats
- Dog Massage and Acupuncture
- Extreme Weather/Rain Gear
- Active Footwear
- Outdoor Clothing and Gear
- Health Products and Supplements
- Grooming
- Events
- Health and Holistic Care
- Dog Toys of All Sorts
- Magazines and Books
- Photography
- Art
- Agility Gear & Equipment

A Wide Reach

The addition of the Mid-Atlantic Regional and Triathlon will result in a significant increase in participants and spectators, providing you with ample opportunity to expose your product to a multitude of dog lovers in your exact target audience through sponsorship, samples, education and advertising, at this big-draw event.

In The Net Sports Complex is located only ten minutes from Hershey, PA, along a highly trafficked road to draw in more local spectators and customers. In addition, local advertising will be fully utilized to draw in the local dog lovers!

Event Location:

In The Net Sports Complex
798 Airport Rd
Palmyra, PA 17078
www.inthenet.com
Phone: (717) 838-8706

Sponsorship Contact Info:

Erica Vandover
varuffriders@hotmail.com
www.MidA-AgilityShowcase.com

Can't attend the event but want to promote your product?







































Get samples, advertising, and/or coupons of your product directly in the hands of dog owners-your target audience! Provide your sample, ad, or coupon **by 4/15/17** to the Mid-Atlantic Showcase and it will be put in the goody bag that is given to every single competitor at the Mid-Atlantic Regional and Triathlon. Great exposure for your product! Contact Erica about how best to get your sample or ad to us.

About USDAA

The United States Dog Agility Association, Inc. (USDAA) is the world's largest independent authority for the sport of dog agility. USDAA represents more than 150 affiliated groups conducting more than 600 days of events each year throughout the continental United States, Puerto Rico, Canada, Mexico, Bermuda, Guatemala, Costa Rica, Spain, Hong Kong, Singapore and Japan.

Organized in 1986 to introduce the sport of dog agility to North America, USDAA adopted the motto "Promoting International Standards for Dog AgilitySM", patterned after the British standards for the sport. Since that time, USDAA has evolved into an international organization with the most comprehensive and diverse programs for development and certification for dog agility anywhere in the world. *Provided by USDAA. See www.USDAA.com for more info.*



Sponsor Package Opportunities		Gold 1 Available \$1,300	Silver 1 Available \$1,000	Bronze Unlimited \$225
Pre-Event Perks				
Home Page Ad* <i>Logo & Link</i>				
Test Schedule Page Ad* <i>Logo & Link</i>				
Support Our Sponsors Page Ad* <i>Logo & Link</i>				
Facebook Page <i>Introduction of your company as a sponsor, logo, link & promotion</i>				
At the Event Perks				
Banner				
Ring 3 (Triathlon)				
Ring 2 (Team Relay)				
Ring 1 (Most classes)				
Check-in & Awards Area				
Refreshment Area/Worker Raffle				
Event T-shirt				
Back Largest Logo				
Back Second Largest Logo				
Back Third Largest Logo				
Vendor Space				
3 days of prime indoor space				
Goody Bag				
Logo & URL on Reusable Bag				
Item in the Worker Raffle with Advertising All Three Days				
				
Sponsor Raffle and Sponsor Punch Card				
Drive traffic to your booth!				
Let Us Promote You!!				
Have a limited special for this event only? We will highlight it on FB and Twitter page during the event!				

***All web ads and active links will remain posted through July 2017 on www.MidA-AgilityShowcase.com**

A-La-Carte Advertising & Vending Opportunities

For those businesses that want to advertise or vend only, please see below for pricing options. Please remember that the Sponsor Packages include all of the options below in addition to a number of extra perks! Get the most for your money and choose a Sponsor Package that fits your business.

A-La-Carte	1 Day	2 Days	3 Days
Vendor Space Only	\$75.00	\$130.00	\$170.00
Canine Massage Indoor Setup	1 Day	2 Days	3 Days
	\$55.00	\$85.00	\$115.00

Online Advertising	Home Page	Test Schedule Page	Trial Info Page	Triathlon Info Page	Location Info Page	Spectator Info Page	Contact Info Page
Website Ads* <i>Side banner with link to your website</i>	\$50.00	\$50.00	\$35.00	\$35.00	\$35.00	\$35.00	\$25.00

**All web ads and active links will remain posted through July 2017 on www.MidA-AgilityShowcase.com*

April 21-23, 2017
Mid-Atlantic Agility Showcase
Vendor/Sponsorship Ad Details



Vendor Requirements

- All pre-event web advertising, t-shirts and goody bags will be provided by MAAS.
- Banners are the sole responsibility of the advertiser to provide. MAAS will indicate the appropriate areas for banners to be displayed.
- Tables, chairs and tenting for vendors are the responsibility of the vendor.

