



QUOTES FROM EXHIBITORS AT OUR PAST EVENTS

We have attended many trade shows and I can honestly say that this was the only show in which we were made to feel so welcome. We look forward to attending next year.
- Todd Koplin, President, ACCUY Natural Solutions

You can tell good promoters from the bad ones by the quality of customers... and by the mixture of vendors and exhibitors. We will return! Thanks for a job well done.
- Franc Durantaye, Sunflower Trading Companie

I set up at over 25 shows per year, and Horse World Expo was a wonderful surprise. Tremendous sales and great exposure!
- John G Nunn, Owner, Bit of Britain Saddlery

I can honestly say I have once again been amazed! The Horse Expo is a terrific event to bring so many people from all over with a common love of the horse together. I highly suggest attending in the future.
- Robert Dover, Olympic Medalist

SPONSORSHIP OPPORTUNITIES AVAILABLE



The BIG EVENT for Pet Lovers! . . .

FEATURING:

- Hundreds of Exhibitors
- Thousands of Individual Products & Services
- Celebrity Appearances & Educational Programs
- Affordable Booth Cost & Show Marketing Aids
- Family Friendly Entertainment



A RETAIL SHOW AND SALE

A retail, direct response show for all pet lovers. National Pet Expo is a super market of pet related products and services for the Maryland, Virginia, West Virginia, Pennsylvania, Ohio, New Jersey, New York, New England, Delaware, District of Columbia and Southeast Canada buyer. Patrons spend hours and visit every booth. You can do more business at National Pet Expo than in months of waiting for customers to come to your place of business. You can marshal your sales efforts at one time, in one place and maximize your sales impact by bringing your newest products/services and your best sales staff to represent you at the show. The net results will be more sales action.

YOUR TIME IS VALUABLE

You don't have to be an exhibit professional to benefit from the show. In fact, you don't have to spend your time in exhibit administration at all. You can spend your time on the single most important show activity, selling your product or service.

SHOW ADVERTISING AND PROMOTION

Each exhibitor can count on show promotion and publicity to bring buyers to the Show! An intense advertising and promotion program will bring the show message to pet lovers in nine states and the District of Columbia. Television, radio, newspapers, magazines, posters and direct mail advertising, together with a high profile public relations drive means each exhibitor will see thousands of potential customers.

CROSS PROMOTIONS

While a separate and distinct event, the National Pet Expo will be held simultaneously with the 12th Annual PA Horse World Expo, which runs Feb 27 - March 2, 2014. Horse World Expo is one of the largest equine expos in the country, hosting tens-of-thousands of patrons each year. Since many horse owners and horse lovers are also pet lovers, the promoters believe this arrangement will be a significant benefit to both shows. The National Pet Expo will be held in the North and Northeast halls. Horse World Expo is held

in the New Expo Hall and also utilizes the Large Arena, Equine Arena and Equine Barns and will be connected to the National Pet Expo via the connector link on the second floor of the Farm Show Complex. A discounted ticket will be offered to patrons who wish to attend both events. Both events will benefit from advertising cross promotion.

PROMOTIONS COMPANY AND SHOW STAFF

The officers of Equestrian Promotions, Inc. have over 40 years of cumulative experience producing successful consumer trade shows including the MD and PA Horse World Expos and Timonium Fishing Expo and Boat Show. The Pennsylvania Horse World Expo is one of the largest horse expos in the USA. In addition, the Vice-President was involved with the planning and production of the MD World of Pets Expo for five years. The National Pet Expo offers something for every pet lover and every detail has been thoroughly researched and planned to provide maximum response for our vendors and enjoyment for our patrons. We make it a top priority to listen to our vendors before, during and after the show.

A LEARNING EXPERIENCE

National Pet Expo will offer many family friendly activities throughout the weekend. These activities will include seminars and demonstrations on proper care and training for all aspects of the pet world. Patrons will also find a wide variety of hands-on activities like a petting zoo, pony rides and other interactive activities. Live demonstrations will be featured throughout the weekend and will feature celebrity appearances, variety shows, training exhibitions and more.



