



The Long Island Parrot Society Presents:

Parrot Expo 2011

Freeport Recreation Center—October 1, 2011

Our vendor spaces sell out quickly!

This is your chance to participate in Long Island's *only* major exotic bird event!

This is the BIG one! Our 26th Year!

Vendors return year after year!

The Long Island Parrot Society's Parrot Expo is the area's #1 exotic bird event! Visitors from Manhattan to Montauk, from Connecticut and beyond spend the day shopping the dazzling array of exciting avian products offered in our huge gym-size vendor room.



It's the Long Island Parrot Society's annual Parrot EXPO featuring Dr. Susan Friedman and more!



We offer:

- **AMPLE FREE PARKING**
- **AIR CONDITIONED VENDOR ROOM**
- **Full 8 Hour Selling Day!**
- **FREE Electric & Extra Tables!**
Subject to availability-tables must fit inside booth space.
- **PRESENTATIONS BY WORLD RENOWNED AVIAN EXPERTS**
- **INTERACTIVE AND EDUCATIONAL EXHIBITS**
- **FREE MORNING COFFEE and BAGELS for vendors**
- **Full Color Keepsake Show Journal and Reference Guide**
- **ATM in Lobby!**

ATTENDANCE
AVERAGES 1500+

We promote Parrot Expo in local and major media, including *Bird Talk!*

Spaces go quickly! Reserve NOW!
Spaces are awarded on a first-paid basis.
RESERVE TODAY!

Confirmation notices with space assignments will be e-mailed by:
Sept 15, 2011

Questions? (631) 957-1100
or e-mail: vendors@liparrotsociety.org

Long Island is an affluent, cash-and-carry market! Attendees stock up on bird supplies and accessories at this annual exotic bird extravaganza! Brace for an exciting selling day!

VISIT
www.liparrots.org
for updates
and directions.

Fees and Booth Information:

Regular Space:

Approximately 8 x 10 ft space includes (1) 6 ft table and (2) chairs

Fee: Payment in full, non-refundable \$125.00

Corner Space:

Approximately 10 x 8 ft space includes (2) 6ft tables and (2) chairs

Fee: Payment in full, non-refundable \$150.00

SALE OF UNWEANED BIRDS IS STRICTLY PROHIBITED

There is no 'Bird Sale' room this year. Vendors wishing to sell birds must take regular vendor space. Vendor is responsible for sales tax certificate & licenses.

FULL PAYMENT MUST BE RECEIVED TO RESERVE A SPACE. SPACES WILL BE GIVEN ON A FIRST PAID, FIRST RESERVED BASIS.

RETURNED CHECKS WILL BE ASSESSED A FEE OF \$35.00— NO EXCEPTIONS.

Set-Up: Friday Sept. 30 7:30PM – Closing (9pm or later) Saturday Oct 1 7AM-8:45AM
Freeport Recreation Center 130 E. Merrick Rd, Freeport NY



SALES TAX * JOURNAL ADVERTISING * RAFFLES * ADMISSION

Required: SALES TAX FORMS

It is the responsibility of the vendor to collect New York State Sales Tax.

New York state requires vendors to have a DTF-725 SALES TAX CERTIFICATE.

You may obtain tax ID information by contacting NYS Dept. of Taxation & Finance

www.tax.state.ny.us

PLEASE DISPLAY YOUR NY SALES TAX CERTIFICATE AT YOUR BOOTH ON SHOW DAY

JOURNAL ADS: Our full color Journal and Avian Resource Handbook is something attendees will keep all year long! Scannable Black & White or **COLOR** camera ready copy or pdf or jpg files to be e-mailed. Color ads must be set in CMYK *not* RGB. Actual business cards will be scanned.

Please supply the ad as it is to appear in the Journal.

FINAL DEADLINE: August 15, 2011.

