

Domesti-PUPS



**Saturday, February 27, 2016 9-4    Sunday, February 28, 11-4**  
Lancaster Event Center    84<sup>th</sup> & Havelock Avenue, Lincoln, NE

## 2016 Vendor Information

### Venue:

The Lancaster Event Center is located on 84<sup>th</sup> and Havelock Avenue in Lincoln (Southeast Corner). [4100 North 84<sup>th</sup> Street], Pavillion I  
<http://www.lancastereventcenter.com/>

### Entrance:

The entrance is located under the awning in the NE corner.

### Exit:

The only exit that should be used during the hours of the show are marked in the admissions area. The doors along the outside walls should be used for EMERGENCY EXITS ONLY.

**SMOKING:** The event center is a smoke-free facility in compliance with local and state laws. Please go to your vehicle for breaks, and use the admissions area to exit the building. Exiting from side doors is not permitted.

**PARKING IS FREE!** You may park close to Pavilion I during set up and tear down, but we ask that you move your vehicle to a back parking lot to leave room for the attendees during the event. There are several events going on the weekend of the Expo, so parking will be at a premium. The Event Center advises that any violations of 'No Parking' signs shall subject the vehicle to towing.

### NEW!!! Designated Dog Potty Areas:

For your convenience, there will be two designated outdoor dog potty areas; one on the north side of the building and one on the south. These areas will consist of barn stalls around the exit door with cedar shavings on the floor and clean up supplies. These are the only doors in the interior of the building that should have activity, and will be monitored as such.

While this provides a convenience for you, depending on the weather, this will provide an inconvenience for the vendor booths that are located near these doors. Again, please layer your clothing to ensure your comfort.

### Venue Services:

The Lancaster Event Center has made many recent improvements, such as fencing, remodeled entrance to Pavillion I, and a remodeled café and eating area.

Temperature: We often receive comments about the lack of heat during this show. Please note that we do not have access to the heating controls as they are on a timed device. Please layer your clothing appropriately to accommodate your comfort. Because of this, if you are setting up on Saturday morning, only the entrance doors can be used to bring in your booth materials.

**NEW!! Wifi:** The Lancaster Event Center added a new high-speed system in June 2015. Vendors may purchase internet connections at fair market rates upon connection based on length of time, number of device connections and speed of service, *See additional page for more details.*

Cash Machine: The event center does have cash machines available. We have requested an additional one as they sometimes run out of funds.

*NOTE: Posting flyers on cars in the parking lot, before or during the event is prohibited. Any materials distributed at the show must be done in your booth.*

### Hotel Accommodations:

If you need pet-friendly hotel accommodations, please visit the event website: [ilovemydogexpo.com](http://ilovemydogexpo.com).

# 2016 I Love My Dog Expo Vendor Information

## **Before the Event:**

The success of each of our vendors, is based on the attendees that are drawn to the show. While we do our best to advertise on the radio, TV, print, billboard and social media, we encourage you to also help get the word out by sharing the information to your constituents as well.

If you have a great product that you're going to feature at the Expo, post a photo and a description of the item(s) on your Facebook page, and be sure to tag Domesti-PUPS as we will share your post with our nearly 3,700 followers.

Create a Facebook event invitation, or share ours on your page.

## **Set-Up and Tear-Down:**

The event center will be open to you on Friday, February 26 from 2-5pm for set up or from 7am-9am on Saturday. We expect all vendors and sponsors to have their booths set up promptly by 9am the day of the event. Booths should not be torn down before 4pm when the show closes without prior arrangement. When you tear down your booth, please deposit all trash in the bins available before you leave. Please leave your vendor tags in your post event packets (these packets will be distributed to each booth at the show) or in the basket at Admissions as you leave so that we may utilize them again next year. For safety reasons, we ask that you keep your displays within the confines of the booth area you rented and keep the aisles clear for patrons. Vehicles will not be allowed in the Pavillion I during set up as the open doors cause the booths to fall down.

*NOTE: You will be responsible for transporting your materials from your vehicle into the building (and back out again after the show). We are unable to provide volunteer assistance for this task. If you need a cart to transport your materials, you will need to bring one.*

## **Vendor Entrance Wristbands:**

Enclosed in this packet are your entrance wristbands. Please be sure you are wearing one at all times during set up and at the event so our staff knows you are authorized to be there. If you need an additional tag, they will be available for purchase for \$3. Most folks who have a number of volunteers will send a volunteer to the door to provide their tag to the next shift volunteer.

## **Booth Location:**

Having been a vendor at other shows, we know the importance of booth location. We try very hard to make every booth location equally suitable to everyone. We also try to accommodate everyone's requests for a specific location, however, nothing is guaranteed. The booth map will be made available online and you will be notified via email when it is available. Your booth location is subject to change anytime before the show without notice.

## **Electricity:**

If you listed on your contracts that you need electricity for your booth, please note that the Event Center provides electrical drops from the ceiling and you will need to provide your own extension cords and power strips.

## **Activities During The Event:**

You are allowed to sell items or services, request donations, provide information, etc. within your booth. All activities will need to be done in the confines of your rented booth space. All dogs must be on a leash at all times. Dog play in the aisles or in the booths is prohibited.

**Questions?** Should you have a question while you're at the show, contact a Domesti-PUPS representative; we will do our best to assist you.

**NOTES FOR RESCUE GROUPS:**

This event is a time to showcase your best dogs available for adoption. However, please limit the number of dogs you bring to the event as we have had complaints about areas around booths being so full of dogs/volunteers for a group that other booths were difficult to visit. Use common sense, but if you have too many dogs to fit within the confines of your booth, you probably have too many. Utilize your volunteers to schedule different dogs during the day so that you don't have too many at one time. Dogs with health or reactivity issues should not be brought to this event.

