

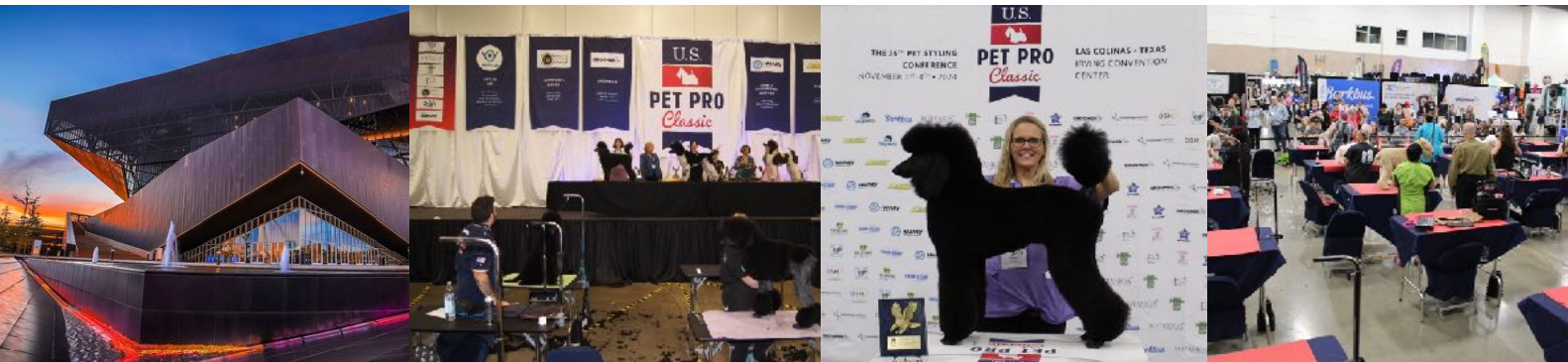


LAS COLINAS, TEXAS  
IRVING CONVENTION CENTER

EXHIBITOR KIT

JUNE 6-9, 2025

BE SEEN | ATTRACT | SELL!





# WHY EXHIBIT OR SPONSOR?

## WE ARE AMERICA'S LEADING INDEPENDENTLY-OWNED, EDUCATION-FOCUSED PET STYLING CONFERENCE

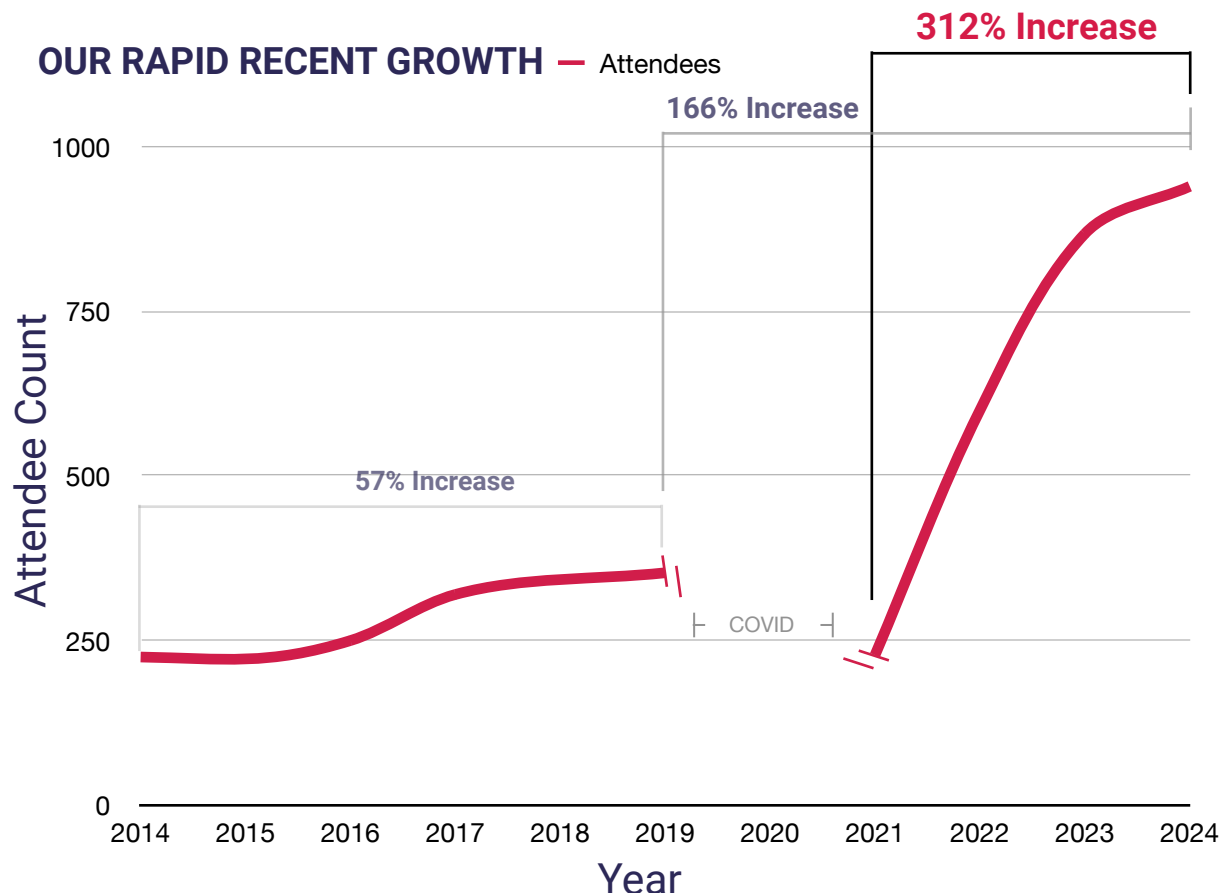
"The Classic" was **created in 1988** by Pam Lauritzen, founder of the International Society of Canine Cosmetologists (ISCC) and pet styling pioneer who has supported and helped shape our industry for 50 years.

