



Fargo Exotic Pet Expo 2025

Est. 2013

Fargo's ONLY Aquatic & Exotic Pet Expo

Saturday October 25th 2025 | 10 am - 4 pm

Vendor Participation Details

Expo Date: Saturday October 25th 2025, 10:00 am - 4:00 pm

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

Why Fargo you may ask? We ask why not?

1. **Vendor Exclusivity** - All vendors at the event are COMMERCIAL. Hobbist tables are kept to a minimum at this event to make sure commercial vendors are able to provide the best livestock and products available.
2. **Cost Effective** - The table prices are kept as inexpensive as possible to make sure we are able to bring in the best vendors. Tables are priced to break even on the event costs, not to make a profit on the Vendors.
3. **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.
4. **Brand Exposure** - All involved will be featured on the website, advertising and social networking. Vendors will be featured also in press releases and may even be featured in LIVE news shots!
5. **Hobby Crossover** - Many of our attendees cross over between hobbies. The event draws in a diverse crowd with a wide range of interest and experience. We hope The event may be the final step to them acquiring new interest and keeping of exotic critters.
6. **Charitable Contributions** - Profits from the event charity raffle are donated to charitable organizations related to the hobbies to help protect and benefit the hobbies we love.



Who is a Vendor:

Anyone who has registered with Fargo Exotic Pet Expo to use table space to sell livestock, equipment, or accessories is considered a vendor. The majority of our vendors handle different areas of the exotic and aquatic pet hobbies, but we also have some vendors who are outside that realm. We are also open to non-related vendors and non-profits within parameters set by the Expo staff

How does it work?:

Vendor space is available for reservation by 10 sq ft booth (10' x 10') in different configurations. Vendors can reserve more than one booth to allow for the larger setups. A map is attached lower on this document with the space layout. Booth configuration is flexible within the 10 foot space, but modification of layout and setup must pass Expo staff approval.

Space will be considered reserved once payment has been received, no earlier. Expo space is reserved for commercial vendors exclusively. We reserve the right to fill as needed with other interested non-commercial parties, hobby-level or club organizations as needed.

All vendors will have an advertisement featured on the website along with their logo strategically placed on select print materials. Vendor participation will be announced via Social Media marketing as well. We will do our best to make sure all vendors get as much visibility as possible in Expo resources whether print or digital.



Location:

Butler Arena is the largest building on the Red River Valley Fairgrounds. Renovated in 2021, this multi-purpose facility now has a concrete layout making it perfect for conventions, markets, weddings, and so much more! Plus, Butler Arena has two conference rooms, perfect for smaller meetings or conferences. Recently this location housed the first Fargo Pop Expo with great success. It is the ideal location for an event like the Fargo Exotic Pet Expo!



Booth Setup:

Booth Space is defined as a 10 square foot booth (10' x 10'). The tables are basic tables and will not come with table coverings, skirting or decorations.

Location preference must be communicated at reservation time and we will work to accommodate as many requests as possible. Any conflict on booth placement we will contact to look at options. Latest booth map will be on the website for review. Booth pricing is outlined below with early-bird discounts and prior vendor discounts available.

Booth Fees: (1 Booth = 10 square feet of space)

- **Type A (Blue)** - 2 or 3 Side Endcap Booth - \$140
 - Row Endcap, Possibility of 3 sides open if consecutive booths are booked (Up-to 40+ Linear feet with consecutive selection)
- **Type B (Green)** - 2 Side Endcap Booth - \$130
 - Row Endcap with 2 sides open (20 linear feet)
- **Type C (Purple)** - Outside Wall Booth - \$120
 - Outside wall, one side open (10 linear feet) with easy access to power. Can also facilitate items leaning on a wall or structure support for shelving or displays
- **Type D (Yellow)** - Interior Booth - \$110
 - Interior space with 10 linear feet visible. Power is optional

Optional Resources: Note this is the rental fee from the RRVF organization. You can avoid these charges if you can bring your own tables and chairs. If not, it is here for itemizing.

- **Table** - 8' Wood Folding Table (*Max Weight 50 lbs*) - \$10
 - No tablecloths or runners available
- **Chair** - Simple folding chair - \$2

Early Bird Discount:

The early bird discount is a way the Expo can try to get a head start on marketing and layout structuring. To make this worth it for the vendors involved, we are offering a **\$10 per booth discount** for early application and payment. The expiration date for the Early Bird Discount will be **June 1st 2025 (6/1/2025)**.



