



The Koi Club of San Diego's 20th Annual Koi Show

FEBRUARY 17 & 18, 2007

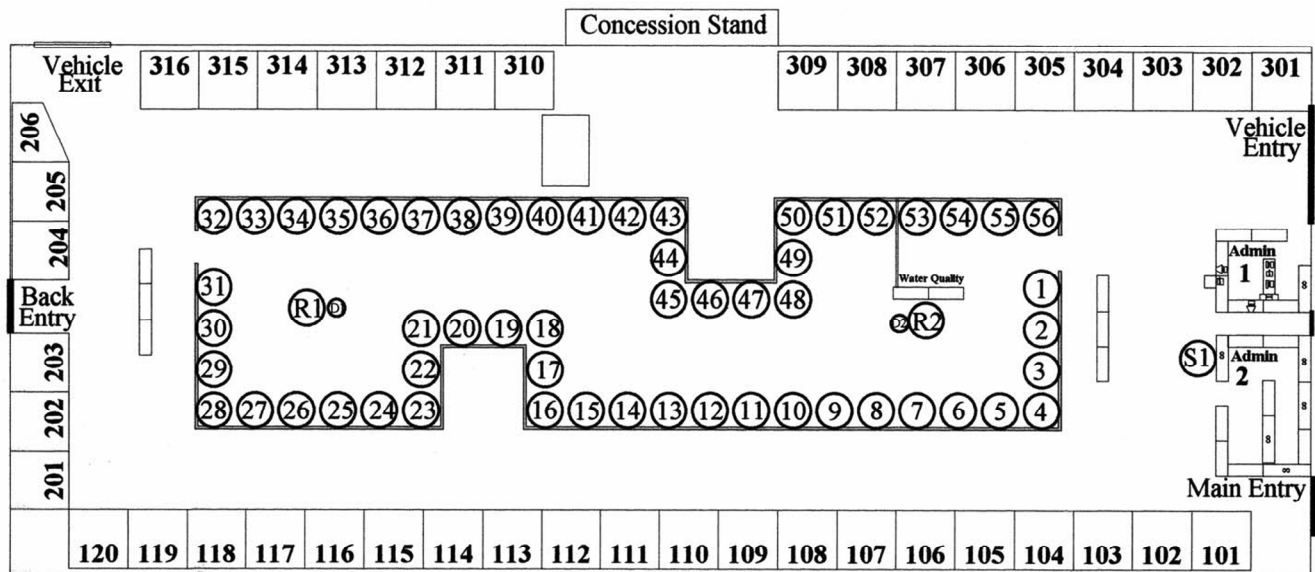
Vendor Kit

"The best *selling* show of the season
GETS EVEN BETTER!"

That's right! The vendor show at the Koi Club of San Diego Koi Show is well known to be a great place to sell and display your wares as well as to make those valuable contacts. Located in the Del Mar Fairgrounds Activities Center, this facility has excellent lighting so every booth is highly visible, and features temperature control, insulation and great acoustics.

The Koi Club of San Diego recognizes the valuable contributions each of you makes to our show and to the hobby, and pledge to do everything we can to assist you in your sales and marketing efforts.

Tentative Show Layout



Vendor Booths

Booth spaces are 10' wide by 10' deep, with blue/white back wall and side rails. We will include 1 table, and 2 chairs with each booth. Table cover and skirts, blue indoor outdoor carpet, and a power drop are also available for a nominal additional charge.

Preferred set up for all booths is Friday afternoon. If you have a small, easy set up, you may come in Saturday morning. Limited drive-through access will be available only during Friday setup and Sunday teardown with a 9-foot height limit on vehicles. There is good access for hand-trucking in equipment and supplies from the parking areas. ***Fish vendors must set up their tanks on Friday afternoon.*** Fish may be brought in Friday afternoon, Saturday morning and Sunday morning.

Power

All vendors will be able to order a power drop at their booth. Cost for each 500-watt drop is \$45. ***All vendors requiring electrical power must order power service.***

Carpet

You may order carpet for your booth for an additional charge of \$65.

Best Booth Award

We will be selecting a best booth award, so give it your best shot. We will announce the winner on Saturday at 2 PM, and present you with your Award to display in your booth.

Koi Vendors

The Koi Sales (Wet Booths) section for dealers selling Koi will be booths 201-206, 301-316.