Full pg - 5 1/4" W x 8 1/4" H \$125.00

Half pg - 5 1/4" W x 4" H \$75.00

Quarter pg - 2 1/2" W x 4" H \$40.00

Business Card (Standard Bus. Card) \$35.00

Need design help?

The graphic artist at Freedom Thru Expression will create your ad at a special LIPS discounted rate of \$40.00 per hour. A full page ad generally takes 1-1 1/2 hours to create.

E-mail graphic artist, Kathlene Vercellino at ftehaus@optonline.net for more information.

See separate ad flyer for payment and mailing details.

Do you know what happens when you don't advertise? Nothing.

Parrot Expo 2011 is located at the
Freeport Recreation Center
130 East Merrick Road, Freeport, NY

Vendor set up is:

Sept 30 from 7:30PM—9PM

Oct 1 from 7AM-8:45AM.

Doors open to the public at 9AM

Event closes at 5PM.

General Admission:

Adults: \$8.00

Senior (60+): \$3.00

Children:

Children under 12: \$2.00

Children under 2: Free

For additional information, local hotel accommodations, directions including commercial vehicle routes, visit our website:

<http://www.liparrots.org/annualshow.htm>

or call 631-957-1100.

Your Raffle Donation

In order to keep our vendor prices low, it is agreed that each vendor make a donation to the raffle table. Suggested retail value: \$50.

PLEASE BE GENEROUS

Money raised at LIPS raffles helps defray the cost of this event and assists our fundraising efforts.

Donations must be new (no used products, please!); bird related or general merchandise.

LIVE ANIMAL RAFFLES ARE PROHIBITED!

Raffle donations will be collected from you on the morning of the show.

Please do not ship your donation; we will have a staff member pick it up from you at the event.

Vendor contact info is listed in the show journal when booth payment is received by printing deadline 9/1/2011— Please provide complete information on your application form (e-mail, website, phone#)

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The Long Island Parrot Society of NY, Inc.

Vendor Rules & Regulations

SIGN & RETURN WITH APPLICATION.

The vendor room team will try to place you at your first choice of spaces, but please be aware that space is awarded on a **first-paid basis**. Confirmation notices with space assignments will be e-mailed by Sept 15, 2011. Questions or concerns?

Call the Parrot Phone at (631) 957-1100 or e-mail: vendors@liparrotsociety.org. **Please sign & return this page.** Thank you!

1. It is agreed that we will accept the space assigned to us by LIPS.
2. The Long Island Parrot Society (LIPS) reserves the right to assign vendor spaces in the Mart as deemed appropriate by the vendor room Chairperson.
3. LIPS shall not be responsible for personal injuries and or lost/stolen articles belonging to the renting party and/or its representatives.
4. It is agreed that the Rules and Regulations as contained on the vendor information sheets are part of this contract.
5. **In order to keep our vendor prices low, it is agreed that each vendor donate an item with a minimum suggested retail value of \$50.00 to our raffle arena . Thank you for your generosity.**
6. LIPS reserves the right to make last minute changes in floor plans and assignments.
7. LIPS reserves the right to remove any vendor who does not meet acceptable standards or whose birds fail to pass a veterinary check. **SELLING UNWEANED BIRDS IS PROHIBITED.**
8. All birds entering the building **MUST** be checked by the LIPS event veterinarian prior to set up.
9. **It is understood that LIPS is unable to guarantee exclusivity regarding merchandise offered for sale by vendors.**
10. LIPS requests that vendors respect their neighbors by not infringing upon their space. LIPS may move or remove a vendor who fails to comply.
11. Vendors will be permitted to set up between the hours of 7:30PM-9PM Sept. 30 , 2011
ABSOLUTELY no admittance before 7:30PM. Additional set-up begins 7AM on Saturday. The vendor room is open to the public from 9AM – 5PM Saturday, October 1, 2011.
12. Booths must be broken down on Saturday, October 1, 2011 by 6pm.