Prior Vendor Discount:

WE LOVE OUR VENDORS!

The Expo really likes having our amazing vendors back every year! In order to make sure they have the best deal possible, the Expo offers a **\$10 discount** off the first booth for every vendor. Who was involved with the expo the prior year.

Love Your Space?

Vendors involved with the prior year will have the right of first refusal to the spaces they had the prior year. This will be a short period at the beginning of the marketing period. Once that has passed, the unclaimed booths will be cleared out and open for other vendors to claim. The deadline for 2025 will be **March 16th 2025 (3/16/2025)**. After that date, the marketing will go to the entire vendor list.

Space Reservation Rights:

If you have a larger setup, or require an extended space, please contact us for special arrangements. With prior arrangement we can work out larger style spaces. Pricing will depend on the size and complexity of the space requested.

Exhibition space will be considered reserved once payment has been received. Application alone does not guarantee space. The Expo reserves all rights to the approval process.

LEGAL NORTH DAKOTA TAX NOTICE:

All vendors are responsible for reporting their own sales tax related information if required to the state of North Dakota Tax Department. All vendors are required to obtain any licenses or permits required for the livestock they bring to the event. The event will not be held responsible for missed permits or tax issues. Tax identification information will be collected, stored and reported for ALL vendors in accordance with ND state law. Tax questions can be directed toward the *Office of State Tax Commissioner* at taxinfo@nd.gov.

VENDOR INSURANCE NOTICE:

All vendors are responsible to provide the Expo with a copy of their business liability insurance per standard requirements on the Expo's insurance policy. This is just to have your info on file in the case of a rare catastrophic issue. Please be sure to have this information to the Expo staff by 30 days prior to the Expo date. If this application is being sent within the last 30 days, please include it with the application. We are not Insurance experts but depending on the structure of your business, there are many different options out there.

Lets Get Involved:

We thank you for taking the time to read through our information about the Fargo Exotic Pet Expo and hope we have the opportunity to add you to our list of Vendors and/or Sponsors.

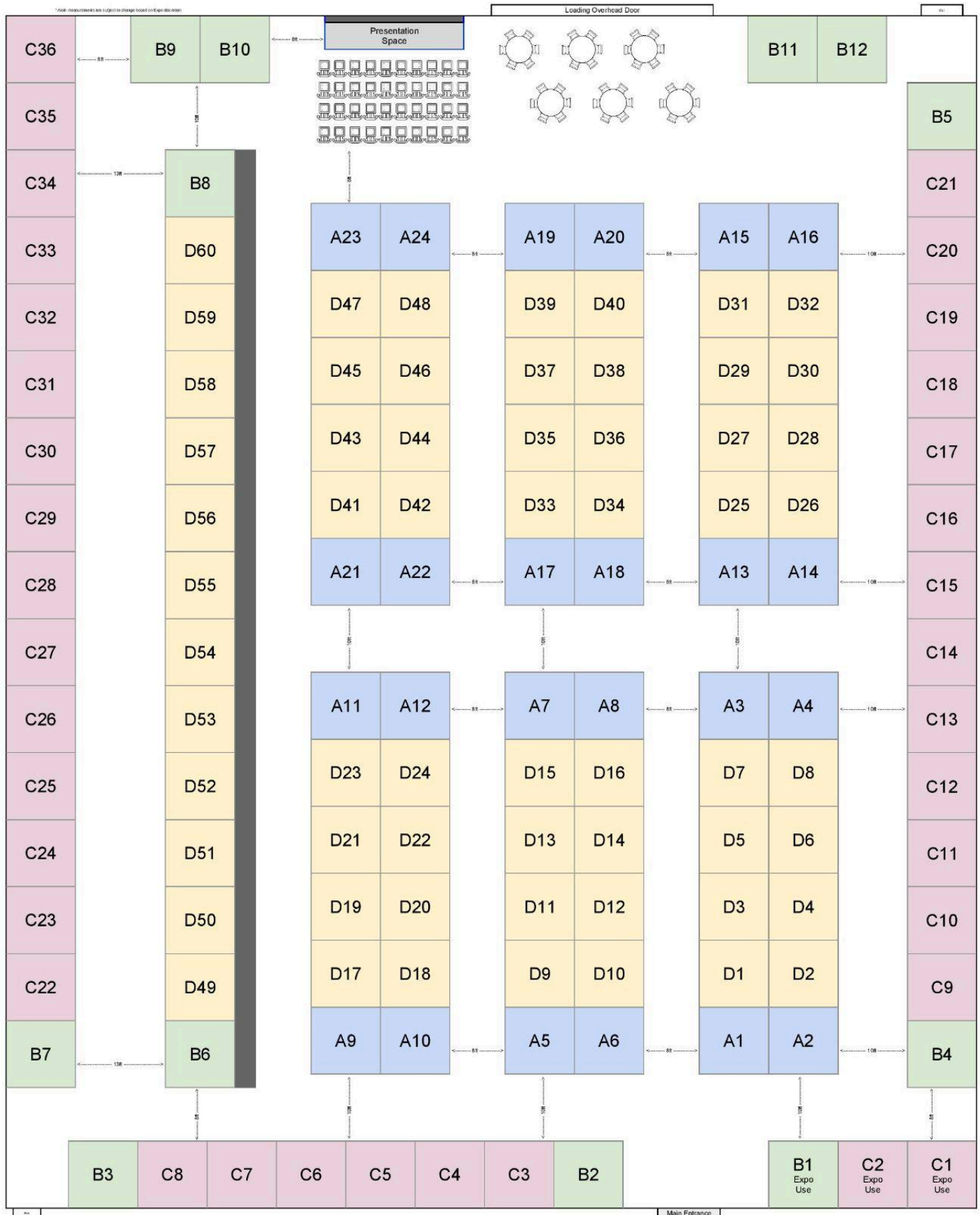
For any questions regarding the event or to register yourself as a vendor or sponsor, please email the contacts below with the following information and we will get back to you as soon as possible:

