

# PARROT EXPO 2019

**Saturday  
October 5, 2019  
9am - 5pm**



## PARROTS AND PIRATES!

This year's Featured  
Speakers/Presenters:

- Concetta Ferragamo, American Federation of Aviculture
- Nature Nicks Animal Adventures
- Ye Pyrate Brotherhood

***Parrot Expo is Long Island's Only major exotic bird event!***

**Expo Attendees are YOUR Target Customers!**

**Parrot Expo ~ Exhibit Hall and Raffle Arena**



**EXPO SET-UP TIMES:**

Friday , October 4th, 3pm to 9pm & Saturday , October 5th, 7am to 8:45 am  
Freeport Recreation Center • 130 E. Merrick Road , Freeport , NY 11530

*Presented by The Long Island Parrot Society • 631-957-1100 • [info@liparrotsociety.org](mailto:info@liparrotsociety.org) • [www.liparrots.org](http://www.liparrots.org)*

## EXHIBITORS

Your business or organization has been invited to participate in The Long Island Parrot Society's Parrot EXPO because the merchandise and services you offer are a great fit. We're all about pet birds and so are EXPO attendees! Parrot EXPO is Long Island's only major exotic bird event--a perfect opportunity for you to showcase your products and services and meet new customers face-to-face!

## ABOUT PARROT EXPO

2019 is the 34th edition of Parrot EXPO. Last year's EXPO was exceptional, drawing more than 950 visitors from Manhattan to Montauk and the entire tri-state area — we even had a contingent from Canada. Some vendors sold out of merchandise!

Parrot EXPO is advertised in *Pet Gazette* magazine, promoted in local and major media, online and through a direct mail campaign. LIPS provides you with promotional materials to promote your presence at Parrot EXPO.

Parrot EXPO features presentations by avian veterinarians, world renowned avian experts, interactive educational exhibits, a huge raffle arena and a giant, climate-controlled vendor room. This year's keynote speaker, Concetta Ferragmo, is sure to be a huge draw. Along with Nature Nicks Animal Adventures and Ye Pirate Brotherhood. There's ample FREE parking, and an ATM and snack bar on site for customer convenience —and yours. Handi- capped accessible too! No steps for loading or unloading through the front door and there's a convenient loading dock at the rear of the vendor room.

Long Island is an affluent, 'cash and carry' demographic; average income in Nassau County exceeds \$93,000 and Suffolk County income tops \$84,000 according to latest available Census figures. Attendees look forward to Parrot EXPO all year long and come to spend the day. Meet new customers, greet established customers and \$ell, \$ell, \$ell.

## ATTENDEE DEMOGRAPHICS

- Using pet industry figures and Long Island population numbers, it is estimated there are approximately 82,606 pet bird owners on Long Island.
- Long Island Parrot Society surveys indicate that most area bird owners share their homes with multiple birds.
- According to a poll by the non-profit American Pet Products Association, the pet industry continues to see unprecedented growth," said APPA President Bob Vetere. "The survey reveals pet owners are willing to spend money on their pets despite a downturn in the economy."
- *Packaged Facts*, a market research firm, reported in January, 2013 that bird owners are 24 percent more likely than the average pet owner to trust product information discovered on a social sharing website.
- Avian households totaled 4.6 million in 2012. The number has spiked by 24% since 2010, when just 3.7 million households had birds, according to *Packaged Facts*.
- According to Parrot EXPO polls, attendees stated that their #1 reason for attending EXPO is SHOPPING, followed by networking and education. Vendors cash in!

### GENERAL ADMISSION

Adult.....	\$10
Senior (60+) .....	\$ 5
Child (under 12).....	\$ 3
Child (under 2).....	Free



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# EXHIBIT SPACE APPLICATION/CONTRACT

Parrot Expo  
2019

## The Long Island Parrot Society

P.O. Box 2754, North Babylon, NY 11703-0754

(631) 957-1100

Anne DePietri - Vendor Liason & Manager

Application form: Mail payment to the above address or pay online using [PayPal](#) — payment email is [bookkeeper@liparrotsociety.org](mailto:bookkeeper@liparrotsociety.org). Include the information below in the message area. You must mail signed application & contract even when paying online. Thank You.

