

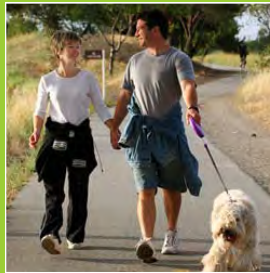
MEET 10,000 DOG-LOVERS LOOKING for the BEST at WAG!

Get Nose-to-Nose with Your Best Customers and Their Owners

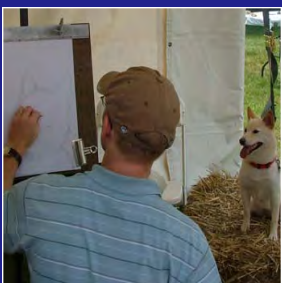


Saturday, August 27, 2011
11 a.m. - 5 p.m.

Prairie Oaks Metro Parks
Hilliard, Ohio



WAGFEST.com



WAGFEST.com

(Bow) WOW!

Meet 10,000 DOG-LOVERS LOOKING for the BEST at WAG!

WAG! brings you nose-to-nose with the customers you want to reach most: people who actively sniff out the best toys, food, grooming, health care and activities to keep their furry family members strong, healthy and happy. This August 27th will be the coolest “dog day” ever. Brought to you in partnership with the Franklin County Metro Parks family, WAG! will bring more than 10,000 humans, along with 2,500 four-legged consumers, to beautiful Prairie Oaks Park for splashy games, contests, information and exhibits.

WAG! ATTENDEES are the CUSTOMERS YOU WANT TO MEET

- 100% consider their dog(s) as one of the family.
- 83% are between the ages of 25 and 54.
- 36% own two or more dogs
- 42% spent \$500-\$999 on dog-related products and services in the past twelve months; 36% spend more than \$1,000 each year
- 68% have a college education
- 27% have an annual household income of over \$100,000.

Source: 2009 WAG! Attendee Survey

UNLEASH NEW MARKETING POTENTIAL at WAG!

Whether your products or services are about canine care or for people who care about canines, WAG! is the perfect showcase: the biggest, most exciting “must see” event for Central Ohio dog-lovers, bringing together all the products and services they need and want. That makes it the perfect setting for:

- Retailers
- Clubs
- Product and food manufacturers
- Non-profit organizations
- Specialty products
- Veterinarians and hospitals
- Pet photography
- Doggie day cares
- Pet insurance
- Grooming services and spas
- Dog-friendly travel
- Waste removal
- Carpet cleaning services

WAG! is FUN, FREE, and FAMILY-FRIENDLY

It's a perfect day's adventure for pets and people together. Set in a beautiful green park, with paths to wander and lakes to splash in...where the route to activities leads past appealing booths where attendees can stop, shop and learn from exhibitors. Here are some of the attractions that bring thousands of consumers to WAG!

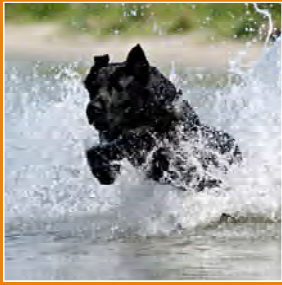
- **Meet the Breed Pavilion** an interactive, fun way for people to explore the personalities, habits and benefits of different breeds
- The **WAG! Wilderness Walk** where people and pets enjoy a 2-mile walk within a natural setting to benefit area non-profit and rescue groups
- The **WAG! Marketplace** where exhibitors attract attention with information, product samples and treats
- Interactive contests and the latest in doggie fashion at the **Take A Bow Wow Stage** presented by Subaru
- The **Water Bark Beach** dog swim area – the perfect time-out on a warm August afternoon, so attendees stay longer and visit more exhibits
- Refreshments, prizes and more for the whole doggone family!

YOUR CUSTOMERS will HEAR the HOWL about WAG!

Our sophisticated, up to date marketing techniques and high profile promotional partnership reach dog-lovers where they are sure to notice, so they can plan to attend well in advance:

- Traditional media
- Social media
- Grassroots communications
- Aggressive public relations
- Promotional partnerships with stores and sponsors





WAGFEST.com

RESERVE YOUR SPACE TODAY!

Don't miss this opportunity to market your products and services to Central Ohio's most sought-after dog enthusiasts! Participation options are:

"Big Dog" Participant.....\$250
Designed for retailers, veterinarians, product and food manufacturers, hospitals, doggie day care, waste removal, carpet cleaning and similar dog-related products and services.

Service Providers.....\$125
An affordable option for independent providers of services, including groomers, trainers, dog walkers, massage therapists and similar dog-related service providers.