Advertising Print Artwork Requirements

- Provide artwork by designated due dates below to ensure inclusion on promotional items
- **All Vendors:** Please provide a **brief description** we can post to our FB page when we announce your participation in MAAS
- Please email all artwork/wording to *Erica at varuffriders@hotmail.com*

	Due Date	Color Scheme	Format	Dimensions
T-Shirt Art	4/3/17	Color or B/W (will print in one color)	Must be in PC, .eps file, and no more than 2 MB	Size will be adjusted to fit product
Goody Bag Art	4/3/17	B/W Only		
Web Ads	Will be posted upon receipt. The sooner you send the more exposure you get!	Color	Must be in JPG, GIF, or PNG	Width 175px, Height 200px


Many aspects of the sponsorship packages are deadline sensitive. Therefore packages purchased after a production deadline has passed will be adjusted accordingly. In such cases MAAS will make every effort to offer an advertising opportunity of equal value in its place.

Mid-Atlantic Agility Showcase
April 21-23, 2017, Palmyra, PA
Sponsor/Vendor Contract

This Vendor/Sponsorship agreement is by and between Mid-Atlantic Agility Showcase Group (comprised of VA Ruff Riders, Mid-Atlantic MADness and Keystone Agility Club) (hereinafter referred to as "MAAS") and the exhibiting organization identified below (hereinafter referred to as "Exhibitor").

Please check off your selected sponsorship package

For a detailed listing of package benefits please see p.3:

Kryptonite 	Gold <i>1 available</i>	Silver <i>1 available</i>	Bronze <i>Unlimited</i>
<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$225

Please select your vending or advertising

If you are purchasing a sponsorship package see p.3 for which of these items are already included:

Vendor Space Only <i>Indoors</i>	1 Day <input type="checkbox"/> \$75	2 Days <input type="checkbox"/> \$130	3 Days <input type="checkbox"/> \$170
Canine Massage <i>Indoor Setup</i>	1 Day <input type="checkbox"/> \$55	2 Days <input type="checkbox"/> \$85	3 Days <input type="checkbox"/> \$115

Online Advertising

Side Banner w/ Link (Ads per page are limited)

Home Page <input type="checkbox"/> \$50	Test Schedule Page <input type="checkbox"/> \$50	Trial Info Page <input type="checkbox"/> \$35	Triathlon Rules Page <input type="checkbox"/> \$35	Location Info Page <input type="checkbox"/> \$35	Spectator Info Page <input type="checkbox"/> \$35	Contact Info Page <input type="checkbox"/> \$25
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Vendor Info

Vendor Name: _____

Name to be used in published material (*if different than above*): _____

Primary Contact: _____ Title: _____

Address: _____ Phone: _____

City, State Zip: _____ Fax: _____

E-mail: _____ Website: _____

Products or Services Description: _____

Payment Info

- A 50% non-refundable deposit is due with the contract, the balance is due by 4/10/17
- Make checks payable to Mid-Atlantic Agility Showcase (MAAS)
- Enclose payment with completed contract and mail to:

Mid-Atlantic Agility Showcase
 c/o Janet Gauntt
 10489 State Route 108
 Columbia, MD 21044

Agreement

I (Exhibitor) hereby agree to the Terms and Conditions of this Vendor/Sponsorship Agreement (p.4) and MAAS Rules and Regulations.

