



Dear Friend:

We love our dogs. If you ask any dog lover what they want most, it's their best friend by their side forever. Yet today, it seems our dogs battle more health challenges than ever. Rising cancer rates, musculoskeletal injuries, autoimmune disease, organ failure, and more. Lifespans are shorter. More veterinary visits are needed to manage problems, at an ever-rising cost. We need to reverse this trend, and give our dogs the long and healthy lives they deserve.

That's why the Healthy Dog Expo is coming to Albany in April 2018! The Expo will bring internationally respected authorities that are on the cutting edge of natural dog health, feeding, and veterinary care. With talks, demonstrations, exhibits, and vendors, Expo guests will have a variety of ways to learn and share their experiences. Following the Expo, they will stay connected through the event website, Facebook page, and email newsletter. The Expo will be the foundation of a national campaign to raise awareness and support for natural dog health, and will be held annually.

Both sponsorship and exhibitor opportunities are available. Attached please find a sponsorship/exhibitor kit with registration form. We will have some flexibility for those who want to customize their sponsorship or exhibit – just let us know your needs!

I look forward to answering any questions you may have, and look forward to you being part of the Healthy Dog Expo!

Thank you!

Laurie S. Coger DVM, CVCP

HEALTHYDOGEXPO.COM

Sponsorship Levels

Top Dog \$2500

- Complimentary corner/end booth in high traffic area
- Logo on promotional advertising
- Live showcase segments to feature your brand surrounding main event entertainment
- Brand mentions throughout the event
- Attendee bag insertions
- Featured on event website sponsor page includes logo & 200 words of copy
- Listing & featured ad on event website vendor page

Big Dogs \$1000

- Complimentary booth in high traffic area
- Logo on promotional advertising
- Live showcase segments to feature your brand surrounding main event entertainment
- Brand mentions throughout the event
- Attendee bag insertions
- Featured on event website sponsor page includes logo & 200 words of copy
- Listing & featured ad on event website vendor page

Puppy Dogs \$500

- Complimentary booth
- Logo on promotional advertising
- Attendee bag insertions
- Featured on event website sponsor page includes logo & 200 words of copy
- Listing & featured ad on event website vendor page

Pack Member \$25

- Attendee bag insertions
- Featured on event website sponsor page
- Listing on event website vendor page

Exhibitors

Working Dogs \$35

- 10 foot exhibit space
- Products may be sold
- Listing on event website exhibitor page
- Exhibitor passes for up to 3 staff members

Double Dog Dare \$50

- 20 foot exhibit space
- Products may be sold
- Listing on event website exhibitor page
- Exhibitor passes for up to 3 staff members

SPONSORSHIP/EXHIBITOR APPLICATION FORM

The attached benefit packages can be tailored to meet your specific marketing goals and objectives. Your support is vital to our goal of bringing internationally known experts to Albany, and providing participants with a world-class experience.

Company: _____

Contact Person: _____

Address: _____

Phone: _____

Email/Website: _____

Choose sponsorship/exhibitor level:

Top Dog	\$2500 (limited to one)
Big Dog	\$1000 (limited to three)
Puppy Dog	\$500 (unlimited)
Pack Member	\$25 (unlimited)
Working Dogs	\$35 (as space allows)
Double Dog Dare	\$50 (as space allows)

Please note all booth applications are subject to space limitations and Expo approval.

A. I am enclosing a check made payable to: The Healthy Dog Workshop, in the amount of \$_____

B. Please Invoice the following amount of \$_____ on
12/01/2017 01/01/2018

Authorized Signature: _____

By signing above, the individual represents and warrants that he/she is duly authorized to execute this binding contract. Send completed forms to Healthy Dog Expo, PO Box 38092, Albany, NY 12203.