



**The Koi Club of San Diego's
32nd Annual Koi Show
March 2nd & 3rd, 2019
Del Mar Fairgrounds Activity Center**



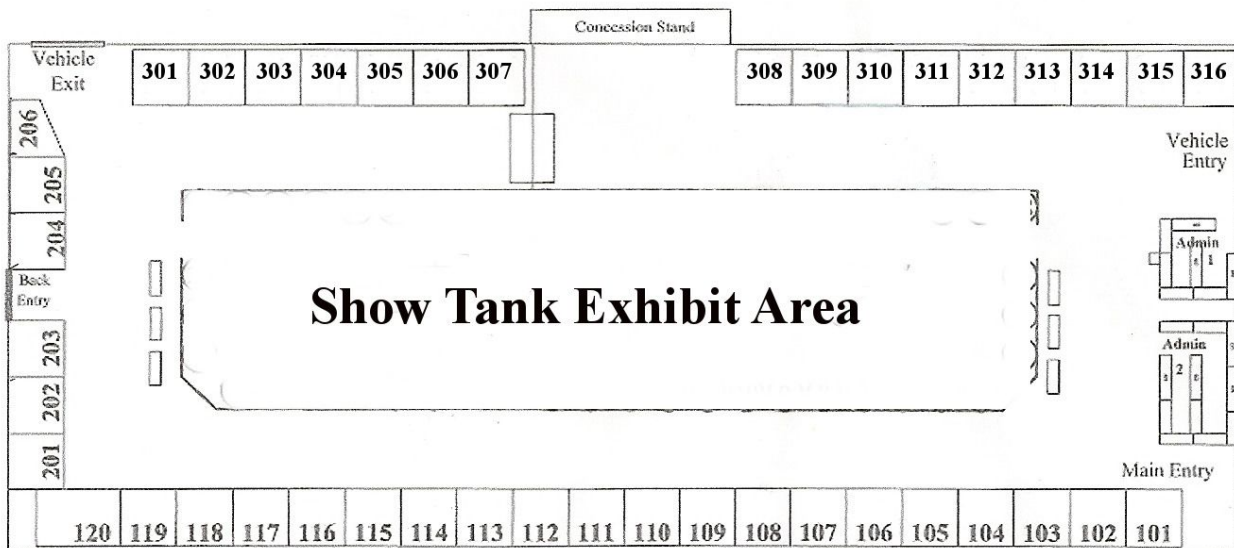
"The best-selling Show Continues to get EVEN BETTER!"

As always, we are looking for additional support to be able to have a show at the Del Mar Fairgrounds. Our costs are extremely high relative to other koi club shows in California. We continue to provide our Major sponsors additional recognition each year. See page 7 for more details.

EXCITING NEWS!!! This year is our 32nd Annual Koi Show. Don't miss out on this special event that is again being held in conjunction with both the **Spring San Diego Home and Garden Show**, one of the largest home shows in the U. S. A. and the **Gem Faire**. These three events on the same weekend always provide great flow. The Koi Club of San Diego recognizes the valuable contributions you each make to our show and to the hobby, and we pledge to do everything we can to assist you in your sales and marketing efforts.

Our show venue continues to be located in the Del Mar Fairgrounds Activity Center, an indoor facility with excellent lighting, temperature control, insulation, great acoustics, and WiFi availability. This show happens rain or shine! Booth assignments are on a first come, first served basis, so don't delay!

**Vendor Booth Layout
Koi Club of San Diego Thirty-Second Annual Koi Show
March 2nd & 3rd 2019 at the Del Mar Fairgrounds Activity Center**



Show Hours - Free to the Public

March 1, Friday - Vendor Staging - at 1 PM - 5 PM but Not Open to Public

March 2, Saturday 9 AM to 4 PM

March 3, Sunday 9 AM to 2 PM with teardown only after 2 PM

Vendor Booths

Booth spaces are 10' wide by 10' deep, with a blue/white back wall and side rails. We include 1 table and 2 chairs with each booth. Table-cover and skirts, blue indoor/outdoor carpet, and a power drop are also available for a nominal additional charge.

Preferred setup for all booths is Friday afternoon from 1PM to 5 PM.