**Sales Tax**

*According to the Nebraska Department of Revenue, any amount indicated as a donation or suggested adoption donation is considered taxable and subject to Nebraska Sales Tax. This will require you to hold a Nebraska Sales Tax permit. If you have questions regarding this information, please contact Nebraska Department of Revenue at 402-471-5729.*

**Note: Nebraska Sales Tax has increased to 7.25%.**

*According to the IRS, if you receive a benefit as a result of making a contribution to a qualified organization, you can deduct only the amount of your contribution that is more than the value of the benefit you receive. If you pay more than fair market value to a qualified organization for goods or services, the excess may be a charitable contribution. For the excess amount to qualify, you must pay it with the intent to make a charitable contribution.*

*[[http://www.irs.gov/publications/p526/ar02.html#en\\_US\\_2013\\_publink1000229650](http://www.irs.gov/publications/p526/ar02.html#en_US_2013_publink1000229650) Section: Contributions From Which You Benefit]*

*Example:*

*You're offering tickets for a dinner fundraiser for \$65 each to benefit your organization. The ticket to the dinner has a fair market value of \$25. To figure the amount of the charitable contribution, subtract the value of the benefit the person will receive (\$25) from the total payment (\$65). \$40 can be considered a charitable contribution to your organization.*

| GUEST SERVICES INTERNET  |          |  |
|--|----------|--|
| Lancaster Event Center is proud to offer a new state of the art high speed wireless with easy-to-connect self-service connections as of June 2015. This new <b>Guest Services Internet</b> will be available not only in all buildings but throughout most of the event areas outside on the grounds including the campground. Designed for individual visitors and home-based business exhibitors, this network name usually will be "LEC-Guest" and guests may choose level of service and pay by credit card when connect to this wireless network on their device upon arrival at the Lancaster Event Center. <b>Note:</b> You may choose to share your device connections with friends, family, colleagues by sharing your login information so pricing starts at \$4.95/2 devices could be \$2.48 per device per day. However, one a device connects to the wireless system each day, it will take one of the purchased connections for that entire day. |          |  |
| <b>Basic Internet</b>  | \$4.95   | Up to 2 devices with up to 1 mbps each for 24 hours access (Basic speed for email, basic internet surfing without large images or video)           |
| <b>Standard Internet</b>   | \$19.95  | Up to 6 devices with up to 6 mbps each for 24 hours access (Better speed - for most emails, internet surfing with videos & images)                 |
| <b>Premium Internet</b>  | \$39.95  | Up to 12 devices with up to 10 mbps each for 24 hours access (Best speed - recommended for live streaming movies, TV, & playing games)             |
| TRADESHOW SERVICES INTERNET  |          |  |
| During major trade shows, we will turn off the Guest Services Internet wireless system and activate a tradeshow wireless system for your show in the buildings with exhibitor booths to be able to provide priority wireless internet services for commercial business-level of exhibitors to pre-order at <a href="http://LancasterEventCenter.org">LancasterEventCenter.org</a> (click on Order Exhibitor Services) no later than 7 days in advance of setup to enable us to offer guaranteed large number of high speed, reliable connections to exhibitors.  |          |  |
| <b>Standard Speed Trade Show 1st Device</b>  | \$100.00 | For 1st device per exhibitor booth up to 5 mbps for entire show --(sufficient for most emails, basic internet surfing)                             |
| <b>Standard Speed Trade Show 2nd or More Devices</b>   | \$80.00  | For each additional device per exhibitor booth up to 5 mbps for each device for entire show --(sufficient for most emails, basic internet surfing) |
| <b>High Speed Trade Show 1 Device</b>  | \$200.00 | For 1 device up to 10 mbps for entire show--(recommended for showing internet videos & complex graphics, TV streaming & video conferencing)        |

## Tips on Creating a Successful Event for Your Organization

**Strut Your New Stuff Before and During the Show!** If you are going to be showcasing a new product or service at the Expo, be sure to send out a press release to the media before the show. The more announcements the press receives, the more likely they are to cover the event, and may stop by your booth to highlight you!

**Use Social Media** to highlight your business or cause. Share the event Facebook page on your own Facebook page rather than creating your own. As we post more and more tidbits about the show, everyone can receive the same information.

<https://www.facebook.com/events/1663605707229455/>

Let people know you are going to be at the Expo by posting on your personal and business social profiles at least every other day leading up to the event.

Take a 30-second video of yourself with your cell phone explaining who you are and what you represent, and what people will learn at the Expo if they visit your booth. Give them a reason to stop by and make your booth stand out.

During the show, use your cell phone to take video testimonials of past customers (especially heartwarming adoption stories with photos of their dogs) and post on your social media pages.

Utilize some sort of giveaway or raffle at your booth in an effort to collect contact information. People more easily provide their name and email versus a physical address. Be sure to note on the sign up sheet how you will be utilizing their information (ie, "by filling out this form, you consent to being contacted by ABC Company..." If you are going to email

them afterwards, legally, you need permission to do so.

Send a follow up email thanking visitors for stopping by your booth, and provide them with information on your next event, new products, or new available dogs for adoption.

Write down the questions you were asked by visitors during the show, and write a blog post that answers each question, or use that information to develop a FAQ sheet for future use.

Incentivize people to post something about your booth on their social media pages.

And while you're focused on touting your products and services, keep in mind that people LOVE to talk about their dog. Most people would not think twice about posting a picture of their dog near your branded sign at your booth if you asked them to. Make their dog a celebrity, and you'll have an instant follower!

### **Share the hype, and people will follow!**

*Just remember, content that will get shared and build your brand is the same as content others produce that you've been sharing—useful, entertaining, funny and newsworthy. But now it's from you and your company, so you are even more actively building on your reputation with a larger audience online!*