## WE ATTRACT ATTENDEES WHO INVEST IN THEIR CAREERS

With **150+ hours of education**, 3 days of hands-on workshops, 4 days of mobile grooming seminars, and specialized training for new groomers, we offer the most education of any industry conference. Additionally, most of our education is unique to our conference. Collectively, **we attract pet stylists at all stages of their careers** from beginners to industry leaders and styling champions!

## WE ARE GROWING RAPIDLY. IT IS TIME TO GROW WITH US!

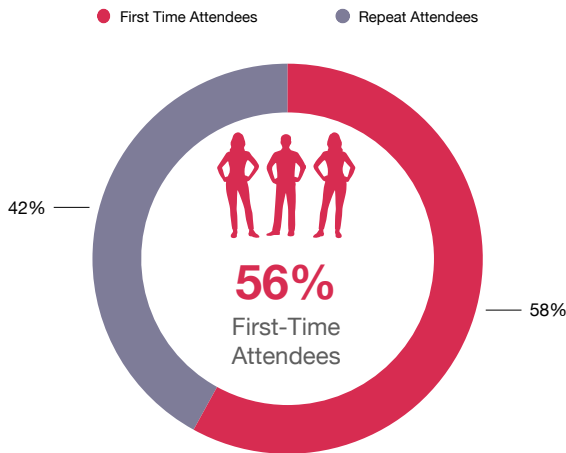
In recent years we have reinvented our conference by investing heavily into technology, operations, and marketing. These key actions are translating into outstanding growth. Take a look!



# WHO ATTENDS?

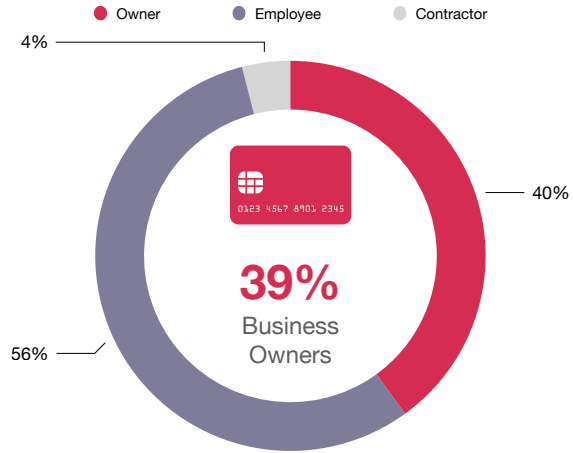
## BY THE NUMBERS

Our unparalleled education attracts serious professionals who are dedicated to their professional growth. These individuals spend time, energy, **and money** to set themselves apart and advance their careers. Here is the data from 2024:



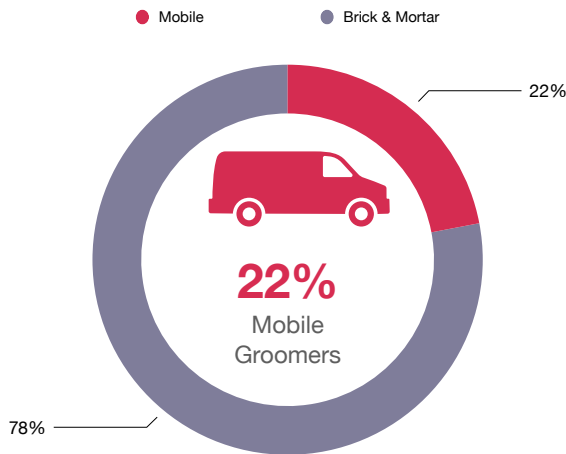
### FIRST-TIME ATTENDEES

Access to New Customers  
Year After Year



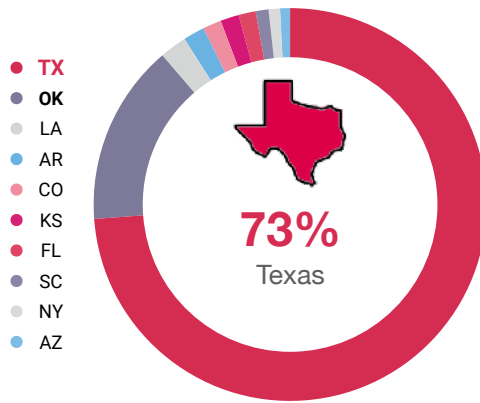
### PURCHASING DECISION MAKERS

Sell to Entire Salons,  
Not Just Individuals



### MOBILE vs. BRICK & MORTAR GROOMERS

Mobile is the Industry Minority,  
But We Attract the Most



### TOP 10 ATTENDEE STATES

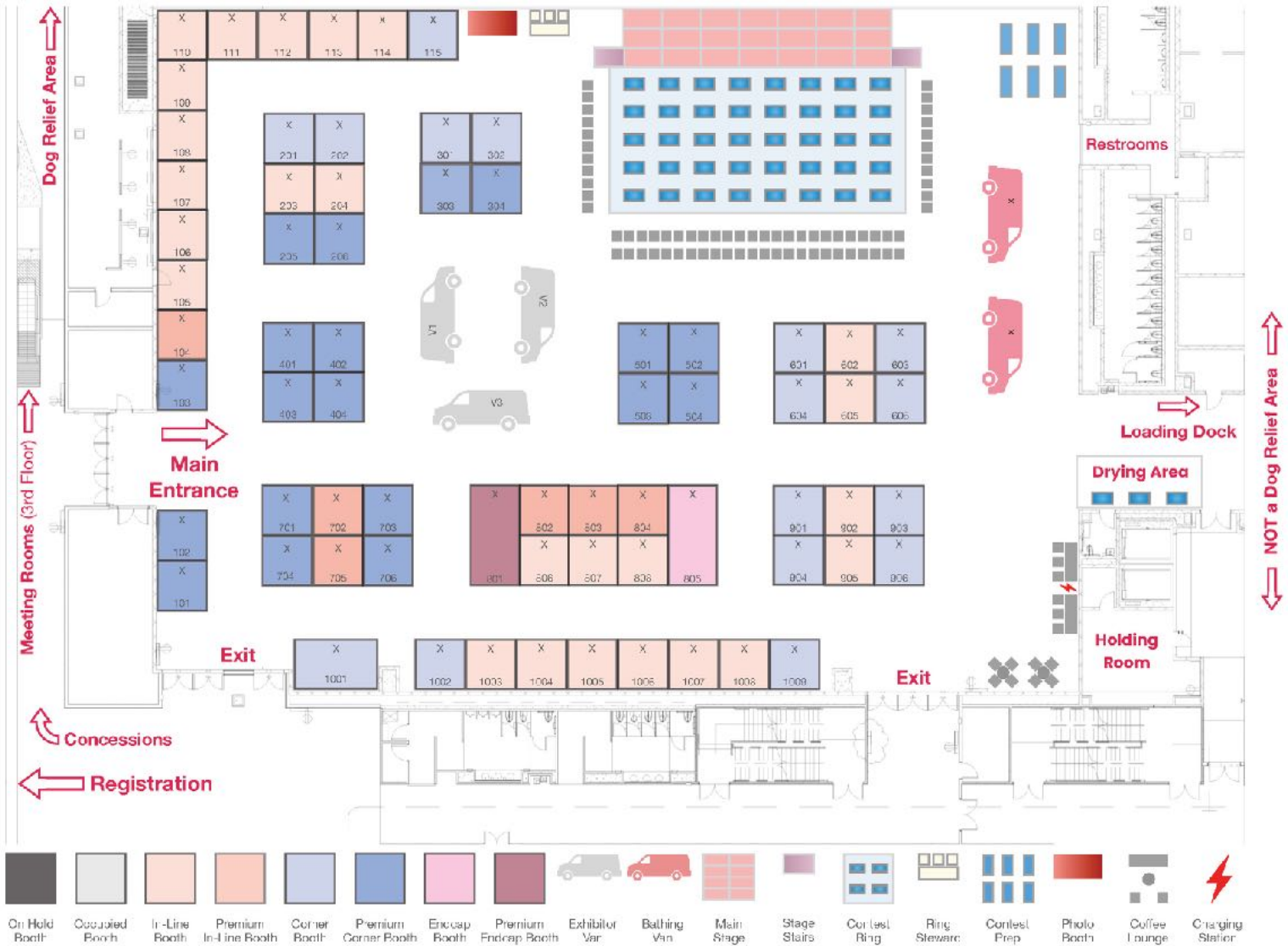
We Are Your Best Conference  
for Targeting the Midwest U.S.