If you have a small, easy set up (without water), you may come in Saturday morning from 7AM to 8:55AM. Limited drive-through access will be available **only** during Friday afternoon setup and Sunday tear-down with a 9-foot height limit on vehicles. The access to be able to hand-truck in equipment and supplies from the parking areas is good. ***Fish vendors must set up their tanks on Friday afternoon.*** Fish may be brought in Friday afternoon, Saturday and/or Sunday mornings from 7AM to 8:30 AM.

Remember to bring everything you need . . . tank covers, bags, air pumps/air stones, rubber bands, dechlorinator/water treatment chemicals, a sump pump w/ hose, etc. It is strongly recommended that you bring your own oxygen.

Reserving Your Booth Space - Page 9

Please complete the two page reservation form located at the end of this document for your booth, and include a minimum \$200 deposit. (Deposits are non-refundable.) Booth space reservations and booth assignments will be based on the order reservation form time-stamp and deposits received. Deposits are due by **December 7, 2018** and full payment is due on or before **January 18th, 2019**. **You can call Greg Ruth at (858) 395-7882 or email him at vendor@koicsd.org with any questions or to discuss booth assignments.**

Vendors Dry and Wet booths reservations: Please complete the data cells on page 8.

Dry Booths for dealers selling products where water is not required may be assigned any booths in the facility beginning with **101 - 120, 201-206 & 301-316** as long as our wet booth vendors can be accommodated.

Wet Booths for dealers selling Koi are limited to booths **201-206 & 301-316**.

Drainage will be provided behind each wet booth for ease of water change outs during the Show. Water and drainage are only available for Koi sales booths. Aeration is a must for vendors selling fish and the electrical power drop is required. (If you have multiple wet booths, only a single power drop is needed unless you require more than 5 amps).

We will have a fire hose available for filling your tank(s) after the main show tanks are filled on Friday afternoon. Two standard hoses will also be available during this time and throughout the duration of the Show for water changes. Please do your water changes before or after the hours the Show is open to the public, except in emergencies. A limited number of tanks are available for rent at \$50 per tank. **Vendors are responsible to maintain their own water quality throughout the Show; however Jack Chapman, the Show Water Quality person, will be available to assist with your water treatment, if needed. Please contact him directly at the show.**

Booths Accessories Page 9 & More on Page 10

Power drop

All vendors are able to order a power drop at their booth, wet or dry, and the cost for each 500-watt/5 amp drop is \$50. ***All vendors requiring electrical power must order power service in advance.***

Carpet & Table-cover w/Skirt

Carpet (blue indoor/outdoor) for your booth is available as an accessory for an additional charge of \$130 per booth space. The table cover and skirt are available for \$30.

Saturday Box lunches

We are not able to provide food from any hospitality rooms during the time the hall is open to the public. We are able to place an order for a box lunch to be provided by the Fairgrounds. Vendors may order this lunch for \$16 as part of your registration.

Fish sales are permitted on Friday afternoon in addition to the regular show hours. Show entrants may purchase fish at the show Friday and enter them in the show provided they complete their registration and payment before the 8 PM cutoff time on Friday. **There will be NO fish entries on Saturday!**

Koi Vendors: Be aware that Owners Must be Present Prior to Judging

If you plan to bring fish to the Show for your customers, the owner of the fish must be present at check-in on Friday between 2 PM & 8 PM, to sign their entry form and pay their fees. Koi will not be judged if the owner of the fish does not personally sign their registration form and pay all fees prior to 8 PM Friday.

Parking

Please enter Del Mar Fairgrounds off Via De La Valle at the **Solana Beach Gate** and make sure you ask for the “**Weekend Rate**” to save some money.

Drop Shipments

If you have supplies or product to be shipped to the Show and you have reserved a room, you may make arrangements with either the Holiday Inn Express Solana Beach-Del Mar or the Del Mar Hilton to accept drop shipments as early as one week before the Show.

