



Fargo Exotic Pet Expo 2023

Est. 2013

Fargo's ONLY Aquatic & Exotic Pet Expo

Saturday October 28th 2023 | 10 am - 4 pm

Greetings!

Established in January 2013 we kicked off the first successful "Fargo Frag Swap". Ten years later in 2023 we are celebrating our 10 year anniversary with lots of event evolution and growth through those 10 years. We would love for you to take a few minutes to learn about our Expo and consider joining us to make this year even better than the last!

History:

In 2013, during the middle of a January severe winter storm, the first expo fired off titled "Fargo Frag Swap" and was a small test event to see how well people would turn out for the event. We were pleasantly pleased by the turnout and received a ton of feedback which we took to heart for the next Expo. As the Expo evolved, we saw a need for the area that was not being met, so we started to include the reptile vendors as well in the Expo, which we coined the "Red River Reef and Reptile Expo" for a few years. Showing good growth every year we added regional educational speakers to the mix and broadened the event to include Exotic birds and even some exotic mammals. The Fargo Exotic Pet Expo is the latest of this evolution and we are glad to be able to bring some of the greatest vendors in the saltwater, reptile, insect and other exotic pet industries to the Fargo area.



Our Demographics:



The Fargo Exotic Pet Expo caters to a specific demographic of people when it comes to pet selection. However with that said we have a very wide variety of people attending our event. This event has proven to bring people together of all different demographic markers. Whatever your target market for advertising is, we are confident that we will have the demographic you are looking for.

While our event is still young, we have worked hard to make this event contain something for everyone. Whether a family is interested in one of the exotic species or wants to learn more for a possible future pet, this is the place to be. Plus in addition to the family friendly atmosphere, educational opportunities and the ability to go home with a new pet, we also have a charitable drive. While we are

not a registered non-profit, we donate profits from the event drawing to charitable organizations focused on habitat and hobby preservation including the Coral Restoration Foundation (CRF), Marine Aquarium Societies of North America (MASNA), United States Association of Reptile Keepers (USARK) and the Pet Industry Joint Advisory Council (PIJAC). Recently we have focused on local non-profits like Kritter Krazy Reptile and Exotic Rescue as we can make a greater impact that way..



What Will Your Sponsorship Help With?

Over the years this event has been kept affordable for vendors and attendees, but there are behind the scenes costs involved to make the event successful and grow. We have the typical costs associated with insurance, website maintenance and promotional advertising for the Expo, but we also have an opportunity to bring in additional educational speakers with greater community support. Your sponsorship will really help us to expand the reach of the event and grow in the years to come. We believe our outlined options have been kept affordable and flexible, and are willing to work with other options if you have an idea.



Competition:

One really cool fact is the nearest competition for an event like this is the Minneapolis/St. Paul (MSP) area so for Fargo this is one of a kind for the Fargo area. I know of other reptile expos and saltwater expos separately ran in the cities, but none that are a combined exotic expo like ours. Plus talking with the vendors that have attended the Fargo Exotic Pet Expo, we have determined that the nearest event of our size or larger is an event that happens in Tinley, IL. We really are a one of a kind event in Fargo.

Please seriously consider the benefits of participating in the only exotic pet expo in the Fargo area. Email or call if you have any questions. We would love to have your support! Thank you for taking the time to review our sponsorship options as outlined on the following pages. No matter your decision, we hope you have an amazing year!

Curtis Ness

Fargo Exotic Pet Expo Organizer

Email: FargoExoticPetExpo@gmail.com

Cell: 218-779-9691

Fargo Exotic Pet Expo 2023

Fargo's ONLY Aquatic & Exotic Pet Expo

Sponsor Participation Details

Expo Date: Saturday October 28th 2023, 10:00 am - 4:00 pm

Expo Location: Red River Valley Fairgrounds - Butler Machinery Arena - West Fargo, ND

Why Sponsor in Fargo, North Dakota you ask? Why not?

