



# Vendor information AND registration form

Once again we are excited to announce our **3rd Annual Koi Show** scheduled for September 11th, 12th, and 13th, 2009. This show is the first and only koi show in the Upper Midwest. The show will be once again hosted at **Bachmans**, one of our premier nurseries. The fish are displayed and protected in the venue's largest greenhouse, under natural light and using well water. Our show is free and open to the public. Our traffic count in each of the past two years has exceeded 650-750 attendees. This great location and the support of our host with the use of extensive local advertising ensures excellent attendance. Samples of the advertising will be prominently displayed on our web site.

This is an excellent opportunity to introduce your products and services to our local koi enthusiasts.

Sincerely,  
Sue Emerick  
UMKC Show Chairperson

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*For more information please visit our web site or contact:  
Terri Mueller Show Vendor Coordinator at (612) 226-7500*

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# information

## Club

Upper Midwest Koi Club

Membership from the upper Midwest states

[www.umkoiclub.org](http://www.umkoiclub.org)

## Contact

Terri Mueller

Show Vendor Coordinator

(612) 226-7500

[mueller\\_33@msn.com](mailto:mueller_33@msn.com)

## Location

Bachmans Garden Center

6010 Lyndale Avenue

Minneapolis, MN 55419

612-861-7600

## Directions

### **From the East (West St. Paul, Mendota Heights):**

Take I-494 going West over the Minnesota River. Exit onto I-35W North. Continue on I-35W North, moving into the LEFT lane and exiting on the 58th Street LEFT exit. At the stop light, turn right onto 58th Street. At the next stop light, turn right onto Lyndale Avenue. Turn right at Bachman's electronic sign into Bachman's parking lot.

### **From the West (Eden Prairie area):**

Take I-494 going East. Exit onto I-35W North. Continue on I-35W North, moving into the LEFT lane and exiting on the 58th Street LEFT exit. At the stop light, turn right onto 58th Street. At the next stop light, turn right onto Lyndale Avenue. Turn right at Bachman's electronic sign into Bachman's parking lot. OR Take Hwy. 62 going East. Take Lyndale Avenue detour exit and turn left at the stop lights on Lyndale Avenue when the detour gets you back to Lyndale. Turn left at Bachman's electronic sign into Bachman's parking lot.

### **From the North (downtown Minneapolis):**

Take I-35W going South. Exit at Lyndale Avenue. Turn right onto Lyndale Avenue. Turn left at Bachman's electronic sign into Bachman's parking lot.

### **From the South (Eagan area):**

Take I-35E going North. Exit onto I-494 West. Continue over the Minnesota River. Exit onto I-35W North. Continue on I-35W North, moving into the LEFT lane and exiting on the 58th Street LEFT exit. At the stop light, turn right onto 58th Street. At the next stop light, turn right onto Lyndale Avenue. Turn right at Bachman's electronic sign into Bachman's parking lot.

### **From the South (Burnsville area):**

Take I-35W going North. Continue over the Minnesota River, moving into the LEFT lane and exiting on the 58th Street LEFT exit. At the stop light, turn right onto 58th Street. At the next stop light, turn right onto Lyndale. Turn right at Bachman's electronic sign into Bachman's parking lot.

# schedule

## Tuesday - Thursday September 8th - 10th

Show Set Up 10:00a - 6:00p

## Friday, September 11th

Complete Site Setup 9:00a - 1:00p

Vendor Set Up 9:00a - 5:00p

Exhibitor/Koi Check In 11:00a - 7:00p

Open To The Public 4:00p - 8:00p

## Saturday, September 12th

Open To The Public 9:00a - 5:00p

Judging Commences 9:30a

Banquet Social Hour 5:30p - 6:30p

Awards Banquet 6:30p

## Sunday, September 13th

Open To The Public 10:00a - 2:00p

Judge's Comments (Q & A) Show Tank Side 10:30a

Show Breakdown 2:00p

### **NOTE:**

**Early departure from the show on Sunday is highly discouraged and will be addressed on an individual basis.**

# notices

## Vendor Restrictions

Because of our Venue (Bachmans 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**

## Contact

You may contact Terri Mueller 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.

## Food & Beverages

Bachmans' has a café on site. The club will also provide self serve food for vendors and show volunteers on Saturday and Sunday lunches. You will need to provide us with the number of personnel that you will have on site so we can plan for meals. Meals are included in the booth fee.

## Tables & Chairs

Each vendor will be provided a table and two chairs if needed. You will need to make your request on the reservation form so we can ensure an adequate number are available.

## Loss Prevention

Our show is free and open to the public. Our traffic count in each of the past two years has exceeded 650-750 attendees. 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 if ample notice is given. After August 15th, 2009 any refund allowed will be at the discretion of the show committee.**

# spaces & wet vendors

## Vendor Spaces

Please download the 2009 show floor plan from our website. The most current one will be maintained on the site as booths are reserved but final confirmation and assignment will be coordinated with Terri Mueller. Electricity is available, but please note your need on the reservation form. You will need to provide extension cords, air pumps, water pumps, etc. and nets.

2008 vendor spaces sold out within 50 days. This is a new and growing market. You do not want to miss the opportunity to become known in Minnesota. Please consider submitting your reservation as early as possible. We anticipate spaces will be reserved quickly as they have been in the past. This is clearly one of America's up and coming Koi Shows.

## Wet Vendors

If needed, we will provide 6' hard sided tank(s) , please see Vendor Registration Form. However, you must provide air pumps, tubing, air stones, dechlorinator, nets, covers, tubs, bags or any other items you may require to sustain livestock and promote sales. Water is provided from the 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 or smaller) at the rate of \$35.00.