Water and drainage will be provided behind each wet booth to ease water change outs during the show. Water and drainage are only available for Koi sales booths. **Note** that since you will need to provide some form of aeration for your tanks, the \$45 electrical power drop is required for the wet booths in addition to the cost of the booth (if you have multiple wet booths, only a single power drop is required).

We will have a fire hose available for filling your tank(s) after the main show tanks are filled on Friday afternoon. Two standard hoses will also be available during this time and throughout the duration of the show for water changes. Norm Meck, Show Water Quality Chairman, will be available to monitor and assist with your water quality if needed. He can provide the same chemicals and testing being used in the exhibit tanks, upon request. Please contact him directly at the show. Remember that visitors begin arriving at 7 AM on Saturday, so it is easier to set up on Friday than on Saturday.

Fish sales are permitted on Friday afternoon and early Saturday morning, in addition to regular show hours. Entrants may purchase fish at the show and enter them in the show before 9:30 AM, Saturday.

Please bring a **sump pump** and 25 feet of hose to empty your display tanks.

Winners Must be Present to Win

If you plan to bring fish to the show for your customers, the owner of the fish must be present at check in, or by Saturday afternoon at 2 PM, to sign the entry form.

Prizes won will be forfeited if the owner of the fish does not personally sign the registration form by 2 PM Saturday.

Show Closes at 3 PM Sunday (IMPORTANT)

The show closes at 3 PM on Sunday. Please **do not begin teardown before the official close of the show.** We advertise the show hours to the public, so we will have attendees in the building until 3 PM. Breaking down booths early creates an unsafe and unattractive environment for our show guests, so please be patient and only begin packing up when the show officially closes at 3 PM. If you start to pack up prior to 3 PM, you will lose your advance registration privileges. Thank you in advance for your consideration on this.

Free Additional Publicity (if you register by December 8th)

Vendors who reserve their spaces by Friday, December 8th, will have the opportunity to add their company logo to our promotional posters for free. That's right, free, nada, no extra cost! All we need is your reservation, deposit, and a digital copy of your logo by December 8th and you are in!

Don't Forget to Attend the Buffet

We announce the dealer/breeder who sold the fish for the major awards, and if you sold it, stand up and take a bow. **If you sponsor a trophy, you can present that trophy to the winner as well.** If you sponsor \$200 or more in trophies, you will get a buffet ticket for free. Remember to make your buffet reservations on the show/buffet reservation form. Remember also, this is an opportunity to spend some *casual chat time with potential customers*. If you bring a group, consider spreading out using the buffet to **get acquainted** with as many koi crazy folks as possible.

Drop Shipments

If you have material to be shipped to the show, you have two alternatives: if you are staying at the Del Mar Hilton, you can make arrangements with them to accept drop shipments as early as one week before the show. The Hotel is located adjacent to the fairgrounds off Interstate 5 at:

Del Mar Hilton
15575 Jimmy Durante Blvd
San Diego, CA 92130
(858) 792-5200

You can also ship materials directly to the show site if the delivery date is specified to be Friday, February 16, 2007. (No one will be available to accept delivery other than that Friday). Show site shipping address is:

Del Mar Fairgrounds (Activity Center)

2260 Jimmy Durante Blvd.
Del Mar, CA 92014-2216

One Last Reminder

Please be sure to **hold any Koi you plan to sell** at the show for at least **two weeks** prior to the show, to allow them to recover from transit and go home healthy.

How to Reserve Booth Space

Please fill out the attached reservation form with payment for your booth, or a \$100 deposit. (Deposits are non-refundable.) Booth space reservations will be assigned in the order the reservation forms are received. Full payment is due on or before January 2, 2007. Or you can call **Rick Gavern at (760) 943-7387**.

***** Deadline for Booth Reservations is January 2, 2007, or when sold out *****
Note that only 42 booth spaces are available and we sell out every year!