Vendors MUST REMOVE VEHICLES FROM THE LOADING DOCK IMMEDIATELY AFTER LOADING OR UNLOADING. Please leave room for shoppers! Move your vehicle to rear of lot.

I hereby agree to abide by the terms set forth above.

Signature

Date

Print Business Name & Your Title RULES/REGS OCT 2011

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Freeport Recreation Center 130 E. Merrick Rd, Freeport NY**



Long Island Parrot Society - Parrot Expo 2011

P.O. Box 2754

North Babylon, NY 11703-0754

(631) 957-1100

Vendor Liaison & Manager: Monte Goldberg

APPLICATION FORM: (Mail payment to above address or pay online using Paypal—payment address is bookkeeper@liparrotsociety.org Include info below in message area. You must mail signed application & contract even when paying online. Thank you!

Company Name _____ Contact _____

Address _____ City _____ State _____ Zip _____

Day Phone #(____) _____ Evening/Cell Phone#(____) _____

Signature _____ Print Name _____

By signing above, I hereby agree to abide by the rules and regulations as set forth in this document package.

Title _____ Date signed _____

Website _____ e-mail address* _____

TAX ID # if available (see tax info box) _____

Space(s) Requested:

Regular Space _____ X \$125 = \$ _____ Total Payment Submitted \$ _____

Corner Space _____ X \$150 = \$ _____ Check or online with Paypal to bookkeeper@liparrotsociety.org

Additional Tables Requested _____ FREE (within booth space-while supplies last)

Electrical Outlet Requested _____ FREE (as available)

*LIPS reserves the right to make changes to the floor plan and assignments at any time.

*See Attached Vendor Room Layout for Space Numbers

1st Choice Space Number _____

2nd Choice Space Number _____

3rd Choice Space Number _____

For Office Use Only
Amount Paid: _____
Check #: _____
Date Rcvd: _____
Space/s Assigned: _____

PLEASE LIST SOME OF THE ITEMS YOU SELL SO WE CAN ORGANIZE THE AREA TO BEST ADVANTAGE.

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SHOW ME THE MONEY!



Economic uncertainty has put a damper on the go-go mentality of just a few years ago, but research has shown that although people are slowing down on the purchase of new pets, they're still buying supplies and food for the pets they already have. Take advantage of Long Island's affluent shoppers by being set up by the opening bell! There's an ATM in the lobby!

LIPS offers discount admission coupons for attendees, advertising and editorial coverage in local and national media and a direct mail advertising campaign that YOU can participate in! We provide promotional color postcards for you to send to your customers, distribute at other events and insert in packages and orders! The more people attending Parrot EXPO, the more business for everyone!

We publicize your attendance in advance too! Our Journal includes your contact info (if submitted by 9/1) so buyers can contact you all year!

We've held our vendor costs to last year's level despite higher costs. Customers anticipate this event all year!
You can't afford NOT to participate!

SHIPPING INVENTORY?



We do not have receiving facilities. If you need to ship items for your booth, please use an insured, guaranteed-on-time freight handler who can deliver your items to you at the Freeport Recreation Center during set-up hours. Deliveries made outside these hours will be refused by the Recreation Center.

For help with these services contact your own freight handler or

AIR LAND EXPRESS Courier & Trucking Services;
516-767-2255 www.airlandexpress.com

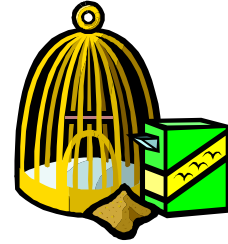
Or visit:

www.freightcenter.com and click on

Trade Show Exhibit Shipping or call 800-716-7608

LIPS does not recommend or endorse any particular freight handler.

BIRD SALES



There is no Bird Sale Room this year.
Bird sellers may purchase regular vendor space.
Tax forms and licenses are the responsibility of the seller.