## Spaces

28 Booths Available:

Vendor Booths 10'w x 10'd (100 sq ft) Marked - A1 to A11

Vendor Booths 10'w x 10'd (100 sq ft) Marked - B1 to B5 and B6 to B7

Vendor Booths 10'w x 10'd (100 sq ft) Marked - C1 to C10

## Visual

A TO SCALE 3D ARCHITECTURAL FLOOR PLAN CAN BE FOUND ON OUR WEBSITE ([WWW.UM-KOICLUB.ORG](http://WWW.UM-KOICLUB.ORG)) UNDER "OUR SHOW" > "2009 SHOW" > "VENDORS"

# registration form

PLEASE COMPLETE THIS FORM AND SUBMIT WITH PAYMENT TO THE ADDRESS NOTED BELOW.

Date: \_\_\_\_\_ Number of Staff Attending: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone No: \_\_\_\_\_ Email Contact: \_\_\_\_\_

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

Show vendor booths are \$150 each with the vendor being encouraged to donate product of his/her choice for raffle/auction items to help support the continuing efforts of the UMKC. You may view booth availability 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.)

Booth (10x10)	# _____	@150.00 ea	=	\$ _____
*After Aug. 28th	# _____	@175.00 ea	=	\$ _____
Booth Vendor Tanks	# _____	@ 35.00 ea	=	\$ _____
Show Tank	Limit 1	@ 35.00	=	\$ _____
Table/Chairs, 1 table/2 chairs		Yes / No		\$ N/C

TOTAL AMOUNT DUE \$ \_\_\_\_\_

My Booth Location Preferences are:

#1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_ Contact Terri Mueller for booth availability.

## PROGRAM ADVERTISING AND TROPHY SPONSORSHIP:

Program Advertising is available to any vendor whether or not the vendor participates in the show. Those opportunities are outlined in our "Program Advertising Opportunities Form" included in this package. Please note that our show program is also a resource guide and is displayed on our web site for the entire year and additional copies are printed and handed out at our monthly meetings to new members.

## QUESTIONS?

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

Make checks payable to: UMKC

Mail form and check to: Upper Midwest Koi Club  
C/O Terri Mueller  
3757 – 226th Ave NW  
St Francis MN 55070

# get recognition!

## Trophy Sponsorship

This is your opportunity to support and reward excellent koi keeping. Please consider supporting the UMKC efforts and our hobbyist with your contribution of sponsoring any of the awards noted below:

Major Awards: (Free ad in Program)	Donation	Other Awards:	Donation
Grand Champion A	\$125	Most Unique	\$50
Grand Champion B (non-gosanke)	\$125	Best Size 1	\$50
Reserve Grand Champion	\$125	Best Size 2	\$50
Baby Champion	\$125	Best Size 3	\$50
Young Champion	\$125	Best Size 4	\$50
Mature Champion	\$125	Best Size 5	\$50
Grand Champion Long Fin	\$ 75	Best Size 6	\$50
Reserve Champion Long Fin	\$ 75	People's Choice	\$50
Baby Champion Long Fin	\$ 75	Tosai	\$50
Best in Variety Awards:	Donation		Donation
Best in Variety Kohaku	\$50	Best in Variety Hakari/Utsuri	\$50
Best in Variety Showa	\$50	Best in Variety Hakari-Muji	\$50
Best in Variety Sanke	\$50	Best in Variety Hakari-Moyo	\$50
Best in Variety Utsuri	\$50	Best in Variety Tancho	\$50
Best in Variety Bekko	\$50	Best in Variety Gin Rin A	\$50
Best in Variety Asagi/Shushi	\$50	Best in Variety Gin Rin B	\$50
Best in Variety Goshiki/Koromo	\$50	Best in Variety Doitsu	\$50
Best in Variety Kawarigoi	\$50		

### 2009 CHAMPION OF CHAMPIONS AWARDS

This year's choice for our club grow out experiment is Sanke.

Awards are:

2008 UMKC CC Grand Champion (Showa) \$50

2008 UMKC CC Reserve Grand Champion \$50

2009 UMKC CC Grand Champion (Sanke) \$50

2009 UMKC CC Reserve Grand Champion \$50

Please legibly print your company name or name that you would like to appear.

This is what we will print on the trophy and be reprinted in our show program.

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TOTAL PAID \$ \_\_\_\_\_

### QUESTIONS:

Contact Terri Mueller for award availability.

Make Checks Payable to UMKC (include with your booth reservation form)

# standout!

## Show Program and Resource Guide

For our 2008 show we introduced our RESOURCE GUIDE in combination with our show program. It was very well received and will be offered again this year. This opportunity gives the vendor “year long” exposure to our market and our members. The “Show Program and Resource Guide” is not only distributed at the show to all visitors, it is posted on our web site and we continue to distribute additional copies during the remainder of the year to our new members and visitors at our monthly meetings. A great opportunity for exposure at a comparably small investment!!!

### DEADLINE FOR ADVERTISER SUBMISSIONS IS SEPTEMBER 1st, 2009

Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_  
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 Front 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

NOTE: You may choose to have your “page ad” in full color for an additional \$200.00

Submit prepared ad, including logo, company name 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. We want every vendor to be successful and make a strong impact!

Make Checks Payable to the UMKC and submit it with your registration.

For Copy assistance please contact:

Ron Sterbenz (612) 920-0580  
Sterbenz@mac.com

### PLEASE NOTE:

You do not have to attend the show as a vendor to place an ad in the Show Program and Resource Guide!

Mail form and check to: Upper Midwest Koi Club  
C/O Terri Mueller  
3757 – 226th Ave NW  
St Francis MN 55070