1. **Underserved Growing Market** - We have some great local and regional businesses supporting the hobbies and keeping of exotics. With the growing market there are always people looking for something special that they cannot get locally.
2. **Brand Exposure** - All involved will be featured on the website, advertising and social networking. Vendors will be featured in press releases and may even be featured in LIVE news shots!
3. **Hobby Crossover** - Many of our attendees cross over between the hobbies. The event draws in a diverse crowd with a wide range of interests and experience. We hope the event may be the final step to them acquiring new interest and keeping of exotic critters.
4. **Charitable Contributions** - Profits from the event charity endeavors are donated to charitable organizations related to the hobbies to help protect and benefit the hobbies we love.



Who Makes a Good Sponsor:

A Fargo Exotic Pet Expo Sponsor can be any entity, business or individual, who would like to participate or partner in the success of the event. Sponsorship will allow the event to grow, bring in new vendors, increase advertising visibility and mediums as well as bringing in new educational speakers. All of this in the end will make a larger difference with the charitable organizations supported through the success of this event.

There are multiple different opportunities to be involved with the event as a sponsor. The following are opportunities we have outlined but we are flexible if you have an idea to contribute to the success of the event. Opportunities can be stacked so if a specific sponsor wants to do multiple levels they can. The benefits will stack and they will have the opportunity for even more exposure. Sponsorships will be visible for the entire event year and also permanently noted on the archived pages for the event year. Sponsors have the next year right to first refusal to the level once signed up for a specified level as an option to continue their support.

If you have an idea that doesn't fall into the options below, feel free to contact us and we can see what we can work out. We are still an evolving event so we are flexible and open to suggestions.



Sponsorship Levels:

Palladium Level Event Partner Sponsor - \$750 (1 available)

- Expo Influence - Highest level Influence Rights as One of Our Event Partners
- Event Host - Opportunities to “Host” Sections of the Event LIVE
- Exhibit Space - Included in the Sponsorship if Desired for Self-Promotion (up to \$200 credit toward sponsor choice)
- Tickets - 25+ Event Tickets for Promotional Give-Away Plus Additional Tickets for Employees to Enjoy the Expo Free of Charge
- Website Advertising - Name or Logo Placed at the TOP of the Website, High Priority Banner and Permanent Large Block
- Print Advertising - Logo in Event Booklet and all Fliers, Size Negotiable
- Social Networking Mention with Graphics plus Status Sharing and logo on Vendor Spotlight posts

Platinum Level Event Partner Sponsor - \$500 (2 available)

- Expo Influence - Second highest level Influence Rights as One of Our Event Partners
- Event Host - Opportunities to “Host” Sections of the Event LIVE
- Exhibit Space - Included in the Sponsorship if Desired for Self-Promotion (up to \$100 credit toward sponsor choice)
- Tickets - 10+ Event Tickets for Promotional Give-Away Plus Additional Tickets for Employees to Enjoy the Expo Free of Charge
- Website Advertising - Name or Logo Placed at the TOP of the Website, High Priority Banner and Permanent Large Block
- Print Advertising - Logo in Event Booklet and all Fliers, Size Negotiable
- Social Networking Mention with Graphics plus Status Sharing

Gold Level Event Sponsor - \$250 (3 available)

- Tickets - 5+ Event Tickets for Promotional Give-Away Plus Additional Tickets for Employees to Enjoy the Expo
- Website Advertising - High Priority Banner and Permanent Large Block
- Print Advertising - Event Booklet 3”x3”
- Print Advertising - Larger Approximately 2”x2” Logo on Flier
- Social Networking Mention with Graphics plus Status Sharing

Silver Level Event Sponsor - \$150 (4 available)

- Website Advertising - Medium Priority Banner & Permanent Medium Block
- Print Advertising - Event Booklet 1”x3” Banner & Approximately 1 ½”x1 ½” Logo on Flier
- Social Networking Mention with Graphics plus Status Sharing

Bronze Level Event Sponsor - \$50 (6 available)

- Website Advertising - Standard Priority Banner & Permanent Small Block
- Print Advertising - Event Booklet 1”x1 ½” & Approximately 1”x1” Logo on Flier
- Social Networking Mention with Graphics plus Status Sharing

Educational Speaker Sponsor - \$300 (up to 2 available)

- Website Advertising - High Priority Banner & custom images on speaker page
- Print Advertising - Event Booklet by Speaker Intro & Logo on Flier Noting Speaker Sponsorship
- Opportunity to participate in selection of the speaker if desired

- Opportunity to present the speaker introduction at the expo if desired
- Social Networking Mention with speaker announcement

Advertising Sponsor - \$150 (1 available)

This sponsorship covers the external signage for the event. It will provide for up to 2 weeks advertisement in advance of the event plus visibility during the event itself.

