



Vendor Information



Welcome

'08 Koi Show & Product Expo

We are excited to announce our second Koi show for the Upper Midwest August 1st, 2nd and 3rd 2008. This show is well on the way to becoming America's best show. Indoors with natural light, well water, a healthy Koi market and fantastic location make this one show you don't want to miss. We wish to invite any vendor who supports the Koi hobby to participate in any fashion they wish. Our venue will insure you have good exposure. Bachman's will again be extensively advertising the event throughout the metro area. Samples of the advertising and information about the '07 show can be found on our website.

With young collectors and growing demand for a quality outdoor lifestyle this is one of the fastest growing markets. Help us to roll out the pageantry again in '08

Welcome back and see you soon,

Sue Emerick

Sue Emerick, Club President



Location:

Bachman's Garden Center
6010 Lyndale Ave
Minneapolis, MN 55419
612-861-7600
www.bachmans.com

More Information:

www.umkoiclub.org

Sue Emerick, Show Chair
Contact person: 952-882-1921
SEMNFreeze@aol.com



Vendor Information



CONTENTS

WELCOME

Show Location, Date and Contacts Page 1

CONTENTS

Table of Contents Page 2

IMPORTANT NOTICES

Vendor Restrictions and Notices Page 3

SHOW SCHEDULE

Dates, Time and Hours of Operation Page 4

SPACES & WET VENDORS

Vendor Information & Booth Selection Page 5

VENDOR REGISTRATION FORM

Required Vendor Registration Form Page 6

TROPHY SPONSORSHIP OPPORTUNITIES

Award Sponsorships Page 7

PROGRAM & RESOURCE GUIDE

Advertising in our '08 Program and Resource Guide Page 8



Vendor Information



IMPORTANT NOTICES

Vendor Restrictions.

Because of our Venue (Bachman's Nursery) and the fundamental mission of the Upper Midwest Koi Club certain vendors are excluded from participation. You will be asked about your product line and services offered on your Vendor reservation form. Vendors that are excluded include:

- All plant vendors
- "Aquascape" style and/or Rock Bottom Pond Installers

Contact.

You may contact Ron Sterbenz (Sterbenz@mac.com) for confirmation of availability after submitting your reservation form or you may also view booth assignments on our website. Vendors that are also club sponsors are given first choice in booth location. Please consider joining the club as a sponsor and we will include you on our website and in our bimonthly magazine "Koi Focus"

Food and Beverage.

Bachman's has a café on site. The club will also provide self serve food for vendors and show volunteers on the following days: Friday Dinner, Saturday Lunch, Sunday Lunch. You will need to confirm the number of staff you will have on site so that we can plan for the number of meals. Meals are included in the booth fee.

Table and Chairs.

Each vendor will be provided a table and two chairs if needed. You will simply need to let us know and it will be on-site when you arrive.

Loss Prevention.

Our show is free and open to the public. Our traffic count on our first year alone exceeded 650-750. The Upper Midwest Koi Club assumes no responsibility for lost or stolen product. Loss prevention is the responsibility of the vendor.

Refunds.

IF CANCELLATION BECOMES NECESSARY, REFUNDS WILL BE ALLOWED BEFORE JUNE 27th. AFTER JUNE 27th ANY REFUND ALLOWED WILL BE AT THE DISCRETION OF THE SHOW COMMITTEE.



Vendor Information



SHOW SCHEDULE

Show Set Up.

There will be incidental traffic before official show times because of the Bachmans location. To ensure more exposure to the public, you are encouraged to set up as early as possible. You will have traffic and interested public.

Set-Up.

Friday, August 1st

9:00 am – 7:00 pm (arrangements can be made for late arrivals)

Show Open to the Public.

Friday, August 1st 4:00 pm – 8:00 pm

Saturday, August 2nd 9:00 am – 5:00 pm

Sunday, August 3rd 10:00 am – 2:00 pm

Show Breakdown.

