

## Dog Days of Downtown Silver Spring Vendor/Sponsor Information

This form is for vendors and sponsors.  
If you are a non-profit organization, please complete the Non-Profit Application.

### Deadline

The deadline for submitting this application is **Tuesday, August 31, 2010.**

Please scan & email completed form to [events@LivingRuff.com](mailto:events@LivingRuff.com) or fax to 301.585.7833.

### Space

Although our aim is to accept everyone, we are limited on space. Living Ruff reserves the right to exercise sole discretion in the acceptance or refusal of applications. Priority will be given to exhibitors according to the order of receipt. Your payment will NOT be deposited unless you are deemed eligible. All applications will be reviewed and will receive notification of show status.

### Sponsorship Levels

#### Premier Pooch Sponsorship \$2,000

- 1 Reserved VIP parking space in Downtown Silver Spring for the day of the event
- Acknowledgement on stage by master of ceremonies of being Premier sponsor
- Prominent sized logo on banner displayed in Downtown Silver Spring
- Prominent sized logo on staff/volunteer t-shirt
- Prominent sized logo and hotlink on event webpage
- Prominent sized logo and/or acknowledgement on all promotional materials and press releases
- Prominent sized logo and listing on event schedule/ map.
- 10 x 10 space with tent, 6' table, 2 chairs with priority location.

#### Marvelous Mutt Sponsorship \$1,000

- Acknowledgement on stage by master of ceremonies of being a supporting sponsor
- Logo on staff/volunteer t-shirt
- Logo and hotlink on event webpage
- Logo and/or acknowledgement on all promotional materials and press releases
- Logo & listing on event schedule/map
- 10 x 10 space with tent, 6' table, 2 chairs with priority location

#### Contesting Canine Sponsorship \$1000 (cost in donated items for contest winners) \*1 space available\*

- Acknowledgement on stage by master of ceremonies noting "Contests sponsored by\_\_\_\_"
- Logo on staff/volunteer t-shirt
- Logo and hotlink on event webpage
- Logo and/or acknowledgement on all promotional materials and press releases
- Logo & listing on event schedule/map
- 10 x 10 space with tent, 6' table, 2 chairs

#### Basic Exhibitor Participation \$250

- Listing on event map and web page
- 10 x 10 space with tent, 6' table, 2 chairs

### Payment

Payment from vendors is accepted by check or credit card and must be paid in full no later than Tuesday, August 31, 2010. Payments may be made to Living Ruff, LLC.

### **Set Up / Break Down**

Tents / tables / chairs will be set up prior to exhibitor arrival.

Exhibitor set up will begin at 12:00pm and must be completed by 1:00pm. Ellsworth Drive will be closed to vehicle traffic before 12:00pm and after 12:45pm. Vehicles must enter Ellsworth Drive from Fenton Street and groups will be guided by an event volunteer to booth space. Exhibitors must drop off materials with a volunteer and then will be instructed to park in the Wayne Avenue garage. Exhibitors can then return to their booth space to complete set up. This will ensure vehicle traffic is at a minimum along Ellsworth Drive during the setup process. Additional information will be sent to exhibitors prior to the event.

### **Demonstrations**

We will be allotting time for organizations to conduct demonstrations on stage for up to 10 minutes. Successful presentations in the past have included agility, training, or service animal presentations. Please note that we will try to accommodate all requests, but we will be selective based on time constraints. Priority will be given to organizations according to order of request.

### **Refund/Cancellation cut-off**

The deadline to request a full refund of your application fee is **Friday, September 10, 2010**.

As a courtesy, if you have registered for the event but can no longer participate, please notify us no later than Friday, September 10, 2010 so that we may accommodate another participation request or to cancel equipment rental. No refunds will be issued if we are notified after 9/10/10.