1. Business Name (and Contact Name(s) with Address, Phone Number, Email Address)
2. Vendor/Sponsor interest (Vendor Booth Details, Sponsorship Level)

Event Organizer: Curtis Ness - FargoExoticPetExpo@gmail.com - Cell 218-779-9691

Expo Layout Map

Latest Map Available at: FargoExoticPetExpo.com/Vendors



Form Instructions:

1. Print the form below, both pages
2. Fill out the info as completely and accurately as possible
3. Please use the link here for booth availability: [Butler Machinery Layout 2025](#)
4. Sign both pages
5. Scan or photograph both sheets and email to FargoExoticPetExpo@gmail.com
 - a. If unable to scan or photograph for email, contact for mailing address option
6. Expo staff will return your email ASAP with confirmation or to work out any issues with the details on the form.
7. Once approved, an invoice will be sent via Square to complete the reservation
8. Once payment has been received, your space is locked in

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Vendor Application Form

Expo Date: Saturday October 25th 2025, 10:00 am - 4:00 pm

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

Please type or print for legibility

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: _____

*ND Tax ID: _____ (***Required** info for State Tax Regulators Substitute with SSN if no ND Tax ID)

Contact 1 Name: _____ Contact 1 Phone #: _____

Contact 2 Name: _____ Contact 2 Phone #: _____

** Additional contacts please email the names and phone numbers as needed. Badges will be printed for those listed.*

Vendor Booth Preference:

Booths Needed: _____ # Tables Needed (\$10 each): _____ # Chairs Needed (\$2 Each): _____

Prior Vendor in 2024: YES / NO Referred by: _____

Booths to reserve: (Type / Number) * See attached drawing and online updated copy for availability

Type	#	Type	#	Type	#	Type	#	Type	#	Type	#

** Booths are reserved on a first come first served basis. We will communicate if the booth preference is unavailable.*

Describe items you will have at your booth(s): _____

Special Requests: _____

** Vendor Booths are defined as 10 square foot flexible spaces. Approved applications will not be considered final until payment has been secured.*

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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: _____