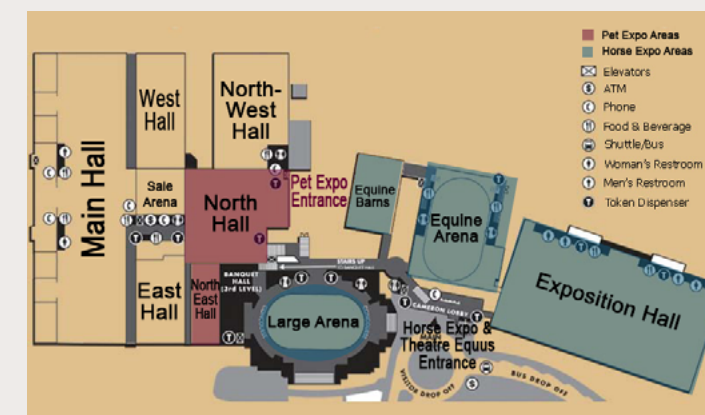
PENNSYLVANIA FARM SHOW COMPLEX, HARRISBURG, PA

The Pennsylvania Farm Show Complex is home to the Pennsylvania Farm Show, the largest indoor agricultural event in North America. Harrisburg is home to over 500,000 people and is located off I-81, within close proximity to I-83, I-283 and the Pennsylvania Turnpike (I-76). There are over 8,500 hotel rooms within a 20-mile radius, ranging from budget/economy to four-diamond resorts. The largest exhibit facility in Pennsylvania, the Farm Show Complex is located within ten minutes of Harrisburg International Airport and within a two hour drive of Philadelphia, Baltimore, Washington and other major cities. The facility occupies 16 acres under one roof - 959,000 square feet of exhibit, conference and banquet space, two arenas (the largest seating 7,400), 60 acres of convenient parking and cafeteria and catering facilities.

National Pet Expo is held in the North and Northeast halls of the Farm Show Complex and includes over 225 exhibit booths, 70' x 120' and 40' x 60' demonstration arenas, a large seminar hall and six special exhibit areas all under one roof. Multiple loading docks offer hassle-free move-in for exhibitors. The facility is also "exhibitor friendly" permitting exhibitors and their staff to load and unload their own vehicles.



SITE MAP



MARCH 1 - 2, 2014



PLAN NOW TO EXHIBIT . . .
CALL OR WRITE DENISE PARSONS
301-916-0852 • Fax: 301-916-0853
EQUESTRIAN PROMOTIONS, INC.
P.O. BOX 924 • BEL AIR, MD 21014
www.nationalpetexpo.com
email: info@nationalpetexpo.com

BOOTH RATES

- Single 10' x 10' \$500
- Each Add'l 10' x 10' (up to 4 booths) \$450
- Each Add'l 10' x 10' (5 to 8 booths) \$400
- Each Add'l 10' x 10' (9 to 12 booths) \$350
- Each Add'l 10' x 10' (over 12 booths) \$300
- Corner Booths add'l \$75
- 10' x 20' End Caps \$1150
- Non-Profit Booth* \$250
- Veterinarian/Breeder/Boarding/Grooming ... \$375
- Bulk space up to 1900 Sq. Ft. \$2.20/Sq. Ft.
- Bulk space over 1900 Sq. Ft. \$1.95/Sq. Ft.

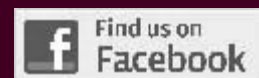
* A select number of non-profit booths are available. Proof of status is required and product sales restrictions apply.

SHOW SCHEDULE

Installation:
Fri..... Feb 28..... 8am - 8pm

Show:
Sat Mar 1 9am - 8pm
Sun Mar 2 9am - 5pm

Dismantling and Exhibit Removal:
Sun Mar 2 5pm - 10pm
Mon..... Mar 3 8am - 11am



DON'T MISS OUT ON THIS GREAT EXPO!