Non-Profit/Rescue Groups.....\$35
We support organizations that serve dogs in need, and want to help you reach potential donors and adopters.

IMPORTANT EXHIBIT INFORMATION

Please note:

- All exhibit spaces measure 10' x 10'.
- All packages include a listing in WAG! MAG, the official event guide as well as inclusion within WAG!'s online directory, with link to your website.
- Participants must provide their own tables, chairs and canopy tent(s) if desired. For your convenience, equipment is available for rental if arrangements are made in advance (please see Exhibitor Application/Agreement for rates).
- The natural setting at Prairie Oaks does not allow for electric service to booths.

RSVP TODAY!

Reserve your space early and start planning to make the most of the exceptional marketing opportunities at WAG! It's easy: simply complete and return the attached WAG! Application/Agreement today.

Or, contact:

Mike Poleway
Event Marketing Group
614.225.1908 phone
614.225.1910 fax
Mike@EventMarketingGroup.com

GET THE MOST OUT of WAG! with these GREAT MARKETING OPPORTUNITIES

Maximize your marketing impact by taking advantage of these great added opportunities:



Event Program Advertising.....\$125
Visitors to WAG! will receive a WAG! MAG, a full-color, pocket-size, event program that highlights event activities and includes valuable information.

Certain to be a take-home resource, your marketing message will remain active for weeks following WAG!, reaching an estimated 12,000+ readers.

Online Display Advertising.....\$125
Want to get your products, services or brand in front of thousands of Central Ohio's most sought-after dog enthusiasts? Let WAG! promote your products and services long before the event even takes place. Take advantage of this first time opportunity by placing a display ad on WAGFEST.com. This opportunity is limited to only eight companies.

EVENT MARKETING GROUP: PROVEN SUCCESS WITH CENTRAL OHIO EVENTS

WAG! is produced by Event Marketing Group, which has earned a reputation for excellence working with some of Central Ohio's most popular events:

- AAA Great Vacations EXPO
- Central Ohio Home & Garden Show
- BIA Parade of Homes
- BEST of Fall Home Show

Event Marketing Group is proud to have developed and produced the highly successful WAG! festivals in 2007 - 2009, and we are happy to invite you to the renewed, rejuvenated 2011 event. As always, we guarantee the highest level of service and access to resources, as well as unique responsiveness to the special needs of our event partners, exhibitors and guests.

And we love dogs, too.



454 E. Main Street Suite 235
Columbus, OH 43215





Event Marketing Group
 454 E. Main Street - Suite 235
 Columbus, OH 43215
 614.225.1908 phone • 614.225.1910 fax
 WAGFEST.com

APPLICATION and AGREEMENT

August 27, 2011
Prairie Oaks Metro Park

Please complete and return this Application to secure your participation at WAG!

CONTACT INFORMATION

Company Name: _____ Contact Name: _____
 Street: _____ City: _____ State: _____ Zip Code: _____
 Phone: _____ Mobile Phone: _____ Fax: _____
 E-mail: _____ Website Address: _____

PARTICIPATION PACKAGE

Booth Participation Options (please check and indicate quantity):

- "Big Dog" Participant (\$250) **Quantity:** _____
- Service Provider (\$125) **Quantity:** _____
- Non-Profit/Rescue Group (\$35) **Quantity:** _____

Equipment Rental (please check and indicate quantity):

- 10' x 10' of white canopy tenting (\$100) **Quantity:** _____
- 6' x 30" wood-top banquet table (\$10) **Quantity:** _____
- Black plastic resin folding chair (\$5) **Quantity:** _____

Advertising Opportunities (please check):

- WAG! MAG Event Program Advertisement (\$125)**
 Certain to be a take-home resource, your marketing message will remain active for weeks following WAG!, reaching an estimated 12,000+ readers. (Specs: 4.25" x 5.5"; full-color; 1/8" bleed; High resolution PDF.)
- On Line Display Advertisement (\$125)**
 Take advantage of this first-time opportunity by placing a display ad on WAGFEST.com. This opportunity is limited to eight companies. (Specs: 194 x 204 pixels; JPEG format.)