Fargo Exotic Pet Expo - Vendor Agreement

1. This Agreement is between the Fargo Exotic Pet Expo, an entity hereafter referred to in this Agreement as "FEPE", and undersigned, hereafter referred to in this Agreement as "Participant". This Agreement pertains to certain rights, privileges, policies and regulations as specified below regarding the Fargo Exotic Pet Expo 2025 to be held during October 25th 2025, hereafter referred to in this Agreement as "FEPE".
2. The Official contact ("Contact Name" on the current FEPE Vendor Application form) will have the authority to act on behalf of the Participant in space reservation transactions with FEPE.
3. The signature of the Participant or authorized representative is required on this Agreement and binds the Participant and its representatives to all regulations and terms on this document and constitutes a binding agreement.
4. FEPE must receive a written notice of change of the Participant's contact, when applicable.
5. FEPE agrees to provide Exhibit Booths, Vendor Tables, and/or Memberships during the FEPE to the Participant as specified in the current FEPE Vendor Application and Contract form signed by the Participant or authorized representative.
6. The Participant assumes entire responsibility and agrees to protect, indemnify, defend, and save FEPE and its agents harmless against all claims, loss, or damage to persons or property, arising out of or caused by Participant's installation, removal, maintenance, occupancy, or use of the Exhibit premises.
7. The Participant indemnifies and agrees to hold the Exhibit Facility and the legal entities which own, lease, and/or operate the Exhibit Facility, their members, officers and directors, and employees, harmless against any and all liability whatsoever arising from any or all damage to property or personal injury caused by Participant or its agents, representatives, employees, or any other person.
8. This agreement for Exhibit Booth Space or Table Top Display at this FEPE indicates the applicant's willingness to abide by all accompanying exhibit terms and conditions and general regulations listed on this document as well as such additional rules and regulations as FEPE deems necessary for the success of the Exhibition, provided these latter do not materially alter the Participant's contractual rights.
9. This Agreement will become binding on both parties when countersigned by FEPE or its authorized representative.
10. This Agreement shall be subject to the applicable laws of North Dakota. Any disputes arising from this Agreement shall be brought before the county courts of Cass, North Dakota, U.S.A.
11. Signature of the Participant or authorized representative on this Agreement will constitute agreement of the Participant to comply with all policies contained in this Agreement.
12. Participant acknowledges that FEPE grants no terms of exclusivity or other licensing agreement to the Participant.
13. Participant will display and/or sell merchandise that is consistent with all International and U.S. copyright and trademark agreements, local livestock restrictions, as well as all laws of the State of North Dakota and City Laws and/or statutes applicable.
14. Vendor Registration and Identification: The Official contact will receive copies of all program announcements to facilitate FEPE registrations. Additional FEPE registration forms will be available upon request.
15. Finalization of Space Reservation: Agreements for Exhibit/Vendor space are subject to the approval of FEPE, and FEPE reserves the right to offer or refuse space rental to potential Participants. Assignments will be on a first-come, first-served basis.
16. Cancellation: All changes and cancellations by the Participant must be in writing. Notice of cancellation by Participant received by FEPE after September 15th, 2025 will result in the forfeit of all booth or table sales. In the event the exhibit is canceled by FEPE for any reason, the liability of FEPE shall be limited to a refund of all monies paid by the Participant as exhibit booth or table FEPEs less Participant's share of expenses incurred by FEPE to the date of cancellation.
17. Dismantling: No packing or dismantling of Exhibits will be permitted prior to the published tear-down time or official posted end time of the Expo.
18. Liability: Neither FEPE, the Facility, nor the decorator or their agents can assume responsibility for any loss or damage to booths, equipment, live animals or personal belongings on site.
19. Insurance: Insurance on all Exhibits is suggested and is the responsibility of the Participant. Neither FEPE nor its agents, assigns, or assignees, will assume any responsibility for property loss, damage, personal injury, or other claims related to the Participant's space. Participants are required to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others. Insurance information to be provided to FEPE no later than 30 days prior to Expo date. For late registrations, please provide insurance information with the Vendor Application.
20. Conducting Exhibits: The character of the Exhibit is subject to the approval of FEPE. FEPE retains the right to refuse the application of Participants not meeting standards required or expected, as well as the right to curtail Exhibits or parts of Exhibits which reflect unfavorably upon the character of the Expo. Non-professional products or services are not to be displayed. Participants may not resell, sublet, give or otherwise transfer their space to any third party without express written consent by FEPE. Participant agrees to not engage in any activities considered disruptive including, but not limited to: packing and unpacking of merchandise outside areas leased to the Participant; transfer of merchandise into or through the Exhibit Hall during business hours; or any activity deemed by FEPE not in the best interest of FEPE or any of its participants.
21. Termination of Exhibit Rights: In the event the Participant, its contractors, agents, or employees fail to comply with any of the provisions hereof, or otherwise detracts from the general educational character of the meeting, FEPE shall be permitted and empowered to terminate the Participant's right hereunder, and evict and remove the Participant and contractors hired by Participant from the premises, in which event the Participant shall not be entitled to any refund of amounts paid hereunder.

Authorized Signature - Vendor

Name (Printed)

Date

Please read this Agreement carefully before signing, and retain a copy for your records.