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

Contact \_\_\_\_\_ Company name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day phone \_\_\_\_\_ Evening/Cell phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Print name \_\_\_\_\_ Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

Tax ID#, if available (see tax info, page 4 - number 14) \_\_\_\_\_

**This year all the spaces will be the same price (\$150.00) Vendors will not have the option to chose their spaces. Space Size remains: 10 'wide x 8 'deep and includes one 6 'table, and two chairs.**

**FREE Business Card Ad in Journal if space paid by: 08/01/2019**

**# of Spaces:** \_\_\_\_\_

**Would like corner if available? Yes / No**

### ADDITIONAL REQUESTS

☐ TOTAL TABLES \_\_\_\_\_

☐ Extra Chair(s) \_\_\_\_\_

Electric Required \_\_\_\_\_

\*Free while supplies last

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

**THERE ARE NO GUARANTEED SPACES. ADDITIONAL SPACES MAYBE ADDED OR REMOVED PRIOR TO THE EVENT. FULL PAYMENT MUST BE RECEIVED AT LEAST 30 DAYS PRIOR TO EVENT-SPACES WILL BE ASSIGNED ON A FIRST PAID/FIRST RESERVED BASIS-PAYMENT IS NON-REFUNDABLE. RETURNED CHECKS WILL BE ASSESSED A FEE OF \$35, NO EXCEPTIONS.**

### THERE WILL BE DISCOUNTS ON MULTIPLE SPACES:

**\$125 EACH FOR 3 OR MORE SPACES,**

**\$100 EACH FOR 6 OR MORE SPACES.**

☐ Check ☐ Online [Pay Pal](#) payment

Please list some of the items you sell so we can organize the area to your best advantage.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### For Office Use Only

Amount paid \$ \_\_\_\_\_ Total paid \$ \_\_\_\_\_

Check # \_\_\_\_\_

Date Rcvd: \_\_\_\_\_

Space(s) assigned: \_\_\_\_\_

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# VENDOR RULES & REGULATIONS

**The Long Island Parrot Society**  
P.O. Box 2754, North Babylon, NY 11703-0754  
(631) 957-1100

***Sign and return with Application/Contract***

The vendor room liaison will try to place you at your first choice of space(s), but please be aware that we award spaces on a first-paid basis. Confirmation notices with space assignments will be emailed by September 28th, 2019. Questions or concerns, please call the Parrot Phone at 631-957-1100 or email: [vendors@liparrotsociety.org](mailto:vendors@liparrotsociety.org).

1. It is agreed the vendor will accept the space assigned by The Long Island Parrot Society (LIPS).
2. LIPS reserves the right to assign vendor space(s) in the vendor room as deemed appropriate by the vendor room Chairperson.
3. LIPS shall not be responsible for personal injuries and/or lost or stolen articles belonging to the vendor and/or vendor representatives.
4. It is agreed 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 per booth space to our raffle. Please be generous. Items must be new - no used merchandise. Live animal raffles are prohibited
6. LIPS reserves the right to make last minute changes to floor plans and vendor space 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. Non-clipped birds must have flight feathers clipped or be confined to cages at all times. Please take precautions to prevent escape. Selling unweaned birds is prohibited.
8. All birds entering the building must be checked by the show's 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 spaces. LIPS may move or remove a vendor who fails to comply
11. Vendors will be permitted to set-up from 3pm to closing (approximately 9pm) on the Friday prior to the event. Absolutely no admittance before 3pm on Friday. Additional set-up time begins at 7am on Saturday and must be finished by 8:45am. The vendor room is open to the public from 9am to 5pm.
12. Booths must be broken down by 6pm the day of the event.
13. Vendors must remove their vehicles from the loading dock immediately after loading and unloading. Please leave room for shoppers and park to the rear of the lot.
14. It is the responsibility of the vendor to collect New York State Sales Tax. NYS requires vendors to have a DTF-17 Sales Tax Certificate (please display this certificate at your booth). Apply online for your certificate at: <http://www.tax.ny.gov/bus/ads/webdtf17.htm>
15. The Freeport Recreation Center does not have receiving facilities. If you need to ship items for your booth, please use an insured, guaranteed on-time freight handler that can deliver your items during set-up hours only. **IMPORTANT NOTE TO VENDORS:** The Freeport Recreation Center will no longer permit the Long Island Parrot Society or vendors to borrow/use their flatbed dollies for loading and unloading supplies and merchandise. Please bring YOUR OWN hand truck or dolly to the event. We apologize for the inconvenience.

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

Signature

Date

Print business name & your title



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## ADVERTISE IN THE SHOW JOURNAL

**Reserve your space now - Last year's edition sold out!**

*Stay in front of your buyers all year by advertising in our  
full-color Parrot EXPO Journal*

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

*Please note: Vendor space payment does not include most Journal advertising.*

### DIGITAL FILE SPECIFICATIONS

- Journal ads must be sent as scannable or camera ready art work at no lower than 300dpi
- Ads can be emailed as .jpg or .pdf files. *Please note: All ads MUST be sent as CMYK (RGB and/or Pantone colors will be converted to CMYK)*
- We will not accept faxed ads as these will not reproduce well
- Hard copies can be snail mailed to: The Long Island Parrot Society, POB 2754, North Babylon, NY 11703
- Sizes are based on a 5.5" W x 8.5" H booklet (*Any ads sent in not-to-size will be scaled proportionately to fit the area.*)

### AD SIZE REQUIREMENTS

Full page — 5.25" W x 8.25" H

Half page — 5.25" W x 4" H

Quarter page — 2.5" W x 4" H

Business card — 3.5" W x 2" H

Line ad — Text only 30 words

Business cards may be sent electronically as 300dpi, .jpg or .pdf or can be snail mailed to LIPS and will be scanned as is.