You can also make shipments directly to the show site if the delivery date is specified to me Friday, March 1, 2019 between 8:00AM and 5:00PM. No one is available to accept deliveries other than these hours. The show address is:

Del Mar Fairgrounds (Activity Center)

2260 Jimmy Durante Blvd.

Del Mar, CA 92014-2216

Our hotels are located near the Fairgrounds at:

Holiday Inn Express Solana Beach-Del Mar

621 S. Highway 101
Solana Beach, CA 92075
(858) 350-0111

or

Del Mar Hilton

15575 Jimmy Durante Blvd.
San Diego, CA 92130
(858) 792-5200

Show Closes at 2 PM Sunday

This show is open to the public until 2 PM on Sunday. Please **DO NOT tear-down before the official close of the show.** We advertise the show hours to the public, so we will have attendees in the building until 2 PM. Breaking down booths early creates an unsafe and unattractive environment for our show guests, so please be patient and only begin packing when the show officially closes at 2 PM. **Thank you in advance for your understanding and cooperation.**

All product, material and equipment must be removed from the Activity Center no later than 6 PM Sunday, March 3rd, 2019. NO EXCEPTIONS!

Free Additional Publicity (if you register by December 7th)

Vendors reserving their spaces by Friday, December 7th, **will be included in multiple promotions.** All we need is your completed reservation form, a \$200 deposit, and a digital copy of your logo and/or business card by December 7th, **and you are in!**

Don't Forget to Attend the Awards Banquet

We announce the dealer/breeder who sold the fish for the major awards, and if you sold it, stand up and take a bow. **If you sponsor a trophy, you can present that trophy to the winner(s) as well.** If you sponsor \$400 or more in trophies, you will receive one Banquet ticket free of charge. Remember to make your Awards Banquet reservations on the booth reservation form. This is an opportunity to spend some *casual networking time with potential customers.*

****Deadline for Booth Reservations is December 7th, 2018 or when sold out****
Note that only 42 booth spaces are available and we have sold out in previous years!

Best Booth Awards

We select both a best wet and a best dry booth for an award, so give us your best shot. The winners will be announced on Saturday at 2 PM, and we will present you with your award to display in your booth and feature a photo of your booth on our website.

Advertising in our Koi Show Brochure

Don't miss the chance to place a full color ad in our **show brochure**, distributed FREE to all show attendees and used throughout the year for various Club promotions. Last year's show brochure was a great success. We printing at 500 copies each year. Only the limited advertising spaces shown below will be available.

Send your photo ready artwork (as a flattened .tiff, .jpg, or .pdf file) to Greg Ruth at gregruth@gmail.com. If assistance is needed with your artwork, please email or call Greg Ruth at 858-395-7882.

Advertising in our Koi Show Brochure - Final artwork deadline is 01/12/2019			
Location	Page size	W x L space available	Price
Inside Centerfold	Double Page	10" wide x 7.5 " high	\$450.00
Back Cover / 2 Facing pages-inside	Full Page	5.625" wide x 8.75" high	\$300.00
Inside Front Cover / Back cover	Full Page	4.5" wide x 7.5" high	\$250.00
Inside Page	Full Page	4.5" wide x 7.5" high	\$225.00
Inside Page	Half Page	4.5" wide x 3.687" high	\$170.00
Inside Page	Business Card	300 pixel x 150 pixel	\$100.00

Deadline: All ads must be received AS SOON AS POSSIBLE, by January 12, 2019 *with full payment for inclusion in the Show Brochure.*

Advertising in our club Newsletter and/or on our club website

Annual Advertising Rates - Prorated quarterly					
Size	Monthly Newsletter	Annual Website	Size	Monthly Newsletter	Annual Website
Business card	\$100	\$100	Quarter page	\$240	\$240
Half page	\$300	\$300	Full page	\$400	\$400

Awards Banquet Drawing

The Awards Banquet will be held on Saturday evening at the Activity Center. At the banquet we will have a "Pond Stuff Drawing." This is a great way to gain exposure for your company and product line. Drawing items will be on display at our show. Please remember to attach a business card to each item so we can give you credit for your donation. If you mail product donations to the club it needs to be delivered prior to February 25, and sent to Greg Ruth, 14036 High Sierra Rd., Poway, CA 92064. Please contact Greg if you have questions at 858-395-7882 or email him at vendor@koicsd.org. Donations received prior to February 10, 2019 will be publicized by the club in our newsletter.

Awards Sponsorship and MORE!

For 2019, we continue to offer reasonable award sponsorship costs which increases the publicity you will receive in return. Enclosed with this packet, page 10 is the constantly changing list of sponsorships.