This Participant's Agreement ("Agreement") is entered into by and between Event Marketing Group, LLC. ("EMG") and the undersigned ("Participant") upon the terms, conditions, rules and regulations contained on this page and on all attachments hereto. In consideration of the mutual agreements contained in the Agreement, EMG agrees to reserve space for Participant's marketing use, at WAG! ("Event") to be conducted at Prairie Oaks Metro Park ("Venue"). This Agreement contains the entire agreement between the parties and supersedes all previous or contemporaneous negotiations, arrangements, agreements or understandings, if any, between the parties with respect to the subject matter of the Agreement. Participant acknowledges and warrants that there was no oral or written representations or warranties (other than those contained in this Agreement) made by or on behalf of EMG that served as an inducement to enter into this Agreement. Any executory agreement hereafter shall be ineffective to change, modify, discharge or effect an abandonment of it in part unless such executory agreement is in writing and signed by the party against whom enforcement if the change, modification, discharge or abandonment is sought. This Agreement is not binding unless it is in writing and signed by an official of EMG.

Rules and Regulations: Participant shall faithfully observe and comply with the rules and regulations set forth in this Agreement and all modifications and additions to the rules and regulations, which are promulgated from time to time, by EMG.

Payment Terms: This Agreement cannot be canceled. Cost for space and advertising fees must be paid in full by August 12, 2011. Make checks payable to: Event Marketing Group. Any amount not paid in 30 days after due date will bear interest at 3.0% per month which is an annual percentage rate of 36%. If the Participant fails to make payments at the time set forth all rights of Participant hereunder shall cease and terminate, and any payments made by Participant on account hereof prior to said time shall be retained by EMG as liquidated damages for the breach of this Agreement as aforesaid, and EMG may thereupon recall said space.

In signing, I understand and agree to all terms and conditions contained within this Agreement.

← SIGN HERE

 Signature of Authorized Representative Date

 Please PRINT Name of Authorized Representative

PLEASE SIGN AND RETURN COMPLETED AGREEMENT BY MAIL OR FAX.

TO RETURN BY FAX: (614) 225-1910

FOR OFFICE USE ONLY	
Rcvd: _____	Account Number: _____
Total Cost: _____	Verification Code: _____
ACCEPTED by Event Marketing Group	
_____ Authorized Signature	_____ Date

Terms of Agreement

LIABILITY AND INDEMNITY. Neither Event Marketing Group, LLC. ("EMG") nor Franklin County Metropolitan Parks District ("Venue") shall be responsible for loss or damage occurring to the Participant's property from any cause. Participant agrees to maintain sufficient insurance covering Participant's involvement in Event. Participant agrees to protect and hold harmless EMG and the Venue against any and all claims for loss, injury or damage to persons or property arising out of the activities (whether negligent, intentional or reckless) of the Participant, its agents, employees, invitees, licensees, or guests, to defend EMG and Venue against any and all such claims and to reimburse and indemnify EMG and the Venue for any loss, damage, expense (including, but not limited to, reasonable attorneys' fees) or payment suffered thereby.

EVENTS OF DEFAULT; TERMINATION OF AGREEMENT. Participant shall be in default under this Agreement if (a) it fails to perform any of the terms and conditions of this Agreement or abide by the rules and regulations; (b) it becomes insolvent or unable to pay its debts when due or becomes the subject of a petition or other action seeking bankruptcy, reorganization, or any arrangements with creditors; (c) it fails to maintain the exhibit space as to appearance, signs, and cleanliness in a manner reasonably suitable and in keeping with the character and quality of the Event; (d) it causes undue noise, litter, or odor not in keeping with the character and quality of the Event; or (e) any of its agents, employees, or other representatives engage in any conduct at the Venue during the Event which, in the judgment of EMG, is offensive to the character of the Event. This Agreement may be terminated by EMG at any time upon the occurrence of any such defaults as described in the preceding sentence, and thereupon may be terminated by EMG as liquidated damages for such breach. If any such default has occurred, EMG reserves the right to prohibit, close, remove, or eliminate any exhibit, display, sign or other property, or to require the Participant to discontinue any conduct or action, which is not suitable to or in keeping with the character and quality of the Event or which may be detrimental to EMG's reputation whether or not such thing or action is addressed by this Agreement or the rules and regulations. EMG shall not incur any liability in connection with the exercise of its rights under this paragraph.

DESTRUCTION OF PROPERTY. In case the premises are destroyed by fire or the elements, or by any other cause, or if any circumstances whatsoever, including strikes shall make it impossible for EMG to permit any Participant to occupy the premises, the Participant shall pay for the space only for the period the space was or could have been occupied by such Participant. EMG is released from any and all claims for damages which might arise in consequence thereof. In the event, that, for any reason, the Event is not held as proposed, the Participant shall receive a refund of any amounts paid on exhibit space, less reasonable deductions for overhead, expenses incurred, and such refund shall release EMG from any and all claims and damages.