**Yes! Please accept my advertisement for the Parrot EXPO 2019 Journal**

- ☐ Full page \$150     
 ☐ Half page \$90     
 ☐ Quarter page \$50     
 ☐ Business card \$40     
 ☐ Line ad \$15  
☐ Inside front or back cover \$175 (please check availability)     
 ☐ Back cover \$175

Contact name \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

### AD COPY

- ☐ Enclosed     
 ☐ Emailed     
 ☐ Will work with Graphic Designer

### PAYMENT

- ☐ Check enclosed     
 ☐ Send to bookkeeper@liparrotsociety.org via **PayPal** †

†When paying through PayPal, please include contact information and indicate that payment is for the EXPO Journal ad. Then, fill out this form and mail to LIPS, POB 2754, North Babylon, NY 11703.

**Questions? Call us at 631-957-1100 or email vendors@liparrotsociety.org**

Our graphic designer, Kathy Vercellino, can create your ad at a reasonable, discounted rate of \$40/hour. A full page ad generally takes 1 to 1.5 hours to complete. Email ftehaus@optonline.net for details. Please refer to LIPS EXPO AD in the subject line.

**AD DEADLINE IS AUGUST 20, 2019. All ads must be prepaid :**

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## SHIPPING INFORMATION

The Freeport Recreation Center does not have receiving facilities. If you need to ship items for your booth, please use an insured, guaranteed on-time freight handler that can deliver your items during set-up hours only. Set-up hours are Friday, October 4th, 3pm to 9pm & Saturday, October 5th, 7am to 8:45am. Deliveries made outside these hours will be refused by the Rec Center.

For help with these services, contact your own freight handler or one of the following:

- Air Land Express Courier & Trucking Services — 516-767-2255 — [www.airlandexpress.com](http://www.airlandexpress.com)
- FreightCenter Inc. — 800-716-7608 — [www.freightcenter.com](http://www.freightcenter.com)

## 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 sure your trip is stress free by arriving early to avoid rush hour. Typical NY rush hour is from 3 PM to 8PM. Arriving early will also allow you to relax at the hotel prior to setting-up your exhibit.

**Commercial vehicles and tractor trailers are not allowed on New York's parkways**, so check your route beforehand. Visit [www.liparrots.org](http://www.liparrots.org) for directions or use an online map or GPS. Tune your radio to 1010AM for traffic reports and up - dates given 6 times an hour. Take alternate routes if necessary.

## HOTEL INFORMATION

There are several hotels\* in the general proximity of the Freeport Recreation Center. Three of these are offering special rates for Parrot EXPO participants. Each hotel has blocked off *only* a few rooms, so reserve early.



### BEST WESTERN MILL RIVER MANOR

173 Sunrise Highway, Rockville Center, NY 11570  
800-780-7234 • 516-678-1300 • [www.bestwestern.com](http://www.bestwestern.com)  
Special rate: \$139/night plus tax - includes breakfast (use code LIPS19) 10 (ten) rooms blocked; must book before 9/4/2019 Trailer parking / **NOT** Pet friendly

### THE FREEPORT INN & MARINA

445 South Main Street, Freeport, NY 11520  
516-623-9100 • [www.thefreeportinn.com](http://www.thefreeportinn.com)  
Special rate: \$139/night plus tax (use code Parrot Expo)  
10 rooms blocked; must book before 9/04/2019  
Trailer parking / **NOT** pet friendly

### HOLIDAY INN EXPRESS

One Sunrise Highway, Lynbrook NY 11563  
516-596-3000 • [www.holidayinnexpress.com](http://www.holidayinnexpress.com)  
Special rate: \$169.99/night plus tax (includes American Breakfast)  
(use code Long Island Parrot Society)  
10 rooms blocked; must book before 9/4/2019  
Trailer parking / **NOT** pet friendly

To locate a PET-FRIENDLY Hotel search here:  
[www.discoverlongisland.com/visitors/LodgingResult.aspx/minor/WEBHOTLPET](http://www.discoverlongisland.com/visitors/LodgingResult.aspx/minor/WEBHOTLPET)

*\*The Long Island Parrot Society does not endorse or specifically recommend any particular hotel or freight company.*



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**Loading  
Dock  
Entrance**

RAFFLE  
AREA

## 30 tables

\*No Chairs in this space

Can make additional space for Education by working the space in this direction

Can make additional space for Raffles by working the space in this direction

VET  
TABLE  
Dr. XXXX

VET  
TABLE  
Dr. XXXX

LIPS  
Info Booth  
3 tables  
3 chairs  
Elec = YES

**Main  
Entrance  
Door**

**Door**

# LIPS RAFFLES