Signature: _____ Printed Name: _____

Date: _____ Federal Tax ID/Business License #: _____

Approved by MAAS: _____ Date: _____

Please direct all questions to Erica at varuffriders@hotmail.com

Vendor/Sponsorship Agreement Terms and Conditions

Exhibit Space, Exhibitors, and Attendees. Exhibitor agrees to lease from MAAS exhibit space(s) as indicated on reverse as approved by MAAS. It is understood that MAAS will make every effort to assign the exhibit space(s) as requested, but Exhibitor grants MAAS the right to make final assignment of exhibit space and to alter locations, at MAAS's sole discretion. Exhibitor acknowledges that they are not contracting for a specific booth(s), but rather for the right to participate as an Exhibitor at the show MAAS. Exhibitor understands that exhibit space(s) is held on a tentative basis until receipt of signed Agreement and full payment. Assigning, subletting, subdividing or sharing of exhibit space is prohibited. MAAS makes no representations or warranties with respect to the demographic nature and/or number of Exhibitors or attendees. Further, Exhibitor acknowledges that MAAS has no control over prices charged for product(s) by other Exhibitors nor over the number of Exhibitors selling the same, similar or competitive products. In the event any part of the exhibition facility is destroyed or damaged so as to prevent MAAS from permitting an Exhibitor to occupy assigned space during any part or whole of the Show, or in the event occupation of assigned space is prevented by strikes, acts of God, national emergency, or other cause beyond the control of MAAS, Exhibitor will be charged for space during the period it was or could have been occupied by Exhibitor; and Exhibitor hereby waives any claim against MAAS, its directors, officers, agents, suppliers or employees for losses or damages which may arise in consequence of such inability to occupy assigned space or participate at the Show.

Use of Space. No selling of dogs or cats is allowed. Distribution of advertising material and Exhibitor solicitation of any sort shall be restricted to the Exhibitor's booth. Exhibitor's exhibit or product may not extend beyond the limits of the Exhibitor's booth and part of any exhibit or product may not extend into any aisle. Exhibitor shall not arrange its exhibit to obscure or prejudice adjacent Exhibitors in the opinion of MAAS. Exhibitor will keep their exhibit open and staffed at all times during show hours. Exhibitor will not remove product from their booth prior to 5 PM on Sunday or conclusion of event (whichever occurs first). Without limiting the preceding, MAAS further reserves the right to modify or rearrange an Exhibit in any way it deems appropriate. Failure to comply with the rules and regulations of this Agreement and as stated in the Exhibitor Services Manual will result in the alteration or removal of the booth at the Exhibitor's expense. Rental fees for services and exhibit space are not refundable. MAAS reserves the right to decline, prohibit or expel an exhibit or exhibits which, in its judgment, is out of keeping with the character of the exhibition, this reservation being all inclusive as to persons, things, printed matter, product, conduct, sound level, etc.

Payment. Exhibitor agrees to pay all appropriate exhibit space rental fees according to the payment schedule below. Exhibitor is responsible for any bank fees. No Exhibitor will be permitted to retain a booth space, participate, or move-in a display of products without prior full payment. If the exhibit space rental fee is not paid according to the schedule, MAAS reserves the right to cancel Exhibitor's Agreement and re-assign exhibit space(s). The Exhibitor agrees that upon acceptance of this Agreement by MAAS with or without appropriate or timely payment of any and all fees, this Agreement shall become binding and enforceable in accordance with its terms. *Payment Schedule:* A 50% non-refundable deposit is due with the submission of Agreement; balance due by 4/10/17. If Agreement is submitted after 4/10/17 total payment is due with the Exhibit Space Agreement.

Cancellation. Any request for cancellation of exhibit space must be submitted in writing. Notwithstanding the foregoing, all payments for exhibit space(s) are non-refundable. MAAS will cancel an Exhibitor's exhibit space and bar Exhibitor from participation if (1) payments are not made according to the payment schedule above, (2) Exhibitor fails to occupy the assigned space by 12:00 PM on the day of show opening; and/or (3) Exhibitor fails to comply with this Agreement for Exhibit Space and the Rules and Regulations (as they may be amended by MAAS from time-to-time) in any respect.