ALL BIRDS WILL BE CHECKED BY OUR SHOW VETERINARIAN. LIPS RESERVES THE RIGHT TO REFUSE ENTRY TO ANY BIRD DEEMED UNSUITABLE BY OUR SHOW VET.

ONLY COMPLETELY WEANED BIRDS may be sold. LIPS reserves the right to inspect and deny any vendor the right to sell birds that are improperly kept. Cages **MUST** be kept clean; fresh food and water supplied at all times. Overcrowded or dirty cages will not be allowed in the building.

GENERATE MORE TRAFFIC FOR YOUR BOOTH!
Add Parrot EXPO 2011 to your website and promotional materials today!

TRAVEL TIPS



Friday night traffic can be a nightmare anywhere, but the sheer volume of cars and trucks on New York roadways can be intimidating.

Make your trip stress-free by arriving early on Friday, well before rush hour. Check in at your hotel and relax before set up. If you prefer to set up on Saturday morning, plan to arrive later, after rush hour has subsided or early in the morning. Typical New York *Rush Hour* is from 3PM-8PM.

Use Mapquest and/or a GPS for your route. Trucks are not allowed on N.Y.Parkways. Check your route beforehand. Visit www.liparrots.org for directions.

Tune your radio to 1010 AM for traffic reports 6 times an hour and take alternate routes if necessary.

Please move your vehicle to the rear of the parking lot after unloading—leave front spots for BUYERS!

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**IT PAYS TO ADVERTISE!
Color sells! Fantastic Price!**

**Stay in front of buyers all year by advertising in our full color
2011 Parrot Expo Journal and Avian Resource Handbook!**

We've enclosed a copy of last year's Journal for your review. This year's expanded version will include helpful bird care articles as well as resources for avian services and supplies. Every attendee receives a Journal and we distribute remaining copies after Parrot EXPO too!

LIPS Journal ads must be sent as scannable or camera ready copy and at 300dpi (no lower).

Ads can be emailed as jpg or pdf files. PLEASE NOTE: Full-color ads must be set in CMYK NOT RGB.

No faxes as these will not reproduce well.

Hard copies can be snail mailed to The Long Island Parrot Society, PO Box 2754, North Babylon, NY 11703

Sizes are based on a 5 1/2" W x 8 1/2" H booklet.

Ad sizes :

Full pg - 5 1/4" W x 8 1/4" H

Half pg - 5 1/4" W x 4" H

Quarter pg - 2 1/2" W x 4" H

Business card size of 3 1/2" W x 2" H. Business cards should be snail mailed to LIPS and will be scanned as is.

Yes! Please accept my ad for Parrot EXPO 2011 Journal and Avian Resource Handbook!

SIZE: Full Page \$125.00 _____ Half Page \$75.00 _____ 1/4 Page \$40.00 _____

Business Card \$35.00 _____ Inside Front or Back Cover: \$150.00 _____ (please check availability)

2 Page Center Spread: \$300.00 _____ (Please check availability)

CONTACT NAME _____

COMPANY _____

Address _____

Phone _____ E-mail _____

Website _____

Ad copy: _____ Enclosed _____ E-mailed _____ Will work with graphic artist

PAYMENT: _____ CHECK ENCLOSED _____ Sent to bookkeeper@liparrotsociety.org via Paypal (see note below)

When paying via Paypal, please include contact information and indicate that payment is for a Journal ad. THEN, fill out this form, and mail to LIPS, PO Box 2754, North Babylon, NY 11703 questions? Call us! 631-957-1100 or e-mail: vendors@liparrotsociety.org

Our graphic artist can design your ad at a very reasonable discounted rate of \$40.00 per hour. A full page ad generally takes about 1 to 1 1/2 hours to complete. (Minimum charge: 1 hour) e-mail: ftehaus@optonline.net for details. Please put LIPS EXPO in the subject line.

AD DEADLINE AUGUST 15, 2011. All ads must be prepaid.

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Freeport Recreation Center Gym - LIPS Vendor Floor Plan 2011