Pennsylvania

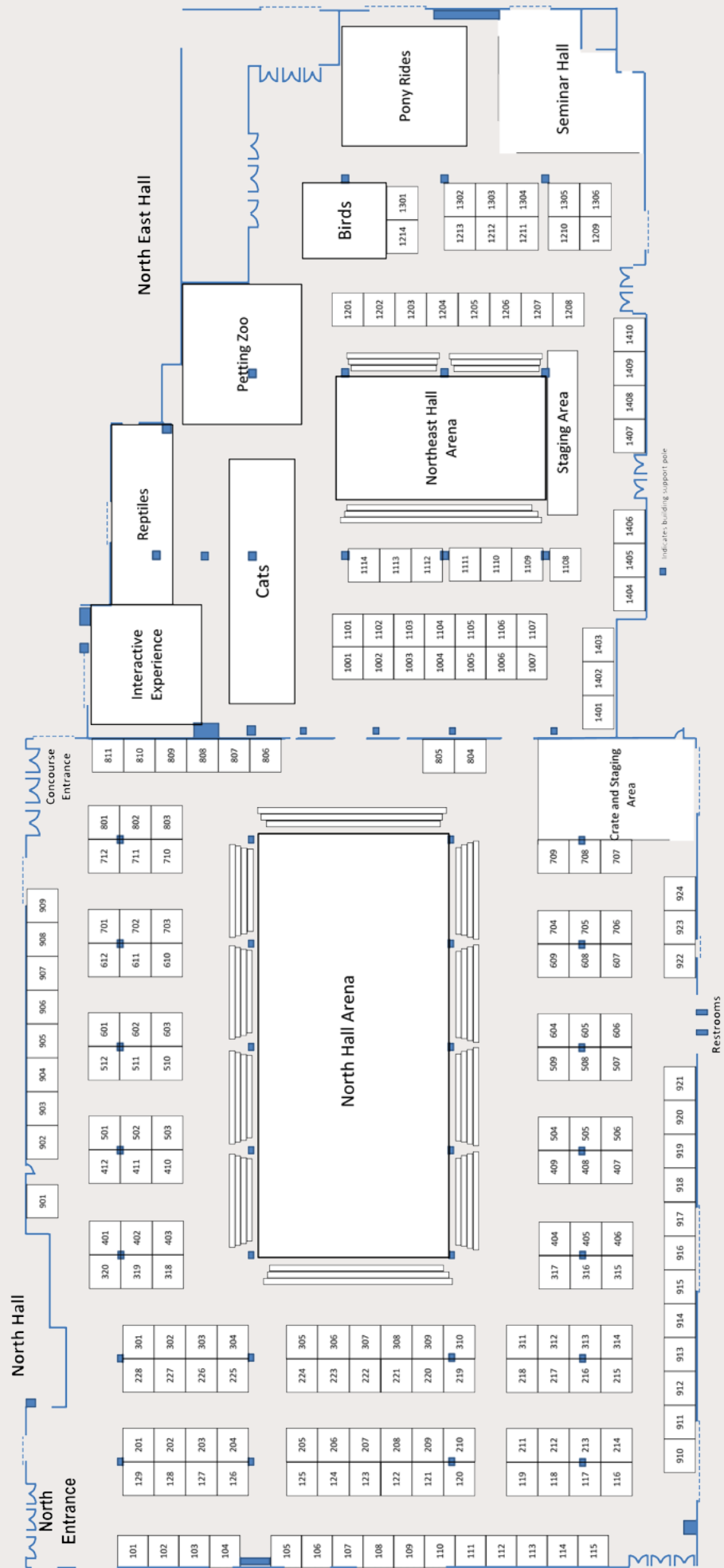
MARCH
1 - 2, 2014

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National Pet Expo Booth Layout



NATIONAL PET EXPO



Plan Now to Exhibit...

- The National Pet Expo will be held at the PA Farm Show Complex the same weekend as PA Horse World Expo, one of the largest horse expos in the US
- Tens of thousands of horse and pet lovers attend the PA Horse World Expo and will be offered discounted admission to the National Pet Expo
- Both the National Pet Expo and Horse World Expo are produced by Equestrian Promotions, Inc.
- In addition to an extensive ad campaign for the National Pet Expo, the event will also be promoted in Horse World Expo advertising
- The Expo will include family entertainment, live demonstrations, activities, celebrity appearances and nationally known educators

Confirmed for 2014, special appearances by:
Victoria Stilwell - internationally known for
her smash hit TV show *It's Me or the Dog!*