**Dog Days of Downtown Silver Spring**  
**Rules / Regulations of Participation for Vendors and Non Profit Organizations**

1. DOG DAYS OF DOWNTOWN SILVER SPRING will be held Sunday, October 3, 2010 from 1:00pm-5:00pm on Ellsworth Drive in Downtown Silver Spring, MD.
2. BOOTH LOCATION. Living Ruff & Downtown Silver Spring reserve the right to create the booth layout and to make any necessary layout changes. An exhibitor may be relocated to a comparable space other than previously specified if it is deemed necessary and in the best interest of the event.
3. DISPLAY DIMENSIONS & REGULATIONS. All displays, inventory, boxes, product, etc. must be contained within your booth space.
4. ANIMALS. All animals must remain in the constant care of a responsible human. Animals may not be tied to any tree, fixture or display at any time. Groups bringing adoptable animals must bring enough human companions to properly care for the animals. Water will be supplied, but groups must bring their own bowls.
5. SOUND DEVICES. The use of devices for mechanical reproduction of sound or music is permitted, but must be controlled. Sound of any kind must not be projected outside the confines of the exhibitor's booth. Voice and /or music amplifications must be kept to a sufficiently low volume so as not to disturb other exhibitors and/or events on stage.
6. SALES/DONATIONS AT BOOTHS BY NON-PROFIT ORGANIZATIONS: Donations may be accepted and sales will be permitted, but they are limited to ONLY non-profit organizations selling fundraising items related to their organization including their logo (e.g. apparel, pens, calendars, stickers, bags, magnets, etc.) ***Sales of items such as food, treats, grooming items, collars & leashes, toys, and feeding supplies are not permitted.*** Living Ruff reserves the right to restrict/limit sales of items listed or not listed on the registration form. Donations jars are allowed. For-profit organizations are restricted from selling any items, and are permitted only to distribute samples and literature.
7. SPECIAL REQUESTS. Please notify us of any special needs you may have for your booth space (e.g. electricity, accessibility, etc.). All requests will be reviewed, but are not guaranteed.
8. HOURS OF OPERATION. Exhibitors agree to staff their booth during all hours that the show is in progress. Show hours are from 1:00pm-5:00pm, Sunday, October 3, 2010.
9. SECURITY. Downtown Silver Spring Security will be on site in limited capacity. Living Ruff and Downtown Silver Spring are not responsible for exhibitors' equipment, displays, merchandise or donation/cash boxes. Exhibitors are responsible for their own property. Exhibitors are responsible for obtaining their own general liability insurance. Living Ruff will not be responsible for damage or theft of property or displays.
10. CONDUCT & CHARACTER. Exhibitors agree to conduct themselves in a respectful, cooperative manner. Any behavior deemed inappropriate by Living Ruff or Downtown Silver Spring may result in expulsion.
11. FAILURE TO COMPLY. Violation of any of these rules is basis of expulsion. Living Ruff & Downtown Silver Spring may close a booth which fails to cooperate with these regulations.
12. LIMITATION OF LIABILITY. Exhibitor hereby releases and discharges Living Ruff and Downtown Silver Spring from any responsibility, personal liability, loss or damage in connection with this event. Living Ruff and Downtown Silver Spring reserve the right to make final interpretation of the rules.



**Dog Days of Downtown Silver Spring**

**Sunday, October 3, 2010**

**1:00pm-5:00pm**

**Vendor Participation Form**

Please scan & email completed form to [events@LivingRuff.com](mailto:events@LivingRuff.com) or fax to 301.585.7833

**Vendor Information**

Organization/Company Name: \_\_\_\_\_

Brief description of your organization: \_\_\_\_\_

\_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Email \_\_\_\_\_

Website: \_\_\_\_\_

On site contact for event: \_\_\_\_\_ Phone: \_\_\_\_\_

**List all products to be exhibited (no sales are permitted for vendors)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Choose Level of Participation**

- \_\_\_\_\_ \$2,000 Premier Pooch Sponsorship
- \_\_\_\_\_ \$1,000 Marvelous Mutt Sponsorship
- \_\_\_\_\_ \$1,000 Contesting Canine Sponsorship (Amount applies to product cost for items given to contest winners)
- \_\_\_\_\_ \$250 Basic Exhibitor Participation

Check must be made payable to Living Ruff, LLC and received no later than Tuesday, August 31, 2010.

**Demonstration Request:**

Please describe the type of demonstration your organization would like to conduct, including any special equipment and/or set up needed:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_