Show Program Booklet

Don't miss the chance to place an ad in our **show booklet**, which is distributed FREE to all show attendees. The ad space sells out quickly every year, so don't delay. Last year's show program was a great success. We will be printing at least 1000 copies this year. Only the limited advertising space shown below will be available on a first come first served basis. (Advertising space will be as follows: (Full Page 4.5" wide x 8" high)

Color

Back Cover	Full page	\$250.00	5.5" wide x 8" high
Inside Front Cover	Full page	\$200.00	5.5" wide x 8" high
Inside Back Cover	Full page	\$200.00	5.5" wide x 8" high
Center Fold Left	Full page	\$200.00	5.5" wide x 8" high
Center Fold Right	Full page	\$200.00	5.5" wide x 8" high
Inside	1/2 page	\$175.00	5.5" wide x 8" high
Inside	1/2 page	\$125.00	4.5" wide x 3.85" high

Black and White

Inside	Full Page	\$125.00	5.5" wide x 8" high
Inside	1/2 page	\$ 75.00	4.5" wide x 3.85" high
Inside	1/4 page	\$ 37.50	2.2" wide x 3.85" high

All ads must be submitted with camera-ready art work. Hardcopy (for reference), IBM compatible .JPG files, or Word 97 compatible electronic media formats acceptable. We can work with you on this. Call Norm Meck at (858) 452-1132.

Deadline: All ads must be received by January 2, 2007 with payment.

Awards Buffet Raffle

The Awards Buffet will be held on Saturday evening at the show site. At the Buffet, we will have a Pond Stuff Raffle. This is a great way to gain exposure for your company and product line. Raffle items will be on display at the Koi Show and at the Buffet. Please remember to attach a business card so we can give you proper credit for your donation. If you mail donations to the club prior to the show, send them to Al and Tamsie Pierce, 1554 Marble Court, Chula Vista, CA 91911. Please phone if you have questions (619) 427- 9008.

Awards Sponsorship

For 2007, we are lowering the sponsorship costs, and increasing the publicity you will receive in return. Enclosed with this letter is a list of sponsorships available.

SEVEN REASONS you should sponsor a trophy.

- 1) A representative of your company will be able to present the trophy at our awards banquet.
- 2) Your name will be listed as the award sponsor and be printed in our 2007 Show Book.
- 3) Your name will be prominently displayed on a sign on the awards.
- 4) You will be provided a sign for your booth announcing your sponsorship.
- 5) The list of prize sponsors will be published in the club's newsletter before and after the show.
- 6) The list of sponsors will be thanked on the club's web site (one of the busiest sites on the net).
- 7) We will also take a photo of you presenting your trophy(ies), and send you two 8" x 10" copies so you can display one in your store and give one to your customer.

Now how is that for name recognition value?

If this all sounds good to you, please contact Rick Gavern to see what trophies are available, then circle your choice or choices on the attached list and return the list to us with your check. You can contact Rick with any questions regarding the sponsorships or the prizes at (760) 943-7387.

Please respond early so you will be able to sponsor the trophy(ies) of your choice and we will have plenty of time to get your name on the sponsorship list in the brochure. Any vendor sponsoring more than \$200 in trophies will receive one free Awards Buffet ticket.

Koi Auction

The koi auction is one of the **most popular events** of our show every year. In order to be of the greatest value to you as a koi dealer, we will auction off donated koi **right in front of your booth**. This gives you the **most possible exposure** for your donation, and **draws a crowd to your booth** *at the end of the show to give you a chance to boost sales before packing up for the trip back home*. A club representative will contact you to advise you that your turn is coming up, so you can bowl and be prepared when the auction arrives at your booth.

Security

We will have 24-hour security beginning Friday afternoon, so we recommend you **set up Friday between 1 PM and 5 PM.**

Hotel Info

There are high quality hotel accommodations near the fairgrounds at the **Del Mar Hilton**. Rooms are available for \$115, but you must call the hotel directly, and mention the Koi Show to get the special rate. This rate is guaranteed until January 17, 2007, or when the room block is used up. Only a limited number of rooms are available so don't hesitate.

Reserve your room now.

***** REMINDER Deadline for hotel reservations is January 17th, or when sold out.**

Show Hours

The show is open to the public

Saturday 9 AM to 4 PM and Sunday 9 AM to 3 PM.

Please plan to have your booth staffed for the entire event.

Welcome Cocktail Party Buffet (Brought to you by Aqua Ultraviolet)

For a number of years now, our good friends at Aqua Ultraviolet have provided a wonderful buffet-style dinner at the end of the day on Friday.