Defaults. Without limiting any other rights or remedies, if the Exhibitor fails to pay any of the installments outlined in the Payments Section (above), or otherwise fails to comply with the terms of this Agreement, MAAS shall be entitled to the following: (1) Any exhibition fees paid shall be retained by MAAS as liquidated damages, and (2) any outstanding payments as outlined in the Payment Section are due and payable in consideration for MAAS having reserved space and provided services to the Exhibitor until the date the Exhibitor is cancelled. Both the Exhibitor and MAAS acknowledge that MAAS will sustain substantial losses if the Exhibitor cancels, downsizes or defaults on its participation. Even though MAAS will exercise its best efforts to provide the canceled, defaulted, or unused space and its service to others, MAAS and the Exhibitor agree that MAAS will nevertheless incur substantial losses that cannot be previously determined. Due to the difficulty of determining and detailing said losses, the Exhibitor agrees to pay the preceding as liquidated damages (and not as a penalty) if the Exhibitor cancels, downsizes, or defaults its participation. All cancellation/downsizing/default fee(s) and the retention of Exhibitor payments pursuant to this Agreement are acknowledged by the Exhibitor to be fully earned and to constitute liquidated damages (and not a penalty) due in consideration for expenses incurred by MAAS and in consideration for MAAS having reserved space and provided services to the Exhibitor until the date of cancellation, downsizing or default, thereby losing or deferring the opportunity to provide exhibit space and its service to others. MAAS shall also be entitled to any and all actual and consequential damages it incurs as a result of Exhibitor's breach.

Attorney's fees, Interest and Collection Fees. If Exhibitor does not meet all financial obligations when due or otherwise fails to comply with the terms of this Agreement, Exhibitor shall be responsible for all damages (both actual and consequential), all outstanding debts, interest at one and one-half percent (1.5%) per month, and any fees (including attorney's fees and/or collection fees) that MAAS incurs. There will be a \$35 charge for all returned checks. If the interest amount, attorney's fees and/or collection fees, and returned check fees exceed the limits allowed by applicable laws, then the maximum interest and such fees as allowed by such laws shall be paid to MAAS by the Exhibitor. In the event of any dispute between MAAS and Exhibitor regarding this Agreement, and/or any claim, suit or demand relating to or concerning in any way the Exhibitor's attendance or participation at the Show, MAAS shall be entitled to receive from Exhibitor, in addition to all other remedies, the actual attorney's fees it incurs in the event it is prevailing party.

Additional Expenditures. Exhibitor understands and agrees that all expenses for shipping and handling of equipment and display material into and out of the exhibit hall, for constructing, decorating and dismantling the display, and all other costs incidental to the operation of the exhibit are not part of the exhibit space rental fee and are the responsibility of Exhibitor. Any disputes that may arise between Exhibitor and any third party contractors are the sole responsibility of these parties and are to be settled between them.

Insurance. Exhibitor must have a commercial general liability policy of not less than \$1,000,000.00 naming MAAS as an additional insured. Exhibitor agrees to carry adequate personal and property damage liability and workers' compensation insurance. To the extent Exhibitor brings or has any animals at the event, Exhibitor agrees to procure insurance of no less than \$1,000,000.00 that covers any injury, including injury to persons resulting from the animals. Certificates of insurance must be furnished by Exhibitor if requested by MAAS and must be available on-site during the event. Failure by MAAS to request proof of insurance shall not relieve Exhibitor from carrying proper coverage. Exhibitor understands that MAAS does not maintain insurance covering Exhibitor's property or person and it is the sole responsibility of Exhibitor to obtain such insurance.