**SPACE IS LIMITED, RESERVE YOUR BOOTH NOW! [APPLY HERE](#)**



# EXHIBIT HALL FLOORPLAN

SPACE IS LIMITED, RESERVE YOUR BOOTH NOW! [APPLY HERE](#)



## DON'T MISS YOUR OPPORTUNITY

# BE SEEN | ATTRACT | SELL!

## EXHIBIT

*There is no better way to be seen and heard than to be in the trade show.*

### BOOTH RATES

(If Contract Received Before April 15, 2025)

10' x 10' IN-LINE:	\$1099.00
10' x 10' IN-LINE PREMIUM:	\$1199.00
10' x 10' CORNER:	\$1199.00
10' x 10' CORNER PREMIUM:	\$1299.00
10' x 20' ENDCAP:	\$2499.00
10' x 20' ENDCAP PREMIUM:	\$2599.00
10' x 30' L-CORNER:	\$2699.00
10' x 20' INDOOR VAN SPACE:	\$2299.00

(If Contract Received After April 15, 2025)

10' x 10' IN-LINE:	\$1299.00
10' x 10' IN-LINE PREMIUM:	\$1399.00
10' x 10' CORNER:	\$1399.00
10' x 10' CORNER PREMIUM:	\$1499.00
10' x 20' ENDCAP:	\$2699.00
10' x 20' ENDCAP PREMIUM:	\$2799.00
10' x 30' L-CORNER:	\$2899.00
10' x 20' INDOOR VAN SPACE:	\$2499.00

### TRADE SHOW FLOOR HOURS

Saturday, June 7:	10:15AM - 6PM
Sunday, June 8:	10:15AM - 6PM
Monday, June 9:	10:15AM - 4PM

### BOOTH SETUP HOURS

Friday, June 6:	11AM - 11PM
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### BOOTH BREAKDOWN HOURS

Monday, June 9:	4PM - 11PM
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**>=50% of booth fees are due at time of application. The remaining 50% is due by 11:59 PM on APRIL 15, 2025. Applications submitted on or after APRIL 15, 2025 are due in full at time of application.** A Company logo & show specials, if any, must be emailed to [info@uspetproclassic.com](mailto:info@uspetproclassic.com) by Jun. 15, 2025 to be included in **pre-show advertising**. All booths must be setup by 11PM on Friday and be staffed during all trade show floors hours listed above. Dismantle of booths is not allowed before 4PM on Monday, June 9. ALL materials must be removed by 11PM.

**SPACE IS LIMITED, RESERVE YOUR BOOTH NOW! [APPLY HERE](#)**

# VISIBILITY **SELLS!**

## **SPONSOR**\*†§‡

*This is a unique opportunity for your company to demonstrate its support of the people who support you and receive high visibility of your brand!*

### **SUPER SHOW SPONSOR\*** - 6 AVAILABLE (6 TOTAL)

***Be seen and heard again and again for 4 days!***

\$5,500 - Sponsorship Includes:

**Two 10' x 10' premium booths OR 1 exhibitor mobile unit on the trade show floor!**

Dedicated sponsor banner (33" x 81") at the main entrance to exhibit hall

Sponsor logo on the main competition stage backdrop

Sponsor logo on "U.S. PET PRO CLASSIC 2025" photo booth

Sponsor logo and message on *dedicated* slide on 7 digital signs in convention center

Sponsor logo on all printed materials and across all social media channels

Sponsor logo with website link for 1 year on the [www.uspetproclassic.com](http://www.uspetproclassic.com) web page

MC callouts during the Best in Show ceremonies

1 Mobile App Ad/month (your co. creates ad) b/w time of signing and June 1, 2025

1 Mobile App Push Notification (your co. creates ad) during the 2025 trade show

### **TROPHIES SPONSOR\*** - 1 AVAILABLE

***Reward and reach the top stylists in our industry with your support.***

\$3,500 - Sponsorship Includes:

**One 10' x10' premium booth**

Sponsor logo on every trophy awarded!

