

**The Koi Club of San Diego's
24th Annual Koi Show
FEBRUARY 18th, 19th & 20th 2011**

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.

After our very successful AKCA Seminar in 2009 followed by a great Koi Show last year we'll be sure to have a lot more interest in this year's show.

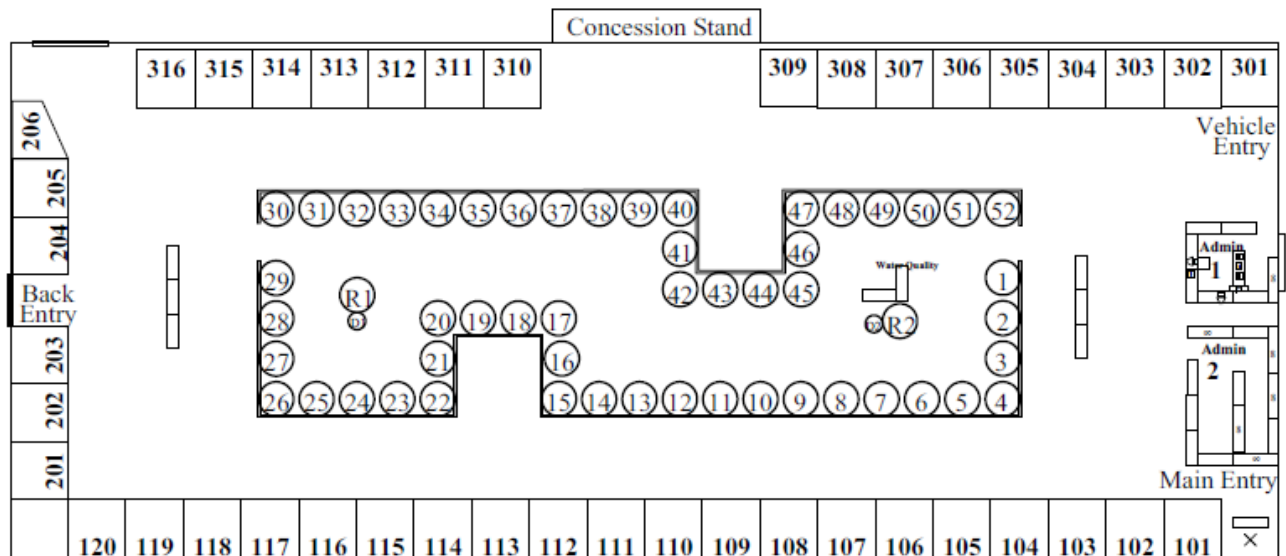
NEW!!!

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.

Show Layout

Koi Club of San Diego Twenty Fourth Annual Koi Show

February 19th & 20th 2011, Del Mar Fairgrounds, Activity Center



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 \$55. ***All vendors requiring electrical power must order power service in advance.***

Carpet

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

Best Booth Awards

We will select a best wet and dry booth award, so give it your best shot. The winners will be announced on Saturday at 2 PM, and we will 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 **204-206, 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 \$55 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.

Owners Must be Present Prior to Judging

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 morning 9:30 AM, to sign the entry form. Koi will not be judged if the owner of the fish does not personally sign the registration form by 9:30 AM 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 November 15th)

Vendors who reserve their spaces by Monday, November 15th, **will be included in many of our promotions**. All we need is your reservation, deposit, and a digital copy of your logo by November 15th and you are in!

Don't Forget to Attend the Awards Dinner

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 awards dinner ticket for free. Remember to make your awards dinner reservations on the reservation form. Remember also, this is an opportunity to spend some *casual networking time with potential customers*. If you bring a group, consider spreading out using the dinner 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 18, 2011. (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 \$200 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 December 1st. You can call **John Svelan at (858) 444-5669 with any questions or email him at jsvelan@san.rr.com.**

***** Deadline for Booth Reservations is December 1st, 2010, 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.

Back Cover	Full page	\$300.00	5.625" wide x 8.75" high
Inside Front Cover	Full page	\$250.00	4.5" wide x 7.5" high
Inside Back Cover	Full page	\$250.00	4.5" wide x 7.5" high
Inside	Full Page	\$225.00	4.5" wide x 7.5" high
Inside	1/2 page	\$170.00	4.5" wide x 3.687" high

All ads must be submitted as flattened .tiff, .jpg or pdf. We can work with you on this. Call **Cindy Graham @ 760-451 2255.**

Deadline: All ads must be received by January 15th, 2011 with payment.

Awards Dinner Raffle

The Awards Dinner will be held on Saturday evening. At the dinner 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. 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 2011, we continue to offer reasonable sponsorship costs, and increased 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 2011 Show Book.
- 3) Your name will be prominently displayed on a sign on the awards table.
- 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 add your ad on KCSD's website with a possible link to your website

(minimum \$200)

Now how is that for name recognition value?

If this all sounds good to you, please contact John Svelan to see what trophies are available, then circle your choice or choices on the attached list and return the list to him with your check. You can contact John with any questions regarding the sponsorships or the prizes at (858) 444-5669.