Liability, Representations, Indemnification & Release. Neither MAAS, its officers, directors, employees, or agents, nor the exhibition facility, nor the legal entities that own, lease or operate the facility ("Exhibit Facility Owners"), nor their members, officers, directors or employees, will be responsible or liable for (1) injury to Exhibitor, its employees or agents, any person or persons associated with Exhibitor, and/or (2) loss or damage to any of Exhibitor's property while in transit to or from the exhibition facility or while in the exhibition facility. Once at the exhibition facility, Exhibitor is solely responsible for the protection of its Exhibitors, its employees, and its property against robbery, burglary, theft or damage by fire or any other cause. MAAS shall not be held accountable or liable for, and the same are hereby released from accountability or liability for any damage, loss, harm or injury to the person or any property of the Exhibitor or any of its officers, directors, agents, employees, or other representatives, resulting from theft, fire, water, accident or any other cause. Exhibitor agrees to indemnify and hold harmless MAAS and the Exhibit Facility Owners, and their contractors, officers, agents and employees against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind, including attorneys' fees resulting from, related to, or connected in any way, to the Exhibitor, the occupancy of the exhibit space, and/or Exhibitor's attendance or participation at the Show, by reason of personal injuries, death or property damages sustained by any person. Exhibitor also assumes full responsibility for all injury to any and all persons, animals, or property that is in any way connected with Exhibitor's property, its attendance or participation at the show, or caused by Exhibitor, his/her agents, representatives, employees, or animals and waives and releases any claims against MAAS in regards to the same. Exhibitor waives all claims of any kind against MAAS or any of its directors, members, employees, or agents, arising from the Show, attendance at the Show, and the conduct of MAAS, other Exhibitors, and/or attendees. Exhibitor agrees that MAAS shall not be liable for any loss or damage to Exhibitor including, but not limited to any loss or damage to Exhibitor's business by reasons of failure to hold the show, or failure to provide space for any exhibit, or the removal of any exhibit, or for any action of MAAS or its employees or agents in relation to the exhibit or Exhibitor. Exhibitor further waives any and all claims to consequential damages. Exhibitor warrants and represents that any use of materials published or displayed on the Internet or in electronic format in connection with MAAS will not violate or infringe any copyright, trademark, trade secret, or any other rights of MAAS or any third party. Exhibitor agrees to indemnify and hold harmless MAAS from any and all claims for monetary awards, including but not limited to reasonable attorney's fees, made by third persons relating to or arising from any third-party claims of defamation, illegality, or infringement or any patents, trade secrets, copyrights, trademarks, service marks, trade names, or similar proprietary rights. Exhibitor agrees to abide by all pertinent laws, ordinances, rules, workers compensation, regulations and codes of duly authorized local, state, and federal governing bodies, concerning licensing, taxation, fire, safety and health (including vaccination requirements), together with the rules and regulations of the exhibition facility. Exhibitor agrees and represents that it will not bring aggressive and/or anti-social animals to the Show and/or any animal that poses or potentially poses a risk to the safety or well-being of the general public. Without limiting any other provisions of this Agreement, Exhibitor agrees to indemnify or hold MAAS harmless from any damage or injury caused by a breach of the preceding sentence.

Scope of Agreement. Exhibitor agrees to abide by the terms and conditions of the Exhibit Space Agreement and the official Expo Rules and Regulations, which are made a part by reference and fully incorporated herein. If any language in the Rules and Regulations conflicts with the language in the Agreement, then this Agreement language shall govern. This is not binding on MAAS until signed by an authorized representative on behalf of MAAS. The individual signing on behalf of Exhibitor warrants that he/she is authorized to do so.

Agreement Modifications. All terms and conditions of this Agreement shall be binding upon the parties and their representatives. This Agreement states the entire agreement and understanding of the parties with regard to the subject matter of this Agreement.

Jurisdiction, Venue, & Applicable Law. This Agreement shall be construed by and enforced in accordance with the laws in the State of Pennsylvania. Any suit involving any dispute or matter arising under this Agreement may only be brought in the Circuit Court for Lebanon County, PA. The Exhibitor hereby consents to the exercise of personal jurisdiction by said Circuit Court with respect to any such proceeding. The Exhibitor waives trial by jury with regard to any lawsuit.

Miscellaneous. This Agreement is irrevocable, and the rights of MAAS under this Agreement shall not be deemed waived except as specifically stated in writing by an authorized representative of MAAS. If any term, clause or provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other term, clause or provision and the invalid term, clause or provision shall be deemed to be severed from the Agreement. MAAS shall be defined to include MAAS, its shareholders, agents, employees, and servants. As used in this Agreement, Exhibitor shall mean both the corporation company or association, referred to as "Exhibitor" on page one (1) of this Agreement, as well as the person signing below in their individual and personal capacity. "Show" shall mean the event, or events, identified on the first page of this Agreement.

EXHIBITOR: I hereby agree to the Terms and Conditions of this Exhibit Space Agreement and MAAS Rules and Regulations including, but not limited to, the releases, indemnifications, hold harmless provisions, and any other representation made by Exhibitor herein. By signing below, you agree to be personally bound, in your individual capacity, to the same extent as the Exhibitor including, but not limited to, the releases, indemnifications, hold harmless provisions, and any other representation made by Exhibitor herein.

EXHIBITOR:
Signature _____

Date _____