Sunday – after 2:00 pm.

Early departures can be arranged with permission from the Show Chairperson if you have a distance to travel to return home. However we strongly discourage it as we have advertised these hours to the public.

Further Details.

Please see the General Information Packet posted on www.umkoiclub.org



Vendor Information



SPACES & WET VENDORS

Vendor Spaces.

Please download the '08 Show Floor Plan from our website. The most current one will be maintained on the site as Booths are purchased. Electricity is available, but please provide your own extension cords. Vendor table and chairs are available, see Vendor Registration Form.

Vendor space has been expanded from our '07 show. '07 vendor spaces sold out in 40 days, please register early! This is a new and growing market, don't miss your opportunity to become known in Minnesota. Please consider submitting your reservation and payment as soon as possible. We anticipate spaces will be reserved quickly again. This is clearly one of America's premier Koi shows.

Wet Vendors.

We can provide 6' hard sided tank(s) (see Vendor Registration Form), but you must provide air pumps, tubing, air stones, dechlorinator, nets, covers, tubs, bags, or anything else you require. Water is provided from wells supplied by the venue. To avoid contamination you must bring your own hose. Water quality is your responsibility. You may reserve a hard sided 6' tank for any customer that has purchased fish and wishes to enter that fish in the show (under 12" – Size 2) at the rate of \$45.00.

28 Booths Total

- (11) Vendor Booths: 10'w x 10'd (100 sq ft) Marked – A1 to A11
- (7) Vendor Booths: 10'w x 10'd (100 sq ft) Marked – B1 to B5 and B6 & B7
- (10) Vendor Booths: 10'w x 10'd (100 sq ft) Marked – C1 to C10

SOLD - A1, A2, A7, A8 , A9, A10, A11, B1, B2, B3 , B4, B5, B6, B7, C1, C2, , C9, C10

A full to scale architectural show design can be found on our website www.umkoiclub.org under "Our Show" > "2008 Show" > "Vendors"

To learn more about the Minnesota market see www.umkoiclub.org under "Our Show" > "Koi Market Facts"



Vendor Information



VENDOR REGISTRATION FORM

(Please fill out completely. This information is required to be listed on our Website and Show Program)

Date: _____ Company Name: _____

Contact: _____ Email Address: _____

Address: _____

City, State, Zip _____

Telephone No. _____ Fax No: _____

Company products and services offered: (please also note if you are a wet or dry goods vendor or both)

Show Vendor Spaces are \$150 ea with the vendor being encouraged to donate product of his/her choice for raffle/auction items to support the continuing efforts of the UMKC. You may view booths available on our web site and ask for a specific location. First come, first served. Please list your preference of location (1st choice, 2nd choice, etc) below.

Booth Registration: (see floor plan for booth preference and availability)

Booth	# _____	@ \$150.00 ea	=	\$ _____
*After June 27 th		@ \$175.00 ea		
Wet Vendor Tank(s)	# _____	@ \$45.00ea	=	\$ _____
Show Tank	1	@ \$45.00	=	\$ _____
TOTAL AMOUNT PAID				\$ _____

My Booth Location preferences are:

#1 _____; #2 _____; #3 _____. (see floor plan)

***Booth Reservations received after June 27th will be charged at the rate of 175.00.**

Program Advertising and Banquet Information.

Program Advertising is available to any vendor whether the vendor chooses to reserve a booth or not. Those opportunities are outlined in our **Program Advertising Opportunities Form**.

QUESTIONS?