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 Dinner 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

The nearest Hotel is the Hilton Del Mar, directly across from the fairgrounds at: 15575 Jimmy Durante Blvd., Del Mar, CA 92014 Ph: 858 792-5200 Or the

Holiday Inn Express Solana Beach/Del Mar located at: 621 South Hwy 101, Solana Beach, CA 92075 Ph: 877 859-5095

Rooms could sell out so reserve your room now!

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.

Koi Club of San Diego Vendor Check List

Program Ad Deadline Jan 15th
Cindy Graham @ (760) 451-2255

**Reserve Booth Space by
Best Value Nov 1st**
(After Nov 1st add \$25 per booth)
Final Dec 1st (or until sold out)
John Svelan (858) 444-5669

Reserve Hotel Room Early
Del Mar Hilton (858)-792-5200
 Holiday Inn Express (877) 859-5095

Reserve Awards Dinner Seats by Dec 1st
John Svelan (858) 444-5669

Award Sponsorship by Dec 1st
To be in the show book
John Svelan (858) 444-5669

***Full Booth Payment is Due
December 1st , 2010***

Why wait? Do it all NOW!

The Koi Club of San Diego appreciates your support.

***Show Chairman Bill Thompson
(760) 479-1447
Show Vendor Coordinator: John Svelan
(858) 444-5669***

The Koi Club of San Diego

Twenty-Fourth Annual Show

February 18, 19 & 20, 2011
Del Mar Fairgrounds Activity Center

Vendor Booth Reservation Form

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

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

Standard Dry Booths (No Koi Sales) are #**101-120** and #**201-203**

Please reserve ____ Standard Dry Booth(s) at \$375 ea. \$____ Desired booth(s) _____
(Payments received after Nov 1st add \$25 per booth) \$400.

Standard Wet Booths (Koi sales) are #**204-316**

Please reserve ____ Standard Wet Booth(s) at \$375 ea. \$____ Desired booth(s) _____
Please deduct \$25 ea. for 2nd and 3rd booths. (Multi booth discount) (_____)
(Payments received after Nov 1st add \$25 per booth) \$400.

Booth Accessories

Electric power drop (5 amp) \$55 each (mandatory if power required) _____
Drape and tablecloth for 6 foot table @ \$30 per table. _____
Carpet, blue indoor/outdoor @ \$65 per standard booth space _____
Total \$_____ Due December 1, 2010

Send a \$200 deposit today to reserve your booth space (non-refundable) unless we sell out.

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. (San Diego 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 _____

4) **Awards Dinner**

____ I would like _____ for the Awards Dinner - **\$50 ea** Credit me ____ ticket for Prize Sponsorships. Total number of tickets requested _____

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

Mail this form with Payment to: KCS D John Svelan -7941 BERWYN ROAD
• SAN DIEGO, CA 92126 • PHONE: 858 444-5669

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 any questions, please contact:
 John Svelan 858 444-5669 or email: jsvelan@san.rr.com

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**~ AWARDS ~**

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Grand Champion - \$300 - Reserve Grand Champion \$250
 Non-Gosanke Champion \$200 - Novice Champion \$175
 Best Mature \$150 - Best Adult \$150 - Best Young \$150 - Best Baby \$150

Best in Size Awards

Best in Class Awards

<p>Best in Size – 1 (under 8") (\$125)</p> <p>Best in Size – 2 (8-12") (\$125)</p> <p>Best in Size – 3 (12-16") (\$125)</p> <p>Best in Size – 4 (16-20") (\$125)</p> <p>Best in Size – 5 (20-24") (\$125)</p> <p>Best in Size – 6 (24-28") (\$125)</p> <p>Best in Size – 7 (over 28") (\$125)</p>	<p>Kohaku</p> <p>Sanke</p> <p>Showa</p> <p>Utsuri</p> <p>Bekko</p> <p>Koromo/Goshiki</p> <p>Tancho</p> <p>Asagi/Shusui</p>	<p>Hikari Muji</p> <p>Hikari Moyo</p> <p>Gin Rin</p> <p>Kawarigoi</p> <p>Doitsu</p> <p>Long Fin</p>
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<p>1st Place in every size & class</p> <p>2nd Place in every size & class</p> <p>3rd Place in every size & class</p> <p>Honorable Mention in select classes</p> <p><u>Awards for Novice Entries</u></p> <p>Champion Novice</p> <p>Best Novice Mature (\$40)</p> <p>Best Novice Young (\$40)</p> <p>Best Novice Baby (\$40)</p>	<p style="text-align: center;"><u>Special Awards</u></p> <p style="text-align: center;">Bob Spindola Memorial Award</p> <p style="text-align: center;">Award Presidents' Trophy</p> <p style="text-align: center;">Founders' Trophy</p> <p style="text-align: center;">Judges' Trophy</p> <p style="text-align: center;">AKCA Award</p> <p style="text-align: center;">Friendship Awards</p> <p style="text-align: center;">Best Booth Award – Wet</p> <p style="text-align: center;">Best Booth Award – Dry</p>
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