Sponsor logo on a shared banner (33" x 81") at main entrance to exhibit hall

Sponsor logo on a shared banner on a main competitor stage back drop

Sponsor logo on "U.S. PET PRO CLASSIC 2025" photo booth

MC callouts during the opening and closing ceremonies

Sponsor logo and message on dedicated slide on 9 digital signs in convention center

Sponsor logo on all printed materials and across social media channels

Sponsor logo for a year on the [www.uspetproclassic.com](http://www.uspetproclassic.com) web page

1 Mobile App Ad/month (your co. creates ad) b/w time of signing and June 1, 2025

1 Mobile App Push Notification (your co. creates ad) during the 2025 trade show

\* Show management will print marketing materials (eg. banners & signs)

† Marketing materials and prints are NOT included with the sponsorship

§ Sponsorships must be paid in full at time of contract submission

‡ A \$50.00 administrative fee is included in this sponsorship

# CONNECT WITH THE RIGHT AUDIENCE

## COMPETITION CLASS SPONSOR\*‡ - 9 AVAILABLE

*Reward and reach the top stylists in our industry with your support.*

### 2025 U.S. Pet Pro Classic Competitions:

\$600.00	U.S. Open & Asian Styles Championship
\$600.00	Best All Around Pet Stylist
\$600.00	Best in Show, Yellow Rose of Texas Division
\$800.00	U.S. Creative Styling Championship
\$800.00	Poodles (Toy, Miniature & Standard)
\$800.00	Sporting Breeds (Spaniels & Setters)
\$800.00	Wirehaired-coated Breeds (Handstripping)
\$800.00	All Other Purebreds (Scissoring)
\$3050.00	Best in Show, Open Division

### \$600 - Sponsorship Includes:

Sponsor logo on a shared banner (33" x 81) at the main entrance to exhibit hall  
 Sponsor logo on a shared banner on the main competitor stage back drop  
 MC callouts during the award ceremony for the class sponsored  
 Sponsor logo on shared slide on 9 digital signs in convention center  
 Sponsor logo on all printed materials and across social media channels  
 Sponsor logo for 1 year on the [www.uspetproclassic.com](http://www.uspetproclassic.com) web page  
 1 Mobile App Push Notification (your co. creates ad) during the 2025 trade show

### \$800 - Sponsorship Includes:

Everything included with \$600 sponsorship, **plus...**  
 Sponsor logo on shared "U.S. PET PRO CLASSIC 2025" photo booth backdrop

### \$3050 - Sponsorship Includes:

Everything included with \$800 sponsorship, **plus...**  
**One 10' x10' premium booth**  
 Sponsor logo and message on dedicated slide on 9 digital signs in convention center

# MARKETING THAT DELIVERS QUALITY BUYERS

## MEETING ROOM SPONSOR\* - 8 AVAILABLE

**Reach every student** with your logo and custom message inside a meeting room for the entire show. With a limit of 1 sponsor per room, that's visibility!

\$400 - Sponsorship Includes:

Opportunity to place up to 2 floor-standing (33" W x 81" H) banners in this classroom for all 4 days of the conference. Sponsor provides the banners.

Choose from 8 rooms:

Salon Styling	Skin & Coat
Fundamentals for New Groomers	Bathing/Behavior
Mobile Grooming	Business/Innovations/Spanish
Business; Spanish	Hands-on Workshops

## TRADE SHOW COFFEE LOUNGE SPONSOR\* - 9 AVAILABLE

Be the star of the show by providing **what everyone wants... Coffee**

### Exclusive Sponsor per Day

\$1,500 - Sponsorship Includes:

Includes the cost of providing coffee to attendees during the afternoon break. Placement of up to 3 floor retractable banners (33" W x 81" H) at our coffee lounge on the trade show floor for 1 day of the trade show. Sponsor provides banners.