Facilities Questions Contact: Mike Swanson mike@koiacres.com 651-257-2589

Make Checks Payable to the Upper Midwest Koi Club
Mail vendor form and check no later than June 27, 2008 to:

Upper Midwest Koi Club
c/o Ron Sterbenz
1949 Ewing Ave S.
Minneapolis, MN 55416



Vendor Information



TROPHY SPONSORSHIP

Show your support for the hobby and reward excellent koi keeping. Circle one or more and include this form with your registration or mail separately. If you can not participate the award will be presented in your honor. Visit our site for a sample of the beautiful awards

Major Awards:	Donation	Other Awards:	Donation
Grand Champion	SOLD	Most Unique	\$50
Grand Champion "B" non-gosanke	\$125*	Best Size 1 (under 8")	\$50
Reserve Grand Champion	\$125*	Best Size 2 (8"-12")	\$50
Baby Champion (size 1 & 2)	SOLD	Best Size 3 (12"-16")	\$50
Young Champion (size 3 & 4)	\$125*	Best Size 4 (16"-20")	\$50
Mature Champion	\$125*	Best Size 5 (20"-24")	\$50
Grand Champion Longfin	\$125*	Best Size 6 (over 24")	\$50
Reserve Champion Longfin	\$125*	Any Best in Size 2nd and 3rd place	\$50
Baby Champion Longfin (size 1 & 2)	\$125*	People's Choice Award	\$50
	* Includes fee 1/2 page ad!	Best Male Award	\$50

Best in Variety Awards:	Donation		Donation
Best Variety Kohaku	\$50	Best Variety Hakari-Utsuri	\$50
Best Variety Showa	\$50	Best Variety Hakari-Muji	\$50
Best Variety Sanke	\$50	Best Variety Hakari-Moyo	\$50
Best Variety Bekko	\$50	Best Variety Tancho	\$50
Best Variety Utsuri	\$50	Best Variety Gin Rin A Gosanke	\$50
Best Variety Asagi/Shushi	\$50	Best Variety Gin Rin B Non-Gosanke	\$50
Best Variety Goshiki/Koromo	\$50	Best Variety Doitsu	\$50
Best Variety Kawarigoi	\$50		
Champion Challenge Awards-Kohaku UMKC CC Grand Champion	\$75	Champion Challenge Awards-Kohaku UMKC CC Reserve Grand Champion	\$75

that are presented with your business's name. All sponsored awards include your name in our show program.

Please legibly print your company name. This is what will appear on the trophy and be reprinted in our show program.

QUESTIONS? Harvey Filister orchidman@isd.net (763) 251-3998 or Ron Sterbenz Sterbenz@mac.com (877) 470-8510

Make Checks Payable to the Upper Midwest Koi Club

Mail Vendor form and check no later than June 27, 2008 to:



Vendor Information



SHOW PROGRAM AND RESOURCE GUIDE

NEW FOR '08 - ADVERTISE FOR THE ENTIRE YEAR!

Beginning in '08 our program will not only serve as a show program but also as a resource guide. We will print enough to provide a copy to each club member household so that they may find your products and services throughout the year. Our resource guide will also be posted online and available for download free of charge to the public. Even if you can't make it to the show, get your business name out there and in the public's hands for the entire year!

Deadline for Advertiser Submission is July 11th, 2008

Company name: _____

Contact: _____

Contact Phone number: _____

Contact email: _____

Please select which option you prefer:

Program & Resource Guide - Half Page Ad	(4"H x 5"W)	\$ 50.00
Program & Resource Guide - Full Page Ad	(8"H x 5"W)	\$ 100.00
Program & Resource Guide - Inside Cover Page ~ Full Color!	(8"H x 5"W)	\$ 300.00
Program & Resource Guide - Inside Back Cover Page ~ Full Color!	(8"H x 5"W)	\$ 200.00

You may also opt for your "Page Ad" to be in full color for an additional \$200

(submit prepared ad, including logo, company and contact information in JPG, PSD, PDF, PNG formats only to: Ron Sterbenz (Sterbenz@mac.com) We will contact you and verify the quality of your ad. We can accommodate just about any format and will assist you as needed.

Total Paid \$ _____

Make Checks Payable to the "Upper Midwest Koi Club"
Address to mail to is on page 7

