

Here's your best opportunity this year  
to reach thousands of pet owners!

# Pet Expo

October 24–26, 2025

2025

Reno-Sparks Convention Center

## These are the types of companies that exhibit:

Pet Shops  
Pet Suppliers  
Animal Trainers  
Veterinarians  
Breeders  
Horses  
Aquariums  
Pet Grooming  
Birds & Accessories  
Pet Photographers  
Educational Groups  
Pet Awareness Groups  
Pet Insurance  
Pet Furniture  
Fencing Companies  
Animal Hospitals  
Exotic Pets  
Ponies  
Tropical Fish  
Pet Toys  
Aviaries  
Specialty Pet Products  
Rescue Leagues  
*You name it, they're in it!*

## Just a few of the many reasons to exhibit:

- Earn profits
- Demonstrate new products
- Meet buyers face to face
- Make immediate sales
- Project image
- Create image
- Qualify buyers
- Understand customer concerns
- Solve customer problems
- Obtain feedback
- Create dealer network
- Relate to competition
- Create customer lists
- Reach customers at low cost per call
- Develop leads for dealers
- Create profit opportunities
- Distribute product information
- Live product demonstrations
- Invite special customers
- Distribute product samples
- High return-on-investment
- Introduce company to market
- Meet new customers
- 64% of sales closed without a sales call
- Open doors for personal sales calls
- Expand revenue potential
- Reduce sales cost
- Generate qualified leads
- Overcome unfavorable publicity
- Offer product literature
- Your competition will be here
- Gain valuable company exposure



*Pet shows are a proven way  
to reach a broad range of pet  
owners, and three out of five  
households have pets.*

*Join the many successful  
companies who recognize the  
tremendous value of meeting  
potential customers face-to-  
face by exhibiting during the  
**37th Annual Fall Home &  
Lifestyle Show.***

For well over 50 years **Lockett Shows**, a recognized industry leader, has been successfully producing consumer shows which draw tens of thousands of attendees to the Reno-Sparks Convention Center. This equates to millions of dollars in revenue for show exhibitors.

***We produce shows that  
produce results for you!***

## PET SHOW Space Rates

Tables – \$395    8 x 8 – \$595

8 x 10 – \$735    10 x 10 – \$895

10% Late Booking Fee: Deadline is September 24, 2025



Contact: Shirley Lockett | 775-882-2222 | fax 775-882-2204

P.O. Box 20693 | Carson City, NV 89721 | Shirley@LockettShows.com | LockettShows.com

APPLICATION FOR EXHIBIT SPACE

**Pet Expo 2025**

**Reno/Sparks Convention Center — October 24-26, 2025**

The Exhibitor named below agrees to lease space from Lockett Incorporated (hereafter referred to as Management) according to the terms and conditions in this application.

**Application must be filled out in it's entirety. Incomplete forms will be rejected.**

Space requested is (1st Choice) # \_\_\_\_\_ (2nd Choice) # \_\_\_\_\_ (3rd Choice) # \_\_\_\_\_  
and size will be \_\_\_\_\_ x \_\_\_\_\_. (PLEASE NOTE: 2nd and 3rd choices **MUST** be specified.)

Please describe below your display and list franchise and brand name merchandise:  
\_\_\_\_\_  
\_\_\_\_\_

The lease amount for the above described space shall be:

Space Rate \$ \_\_\_\_\_ (See rate sheet flyer)  
Electrical \$ \_\_\_\_\_ (See NOTE A)  
City Fee \$ **39.00** City of Reno Exhibitor Fee  
**TOTAL** \$ \_\_\_\_\_ Total to be PAID as follows:

Standard 50/50 deposit: Check # \_\_\_\_\_ \$ \_\_\_\_\_  
(50% deposit upon execution of this agreement)  
Check # \_\_\_\_\_ \$ \_\_\_\_\_  
(50% Balance due, 30 days prior to show)

**NOTE:** Nevada Department of Taxation fees are **NOT** included in space fees.

Please provide your State of Nevada City of Reno Business License #: \_\_\_\_\_

**THE EXHIBITOR AGREES:**

- All exposed surfaces must be finished. • Height of exhibitor built booths CANNOT exceed 8 feet, including sign. (Exhibits with displays or signs higher than 8' may request a perimeter space that does not interfere with neighboring exhibitors.)
- Floor plan subject to change without notice.

NOTE A: Electrical is \$195.00 per 500 watt outlet. \$195 x (number of outlets) = \$ \_\_\_\_\_.

NOTE B: All exhibit space must be carpeted. Written approval for alternate floor covering required by show management

NOTE C: Overhead banners or signs are restricted to island displays (20'x20' or larger) and must be professionally prepared and finished on all exposed sides. Signs must be approved by show management and will be hung by the designated contractor at a nominal fee.