### Shared Sponsor per Day

\$500 - Sponsorship Includes:

Includes the cost of providing coffee to attendees during the afternoon break. Placement of 1 out of 3 (alongside other sponsors banners) floor retractable banners (33" W x 81" H) at our coffee lounge on the trade show floor for 1 day of the trade show. Sponsor provides banners.

## DOG RELIEF STATION SPONSOR - 1 AVAILABLE

\$1,000 - Sponsorship Entails:

5 retractable co-branded floor banners (33" W x 81" H): 3 in main area, 2 in loading dock area.  
100 branded floor paw decals in the main hallway outside the exhibit hall.  
Sponsor provides banners and paws.



# THERE IS NO LIMITATION TO **YOUR SUCCESS**

## **TERRACE PARTY SPONSOR<sup>+</sup> - 1 AVAILABLE**

*Facilitate industry connections and collaboration by sponsoring a happy hour event for U.S. Pet Pro Classic attendees, competitors, judges, and staff.*

\$10,000 - Sponsorship Entails:

Please contact us at 801-577-0109 to discuss details.

## **LED WALL SPONSOR<sup>+</sup> - 1 AVAILABLE**

\$10,000 - Sponsorship Entails:

Please contact us at 801-577-0109 to discuss details.

## **PHYSICAL REGISTRATION SPONSOR<sup>+</sup> - 1 AVAILABLE**

*All eyes on your brand for 4 days.*

\$4,500 - Sponsorship Entails:

Sponsor logo on all attendee name badges (exhibitor name badges not included)  
3 retractable floor banners (33" W x 81" H) placed near registration and in foyer

Please contact Scott Lauritzen at 801-577-0109 to discuss details.

## **ONLINE REGISTRATION SPONSOR<sup>+</sup> - 1 AVAILABLE**

*All eyes on your brand for 4 days.*

\$1,000 - Sponsorship Entails:

1 Digital Banner on online registration site with link to your website. Every attendee sees this, often many times!

## **WATER BOTTLE/T-SHIRT/TOTE BAG<sup>+</sup> - 3 AVAILABLE**

*Become part of the show by adorning U.S. Pet Pro Classic attendees with your company branded aluminum water bottle, tote bag, or T-shirt.*

Please contact Scott Lauritzen at 801-577-0109 to discuss details & pricing.

## **CUSTOM SPONSOR<sup>+</sup>**

*If you have additional ideas for how to **reach your audience**, we would love to help custom-tailor a sponsorship that best meets your needs!*

Please contact Scott Lauritzen at 801-577-0109 to discuss details & pricing.



# VENUE | **HOTELS**

Both DFW Int'l Airport and Dallas Love Field are less than 10 miles away. You can reach us by a quick flight from anywhere in the United States.

We offer discounted rates at the hotels below. To receive these rates you must use the provided links or mention the U.S. Pet Pro Classic via phone.

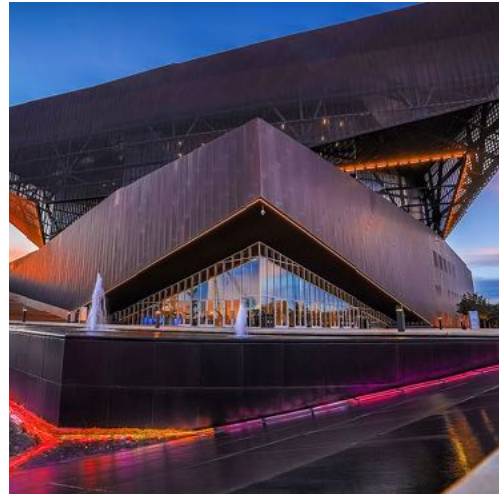
## IRVING CONVENTION CENTER | **LAS COLINAS**

DISTANCE FROM DFW INT'L AIRPORT:  
8 Miles  
10 Min. Drive  
25 Min. Train (**tickets only \$1-\$3**)

DISTANCE FROM LOVE FIELD AIRPORT:  
10 Miles  
15 Min. Drive

DISTANCE TO ENTERTAINMENT DISTRICT:  
1.5 Blocks  
5-6 Min. Walk

[WEBSITE](#)



## OUR HOST HOTEL | **TEXICAN COURT** STAY HERE TO GET THE FULL SHOW EXPERIENCE

DISTANCE TO CONVENTION CENTER:  
**Across the Street**  
2 Min. Walk

SPECIAL SHOW RATES PER NIGHT:  
Single: 169.00  
Double: 169.00

[COMING SOON](#)