This is a great opportunity to take a breather, get something great to eat, and chat with the other vendors and club workers over a casual dinner.

**Be sure to be at the site Friday night between 6 PM and 8 PM
for this fun free show kick off get together.**

Koi Club of San Diego Vendor Check List



Program Ad Deadline Dec 15th

Norm Meck @ (858) 452-1132
Rick Gavern @ (760) 943-7387



**Reserve Booth Space by
Preferred Nov 1st
Early Dec 10th**

Final Jan 2nd (or until sold out)
Rick Gavern (760) 943-7387



Reserve Hotel Room by Jan 2nd



Del Mar Hilton (858)-792-5200

Reserve Buffet seats by Jan 2nd

Rick Gavern (760) 943-7387



Award Sponsorship by Jan 2nd

Rick Gavern (760) 943-7387

***Full Booth Payment is Due
January 2nd***

Why wait? Do it all NOW!

The Koi Club of San Diego appreciates your support.

***Show Chairman Tom Graham
(760) 451-2255
Vendor Chairman Rick Gavern
(760) 943-7387***



The Koi Club of San Diego

Twentieth Annual Show

February 17th & 18th, 2007
Del Mar Fairgrounds Activity Center

Vendor Booth Reservation Form

Contact Name _____
Company Name _____
Company Address _____
City _____ State _____ Zip _____
Phone _____ FAX _____ E-Mail _____

1- Exhibit Booth - 10' x 10' Booth Size

Standard Dry Booths (No Koi Sales) are #**101-120**

Please reserve ___ Standard Dry Booth(s) at \$350 ea. \$ ___ Desired booth(s) _____

Standard Wet Booths (Koi sales) are #**201-316**

Please reserve ___ Standard Wet Booth(s) at \$350 ea. \$ ___ Desired booth(s) _____

Please deduct \$20 ea. for 2nd and 3rd booths. (Multi booth discount) (_____)

Booth Accessories

Electric power drop (5 amp) \$45 each (mandatory if power required) _____

Drape and tablecloth for 6 foot table @ \$25 per table. _____

Carpet, blue indoor/outdoor @ \$65 per standard booth space _____

Total \$ _____ Due January 2, 2007

Send a \$100 deposit today to reserve your booth space (non-refundable)

2) Raffle Prizes

___ I would like to donate item(s) to the raffle. _____

___ I will bring item(s) with me.

___ I will ship it (them) to you. (Fallbrook address below)

Other _____

3) Koi Auction

___ I would like to donate Koi to the Koi auction.

___ I will bring the Koi with me.

___ I need someone to pick the Koi up.

Other _____

3) Awards Buffet

___ I would like ___ for the Awards Buffet - \$45 ea.

Credit me ___ ticket for Prize Sponsorships. Total number of tickets requested _____

Vendor Signature _____ Date _____
REQUIRED Resale Permit # _____ (For California businesses)

Mail this form to:

RICK GAVERN - KCS D
1540 GASCONY ROAD
ENCINITAS, CA 92024 PHONE: 760-943-7387

Koi Club of San Diego
20th Annual Koi Show
TROPHY SPONSORSHIPS

Sponsorships include signage at the table where trophies are displayed, listing in promotional materials, sign at your booth, and a **FREE** buffet ticket for sponsorships totaling over \$200.

Grand Champion - \$250

Best in Class/Variety

Non-Gosanke Champion - \$200

Kohaku - \$50

Best Mature - \$150

Sanke - \$50

Best Young - \$150

Showa - \$50

Best Baby - \$150

Utsuri - \$50

Best in Size – Size 7 - \$125

Bekko - \$50

Best in Size – Size 6 - \$125

Koromo/Goshiki - \$50

Best in Size – Size 5 - \$100

Asagi/Shusui - \$50

Best in Size – Size 4 - \$100

Tancho - \$50

Best in Size – Size 3 - \$100

Kawarigoi - \$50

Best in Size – Size 2 - \$75

Hikari Muji - \$50

Best in Size – Size 1 - \$75

Hikari Moyo - \$50

Novice Champion - \$125

Gin Rin - \$50

Long Fin - \$50

Good Eye Award - \$50

To sponsor a trophy (or trophies), please mail check and this page, **with all choices circled**, along with your booth reservation form.

If you have questions, please call: Rick Gavern (760) 943-7387