NOTE D: All construction must be completed by 8 p.m., Wednesday, March 26. **NO SET-UP ON FRIDAY**

▶ **The exhibitor has read and understands the terms of participation in the show.** \_\_\_\_\_ (Please initial) ◀

EXHIBITOR COMPANY NAME \_\_\_\_\_

ADDRESS / CITY / STATE \_\_\_\_\_

PHONE #'S \_\_\_\_\_ BUSINESS \_\_\_\_\_ EMERGENCY (required) \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_ FACEBOOK \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

APPLICANT SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

LOCKETT INC SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**Please review your application. Is it filled out completely? Thank you.**



PO Box 20693 • Carson City, NV 89721 • (775) 882-2222 • Fax (775)350-7518  
ShowInfo@LockettShows.com • www.LockettShows.com

**Make checks payable to:  
Lockett, Inc.**  
*Save money when you pay by check —*  
Credit card payments incur a 3% processing fee and must be paid in full.

Complete this portion when paying with credit card.\*

**VISA**   
  **MasterCard**   
  **AMERICAN EXPRESS**

\_\_\_\_\_  
CREDIT CARD NUMBER

\_\_\_\_\_  
EXPIRATION DATE                      3- OR 4-DIGIT SECURITY CODE

\_\_\_\_\_  
NAME AS IT APPEARS ON CARD

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
AMOUNT AUTHORIZED

# APPLICATION FOR EXHIBIT SPACE

## Pet Expo 2025

Reno/Sparks Convention Center — October 24-26, 2025

1. **EXHIBITS** will be displayed in the Convention Center.

2. **SET-UP HOURS**

Wednesday, October 22 (heavy move-in & construction only) ----- 8am to 8pm

Thursday, October 23 (no support vehicles in building) ----- 8am to 8 pm

Friday, October 24 (**NO SET-UP**) Exhibitor admittance ----- 10am

**EXHIBIT HOURS**

Friday, October 24 ----- 11am to 8pm

Saturday, October 25 ----- 11am to 7pm

Sunday, October 26 ----- 11am to 5pm

**TAKE DOWN HOURS**

Sunday, October 26 ----- 5pm to 9pm

Monday, October 27 ----- 8am to 5pm

Exhibitors will be admitted to building one hour prior to daily show opening times. Spaces will be ready for the installation of exhibits from 8a.m. to 8p.m. Wednesday, October 22. Exhibits cannot be dismantled until after closing Sunday, October 26, through Monday, October 27. At the discretion of the management certain exhibits will be notified, not less than 7 days before show date, specific times and date for move-in and move-out.

3. **SHIPPING INSTRUCTIONS:** Freight and express shipments should be consigned direct to Exhibitor (including space number) and in care of the Convention Center for delivery by Wednesday, October 22. All shipments, whether by freight, railway, express, motor freight or air, must be PREPAID. Bills of lading and notice of shipment should be promptly forwarded.

4. **STORAGE:** As long as space permits, all boxes and crates clearly marked with Exhibitor's name and space number can be stored in the Convention Center when they are emptied. If storage is not available Exhibitor is expected to arrange for storage and empty crates at own expense, off premises (freight carrier). All exhibits and materials must be in place no later than 8p.m. Thursday, October 23.

5. **RULES OF EXHIBITS:** Exhibitor agrees to abide by decisions of the Management concerning all matters pertaining to the administration and success of the Show which are not specifically states below.

a. Earliest date exhibit material can be allowed at the Convention Center is Tuesday, October 21, 8a.m. to 8p.m. Instruct carriers that shipment is to be held in Reno for delivery on that date.

b. No signs, partitions, apparatus, shelving, etc. may extend more than 8 feet above the floor along the rear of a booth space furnished by the show. No similar materials may extend more than 36 inches above the floor if placed along the sides of the booth space unless permission is granted by the neighboring exhibits. It is your responsibility to call the Show Office for this information. The booth spaces will be erected by Show Decorator. All orders for special counters or furniture, etc., should be directed to Show Decorator. No pins or tacks in drapes, wall, or posts permitted. Hooks will be furnished by Show Decorator for hanging any special exhibits.

c. **Liability:** The Exhibitor is entirely responsible for the space leased by him and shall not injure, mar or deface the premises and the Exhibitor shall not drive, nor permit to be driven, any nails hoots, tacks or screws in any part of the Building. Furthermore, Exhibitor shall not affix to the walls or windows of Building any advertisements, signs, etc., or use Scotch tape, masking tape or any other adhesive-type material on painted surfaces. Automobiles, truck and similar conveyances shall have a drip pan and/or protective material under them to safeguard the floor from dirt, oil stains, etc. The Exhibitor agrees to reimburse the Management and/or Convention Center for any loss of damage to the premises or equipment occurring in the space leased to the Exhibitor.

d. **Use of Aisles, etc.:** The aisles, passageways and overhead spaces remain strictly under the control of the Management, and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of the Management. All exhibits must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury or disadvantageously affect the display of the other Exhibitors.