- Website Advertising - Medium Priority Banner
- Name or Logo will be placed on the sign outside for all to see
- Social Networking Mention

Door Prize & Charity Raffle Sponsor (No Limit)

This is our most popular sponsorship option. To qualify for this level of sponsorship, you must donate a product, livestock or gift certificate to be given away to the attendees at the event in the door prize drawing. There is no minimum or maximum you can donate to the raffle. All profits made from the sale of tickets will be donated to charitable organizations supporting the reef and reptile hobbies.

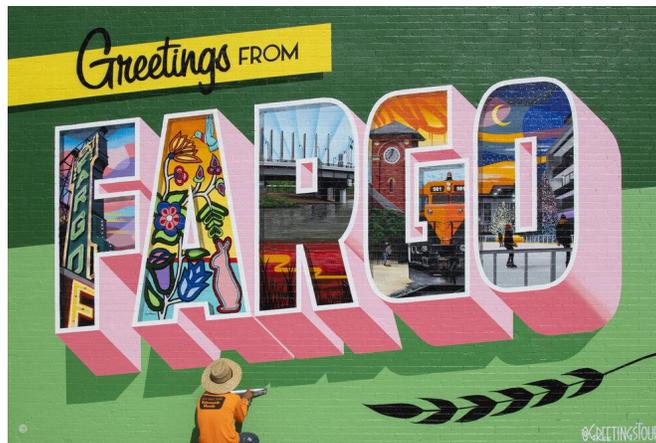
- Website Advertising - Banner in standard priority rotation
- Exposure via the Charity Drawings
- Social Networking Mention of Donation

Questions, Comments or Want to Sponsor the Expo:

We thank you for taking the time to read through our information about the Fargo Exotic Pet Expo. For any questions regarding the event or to register yourself as a vendor or sponsor, please email the contact below with the following information or fill out the form on the next page and email, and we will get back to you as soon as possible:

1. Business Name (and Contact Name(s) with Address, Phone Number, Email Address)
2. Vendor/Sponsor interest (# Vendor Tables, Sponsorship Level)
3. Company Logo - Assuming we don't already have one for you

Primary Organizer: Curtis Ness - Email: FargoExoticPetExpo@gmail.com | Cell (text): 218-779-9691



Fargo Exotic Pet Expo 2023

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Sponsor Agreement Form

Expo Date: Saturday October 28th 2023 10:00 am - 4:00 pm

Expo Location: Red River Valley Fairgrounds - Butler Machinery Arena - West Fargo, ND

Please type or print for legibility then submit to fargoexoticpetexpo@gmail.com

Business Name: _____
(This is how your name will be represented on all printed materials & web content)

Business Phone #: _____ Email Address: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Website: _____

Contact 1 Name: _____ Contact 1 Phone #: _____

Contact 2 Name: _____ Contact 2 Phone #: _____

** Additional contacts please email the names and phone numbers as needed.*

Sponsor Detail: Sponsorship Level Requested:

_____ **Palladium Level Event Partner Sponsor - \$750**

_____ **Platinum Level Event Partner Sponsor - \$500**

_____ **Gold Level Event Sponsor - \$250**

_____ **Silver Level Event Sponsor - \$150**

_____ **Bronze Level Event Sponsor - \$50**

_____ **Educational Speaker Sponsor - \$300**

_____ **Advertising Sponsor - \$150**

_____ **Raffle/Door Prize Sponsor**

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The total will be invoiced via Square digital invoice to the email address listed above. Checks and Money Orders are accepted, but please contact for details.

Authorized Signature: _____

Date: _____