HOTEL PHONE:  
(469) 577-4599



## OTHER AFFILIATED **HOTELS**

HOTEL NAME	DISTANCE to Conv. Center	NIGHTLY SHOW RATES	PETS OK	RESERVATIONS	HOTEL PHONE
The Westin	Across the street	Coming Soon	Yes	Coming Soon	(972) 505-2900
Holiday Inn Express Conv. Ctr.	0.4 miles	Coming Soon	No	Coming Soon	(972) 910-0302
Aloft Las Colinas	1.1 miles	Coming Soon	Yes	Coming Soon	(972) 717-6100
Holiday Inn Irving Las Colinas	1.1 miles	Coming Soon	No	Coming Soon	(972) 650-1600
Hyatt Place Las Colinas	1.2 miles	Coming Soon	Yes	Coming Soon	(972) 550-8800
Sonesta Suites	1.0 miles	Coming Soon	Yes	Coming Soon	(972) 714-9990

# ADDITIONAL BOOTH SERVICES

## ADD-ONS | MATERIAL HANDLING | DRAYAGE

FOR SHIPPING PRODUCTS TO THE SHOW, EXTRA TABLES, FURNISHINGS, ACCESSORIES, OR LABOR PLEASE CONTACT:

Firebird Event Services Inc  
2131 N Collins St Ste 433-502  
Arlington, TX 76011  
(972) 201-5219

## AUDIO VISUAL | UTILITIES | ELECTRICAL

FOR SOUND, VIDEO, WATER, AIR, OR ELECTRICITY PLEASE CONTACT ONE OF THESE SERVICE PROVIDERS:

### AUDIO VISUAL

J & S AUDIO VISUAL  
Joseph Hernandez  
josephh@jsav.com

### UTILITIES & ELECTRICAL

IRVING CONVENTION CENTER  
Exhibitor Services  
(972) 401-7775

**ORDER ELECTRICITY HERE (COMING SOON)**

# SHOW RULES & REGULATIONS

**SPACE:** Failure of exhibitor to make payment as specified shall entitle show management to cancel this agreement without notice and exhibitor shall remain liable for any unpaid rentals. If the exhibitor has not occupied their contracted space by the final set up day, or has cancelled prior to the opening of the show, or has forfeited their space for failure to tender payment, the show management reserves the right to rent the vacated space to another exhibitor without restitution to the original exhibitor and/or utilize said space as it deems appropriate. It is agreed that show management shall deliver each contracted space to the respective exhibitor unless unforeseen circumstances shall cause the cancellation of the show, in which event each exhibitor shall be reimbursed their monies for contracted space less any cost incurred by show management during the course of show planning and preparation. Exhibitors shall and do hereby waive any claim to damage, compensation, or refund of money paid to the show except to the extent of said reimbursement.

**REFUNDS:** NO REFUNDS WILL BE MADE AFTER ACCEPTANCE OF THE EXHIBITOR CONTRACT BY THE SHOW MANAGEMENT, EXCEPT AS DEFINED ABOVE.

**RESTRICTIONS:** No soliciting for business shall be permitted in aisles or in other exhibitors' booths. Samples, catalogs, pamphlets, publications, etc. may only be distributed by exhibitors strictly within the confines of their own booth. No exhibitor will be permitted to conduct any promotional events, or anything of a character that might be objectionable to the show. **Sound systems and additional lighting will only be permitted if pre-approved by show management.** Sound level will also be dictated by show manager and the convention center.

**RE-LEASING:** Exhibitor may not sublease or share exhibit space without permission from the show management.



# SHOW RULES & REGULATIONS

**EXHIBITOR BADGES:** All exhibitor representatives and personnel must obtain and wear their official exhibitor badge(s) during load-in, load-out, all other show hours and while on convention center property. Badges will be issued only to company representatives who work in your booth. There is a limit of three exhibitor badges per booth, unless otherwise specified or arranged. All other guests must be paid registrants of the U.S. Pet Pro Classic. Booth representatives NOT wearing their official show badge will not be allowed entry to the show. Exhibitor badges identifying your company's representative(s) are issued at the registration desk.

**STANDARD AND SPECIAL BOOTH EQUIPMENT:** One 6' draped table, two chairs, and one 7" x 44" identification sign are included in the cost of your exhibit space. Exhibitor wares, decorations, signs, or other exhibit design may not obstruct other displays nor project into hallways. All exposed parts of the exhibits must be finished so as not to be objectionable to other exhibitors or show management.