PARK RULES AND CITY ORDINANCES. The Participant agrees to obey all rules of the Venue which hereafter may now be in existence or which hereafter may be made, and to abide by the rules and regulations of EMG, Venue, Fire, Health, and such other Departments whose duties embrace regulations of exhibits, etc.

CARE AND USE OF SPACE. Participants shall care for and keep in good order space occupied by them and surrender such space at the close of the Event in the same condition as it was when it was taken over. If the space occupied shall be damaged by the participants, employees, patrons or guests, Participant shall pay such claims as are necessary to restore the space to its original condition.

All sales, taking of orders for future delivery, conferences, lectures, displays and distribution of literature will be limited exclusively to the exhibits and must be conducted in a dignified manner consistent with the overall theme of the Event within the confines of leased space. No noise making devices, public address systems and/or sound systems of any type shall be allowed without specific prior written approval of EMG.

INSTALLATION AND REMOVAL OF EXHIBITS. All exhibits must be ready for the opening of the Event. EMG will not allow any moving of exhibits after the opening of the Event. Any exhibit space not occupied by Event opening will cause the Participant to be in default of this Agreement. Participant will not be permitted to dismantle their exhibits or do any packing prior to the official closing of the Event. No items shall be removed while the Event is in progress. All exhibits must be removed from the Venue by 8 p.m. on the day of the Event.

CONTESTS AND PRIZES. Any and all prizes and/or contest awards of any type won or registered for at the Event must be awarded to the winners prior to the close of the Event. Prize registrations may not be sold to any company or corporation. All prize give-aways must conform to Ohio and Federal Law and must be "FREE" to winner with no accompanying cost.

SECURITY. Security will be provided during the Event. However, it is understood and agreed by the parties hereto that EMG is not an insurer and that insurance, if any, covering personal injury and property loss or damage to any of the Participant's property shall be the sole responsibility of the Participant. Participant expressly understands and agrees that the payments provided for under this Agreement are based solely on the value of the service and/or space as set forth herein and are unrelated to the value of the Participant's property or the property of any of the others located on the Event premises. The Participant expressly understands and agrees that EMG makes no guarantee or warranty including any implied warranty that the security provided hereunder will avert or prevent occurrence or the consequences there from which the security is intended to detect or avert.

GENERAL. EMG reserves the right to decline or prohibit any services, give-aways, contests or exhibits or portions thereof, and to permit only such matter of conduct as shall be approved by it. EMG reserves the right to make location/space changes, with no advance notice to the Participant, that will, in the opinion of EMG, be of benefit to the Event. Should any term, condition or provision of this Agreement be found to be invalid or unenforceable, such finding shall in no way affect the validity or enforceability of any of the other terms, conditions and provisions hereof, and such terms, conditions and provisions shall be valid and enforceable as if the invalid or unenforceable term(s), condition(s) or provision(s) was (were) never a part hereof.

This Agreement shall be construed in accordance with and governed by the laws of the State of Ohio. No claim, demand, action, proceeding, litigation, arbitration, hearing, motion or lawsuit arising here from or with respect hereto shall be commenced or prosecuted in any jurisdiction other than the State of Ohio, and any judgment, determination, finding or conclusion reached or rendered in any other jurisdiction shall be null and void between the parties hereto. All rights of EMG expressed in this Agreement are cumulative and are in addition to any other rights it may have under the law or in equity.

EMG shall have the right to deny use of exhibit space to any prospective Participant who intends to exhibit merchandise or services which, in the opinion of EMG, do not constitute merchandise or services in keeping with the character and quality of the Event. EMG has the right to remove from the Venue, or prohibit the admittance to the Venue of, any person who engages or has engaged in conduct in the Venue during the Event which, in the judgment of EMG, is offensive to the character of the Event. EMG has the right to refuse to enter into any future agreements with Participant with respect to the use of exhibit space in future Events for any or no reason.

Participant expressly understands and agrees that EMG has entered into this Agreement by the representation of the Participant that it will abide by and be bound by the terms of this Agreement and the rules and regulations hereunder which apply to said Exhibits. The Participant, therefore, agrees that in the event of the breach of any term, condition, rule, regulation and/or other covenant or restriction hereunder that money damages would not adequately and completely compensate EMG. As a result, EMG shall be entitled to injunctive relief in a court of competence jurisdiction hereunder in addition to any and all other remedies provided within this Agreement or available to it as law.

AMENDMENTS AND INTERPRETATIONS OF RULES AND REGULATIONS. EMG shall have full power to interpret and/or amend these rules and regulations in any manner which EMG deems appropriate. The decision of EMG must be accepted as final in any dispute between Participants or any situation not covered by this Agreement.