e. **Space:** The space contracted for is to be used solely for the Exhibitor whose name appears on the contract, and it is agreed without the written consent of the Management. In the event Exhibitor fails to occupy or use his space or to have this exhibit completed and in place by the opening of the show, he shall forfeit his right to the space, all prepaid rentals, and upon demand pay any rental balance owing to Management. Additionally, Exhibitor will not sublet or assign any portion of booth space. If this occurs, Exhibitor agrees to purchase a 10 x 10 standard booth and move sublet Exhibitor to new locations.

f. The use and operation of motion picture projectors and other apparatus must conform to local regulations in effect in the City and Building in which the exhibit is held.

g. All reservation deposit money shall be retained by the Management in case Exhibitor fails to fulfill contract. No display will be allowed to leave the Building unless the space occupied by such display has been paid for in full.

h. **Restrictions:** The Management reserves the right to restrict or remove exhibits, without refund, that may have been falsely entered, or may be deemed by the Management unsuitable or objectionable. This restriction applies to noise, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to the show or the Management. No demonstration of cooking may be made without prior written permission of the Management.

i. The placing, moving, altering or dismantling of exhibits after 9p.m. Thursday, October 23 will not be permitted without the prior written permission of the Management.

j. Fire Department regulations require that all decorations must be flame proofed. Fuel supply tanks on automobiles and similar conveyances shall be not more than 1/4 full. All battery powered automobiles and similar equipment shall have fuel openings equipped with locking caps. L.P. Gas: The Reno Fire Code states that any use and/or installation of L.P. Gas (Propane) and/or equipment may be made only with prior permit from the Fire Marshall's office, Reno, Nevada.

k. No helium balloons allowed.

6. **ALL EXHIBITS MUST COMPLY WITH CITY ORDINANCES, REGULATIONS AND FIRE MARSHALL INSTRUCTIONS:** Oil, gas or gasoline engines may be operated only with the consent of the Management and must conform to City Ordinances, Regulations and Fire Marshall instructions.

7. **EXHIBITOR AND/OR FACTORY BUILT BOOTHS:** The overall height of the above type booths cannot exceed 8 feet (including sign) without written permission of Show Management. If a side exceeds 36 inches in height, permission must be granted by the neighboring exhibit. It is your responsibility to call the Show Office for this information.

8. **ELECTRICITY:** 120 and 208 volts, 60 cps. single or 3-phase, is available in the Building. All power utilized in the booth is subject to charge by the Management and shall be paid by the Exhibitor. All electrical connections shall be equipped with an Equipment Ground Conductor. For any additional electrical requirements contact Show Management. No electrical connection will be permitted, until the cost of same is guaranteed by the Exhibitor. One 500 watts included in each standard booth. SEE NOTE A.

9. **INSURANCE AND LIABILITY:** Neither the Management nor the Convention Center shall be responsible for loss or damage occurring to the exhibits from any cause. Small and valuable exhibit material should be packed away each night. If insurance is desired it must be obtained by the Exhibitor. The Exhibitor agrees to protect and save harmless the Management and Building against any and all claims for loss, injury or damage to persons or property arising out of the activities of the Exhibitor, his agents, employees, or guests, to defend the Management and the Building against any and all such claims and to reimburse and indemnify the Management and the Building for any loss, damage, expense or payment suffered thereby.

10. **RIGHTS:** Management shall have a possessor lien on all Exhibits which are not removed from the Building as provided in paragraph 2 above, or for which rent has not been fully paid as herein provided. Such exhibits may be stored, by Management, at Exhibitor expense for sixty days, after which time it shall be deemed abandoned and Management may sell the said exhibit and the proceeds applied on Exhibitor's account.

11. **MERCHANDISE REMOVAL:** No merchandise will be permitted to pass out of the Building without Standard Removal Order signed by the Management during the life of the show. No exhibits, or part of exhibit may be removed, until after the closing hour of the last day of the show. At this time, all Exhibitors should remove all small and valuable items from their displays.

12. **RIGHTS OF THE MANAGEMENT IN EVENT EXHIBITION IS NOT HELD:** Management shall not be liable for any damages or expenses incurred by Exhibitors in the event the show is delayed, interrupted or not held as scheduled; and, if for any reason beyond the control of the Management, the Show is not held, Management may retain so much of the amount paid by the Exhibitors as is necessary to defray expenses already incurred by the Management.

13. **TERMS AND CONDITIONS:** This contract contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.

14. **LICENSES:** Any and all City, County, State or Federal licences or permits required by law of any Exhibitor in the installation or operation of his display shall be purchased by the Exhibitor at his own expense prior to the opening of the Show.

15. **LEASE AGREEMENT:** Should Exhibitor not occupy leased space prior to show opening, Management will retain any deposits paid and Exhibitor remains liable for any balance due. Any display in booth space not paid for in full by close of show will be placed in storage until contract balance and storage fees are paid in full.

**Cancellation must be made in writing to Lockett Incorporated.** If such cancellation is received 30 days prior to show, Management shall be entitled to retain or collect 50% of the Exhibitor's total contract obligation. No refunds will be made if cancellation notice is received later than 30 days prior to show and Management shall be entitled to collect 100% of the Exhibitor's total contract obligation. Any refunds will be paid after the conclusion of the show.