**OFFICIAL SHOW DECORATOR:** An official show decorator may provide exhibitors with additional display accessories at their option and expense. The decorator may provide to exhibitors an addendum to the Exhibitors Kit approximately thirty days to the show, which will describe the various services they can provide.

**DISPLAYS:** The exhibitor understands that all expenses for trucking and handling the exhibit into and out of the show, the erection and decoration of the display, and all costs incidental to the operation of the display are not part of the show fee and are to be paid by the exhibitor.

**MERCHANDISE REMOVAL:** No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, except with the permission of show management.

**DATES, HOURS:** Days and hours for move-in, exhibiting, and move out will be specified by show management in the exhibitor's kit provided to the exhibitor no later than thirty days prior to the show. All exhibitors are required to abide by all show hours.

**LOCATION:** Should a change of location of the show or the time be necessary, each exhibitor will be notified in a timely and appropriate manner.

**NON-COMPETE AGREEMENT:** Exhibitors, advertisers, and sponsors agree to refrain from scheduling any function at the show site for a period of two weeks prior to show commencement and two weeks following show conclusion without written permission from show management, including but not limited to educational programs, product promotional events, hospitality events, etc.

**ELECTRICAL AND OTHER SERVICE:** Additional electrical outlets, tables, plumbing, furniture removal, etc. are not included in the booth fee and should be ordered through the convention center, the show decorator, or the exhibit group that sets up pipe and drape for the booths at least thirty days prior to the show.

**FIRE LAWS:** All exhibit and booth materials, particularly drapes, curtains, table covered, etc. must comply with federal, state, and city fire laws and convention center safety regulations, and must be flameproof. The exhibitor is restricted to using only materials that will pass fire inspection.

**SECURITY:** It is understood and agreed that neither the show management nor the owner or lessors of the property which serves as the show host is liable for the safety of the exhibits, exhibitors, or their employees against burglary, robbery, theft, or damage by fire or other causes. The exhibitor should insure its property against all loss or damage from whatever cause and against public liability (at its own expense). The exhibitors should keep an attendant in their booths during all show hours. All vendors and their representatives must wear their official show badge during load-in, set-up, load-out, and throughout the show.

# SHOW RULES & REGULATIONS

**IRREGULAR ACTIVITIES:** No person, firm, or organization not having regularly contracted with show management for the occupancy of space on the showroom floor will be permitted to display or demonstrate its products, processes, or services, solicit orders, or distribute advertising materials at the show or in the convention center. Any infringement of this rule will lead to the prompt removal of the offending person(s) and products/materials.

**MISCONDUCT:** Unethical conduct or infraction of rules by the exhibitor, or his representatives, or both, will subject the exhibitor to dismissal from the exhibit area, wherein it is aired that no refund will be made, and further no demand for redress will be made by the exhibitor or his representatives.

**FOOD & BEVERAGE:** The serving of alcoholic beverages and/or foods by exhibitors on any part of the convention center or affiliate hotel premises is not permitted without prior approval and arrangements with the U.S. Pet Pro Classic and the Irving Convention Center at Las Colinas. Any exhibitor and said exhibitor's representatives choosing to serve food, beverages, and/or alcohol within the confines of their hotel suite must comply with federal, state, and city laws, and is liable for any indiscretions relating to the actions of the persons in attendance.

**JANITORIAL SERVICE:** Show management will, as part of the fee, provide cleaning of the aisles and common area of the show. The exhibitor will be responsible for his own exhibit space and must make arrangements with the convention center according to the exhibitors schedule and in accordance with show hours. Show management requires all show booths be kept clean, undamaged, and free from any safety hazards at all times. Damages by the exhibitor or their representatives to the show or convention center property becomes the sole liability of the exhibitor and the exhibitor will be held responsible for reimbursement of any and all such damage(s).

**SOLICITATION OF EMPLOYMENT:** Employment solicitation of attendees by exhibitors and their representatives in any manner other than via official show management-approved job boards or postings online or physically at the show, is allowed only for approved exhibitors and sponsors.

**GENERAL:** All matters and questions not covered by these rules and regulations are subject to the decision of the show management. These rules and regulations may be amended at any time by the show management, and all amendments that may be so made shall be equally binding upon publication, on all parties affected by them, as the original regulations.

*By participating in our conference, your company's name will be heard again and again as a generous supporter of the U.S. Pet Pro Classic and the pet styling industry.*

*We look forward to seeing you at the 37th Anniversary U.S. Pet Pro Classic!*

*Thank you.*

DON'T MISS YOUR **OPPORTUNITY**  
BE SEEN | **ATTRACT** | **SELL!**