REASONS you should sponsor include:

<p>Your company's name will be:</p> <ul style="list-style-type: none">● engraved on the sponsored trophy(ies).● listed as a sponsor in our show brochure and displayed in the show hall.● prominently displayed on a sign on the awards table.● included on our club's website.	<ul style="list-style-type: none">● included in the published list of our newsletter, both before and after the show. <p>Your representative may present the award(s), if attending our banquet.</p> <p>Your business card/logo will be displayed and linked to your website.</p> <p><i>Now how is that for name recognition value!</i></p>
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You must contact Kathy Stewart via email at trophysponsor@koicsd.org or by phone at 858-231-0907 to verify trophy availability. **Once you have the verification, circle your choice or choices on the attached list pg 10,** returning it to Greg Ruth along with your vendor registration check. Trophy sponsorships must be confirmed through Kathy and submitted **BY December 31, 2018** to allow time for engraving; NO EXCEPTIONS.

Please respond early so you will be able to sponsor the trophy(ies) of your choice and we will have plenty of time to get your name on the trophy and sponsorship list in the Show Brochure. Any vendor sponsoring more than \$400 in trophies will receive **one** FREE Awards Banquet ticket and the vendor may choose to personally present the sponsored trophy at the Awards Banquet.

Koi Auction

The koi auction is one of the **most popular events** of our Show every year. In order to be of the greatest value to you as a koi dealer, we will auction your donated koi **in front of your booth starting at 12 PM on Sunday.** This gives you the **most exposure** for your donation and **draws a crowd to your booth,** *giving you a chance to boost sales before packing up at 2PM for the trip home.* A club representative will contact you to advise you when your turn is coming up so you can bowl your donated koi and be prepared when the auction crowd arrives at your booth. Thank you in advance for your donation to **KCSD!**

Security

The Del Mar Fairgrounds will provide 24-hour bonded physical security beginning Friday afternoon, so we recommend that you **set up Friday between 1 PM and 5 PM.** In addition to physical security, a designated Club representative will be assigned to monitor fish tanks after hours and will call your stated emergency contact if there is a problem with your booth.

Hotel Information

The **Holiday Inn Express Solana Beach-Del Mar** has a special koi show rate of \$113.00 when booking two nights at least two weeks prior. It is located within a half mile of the Fairgrounds at:

621 S. Highway 101

Solana Beach, CA 92075 -

Phone: (858) 350-0111

Enjoy a Complimentary Breakfast, Free WiFi, Pool, Fitness Center and Free Parking.

or the

The **Del Mar Hilton**, directly across from the fairgrounds at:
15575 Jimmy Durante Blvd.
Del Mar, CA 92014
Phone: (858) 792-5200

Given that the San Diego Home and Garden Show and the Gem Faire are on the same weekend, we recommend you reserve your room early or even now!

The show is open to Public on Saturday 9 AM to 4 PM and Sunday 9 AM to 2 PM.

Please plan to have your booth staffed for the entire event.

The Awards Banquet at the Show is not to be missed!!!

We have had nothing but success with this menu and it is a repeat performance with the Brazilian Steakhouse BBQ, with more than 60 trophies and much more!

The Activity Center is the place to be after the show Saturday night; and we will be eating with our fish. There will be over 60 trophies and the Judges will present the major awards and discuss why they picked those koi. We'll have a Koi Products Drawing and Auctions of "Select Koi Items" and there's sure to be a story or two (worth the price of admission). All this in a great setting and you're already there!! Get your reservations in early - this evening is sure to be a hit - it sold out the last three years due to limited seating and high demand.

Entrée: **Brazilian Steakhouse BBQ** *featuring filet mignon, marinated shrimp, linguica (Portuguese smoked sausage), vegetable skewers with salad, black bean stew, Brazilian rice and of course dessert.*

Show Sponsorships Available

Our sponsors provide financial support over and above the vendor costs of hosting a booth; and we encourage you to participate as well. There are "***Major Sponsors" and there are "***General Sponsors." If you are not in the position to be a Major Sponsor, you may certainly participate as a General Sponsor. With all sponsors, additional acknowledgement will be in the show brochure, our club newsletter, and on our website's home page. A *Major Sponsor contributes at least \$800.00 over and above booth expenses. Some have been contributing more than \$1500.00. Sponsors can make a contribution in any amount from \$150.00 to \$799.99 to reach a General level sponsorship. We appreciate any and all support. Page 2 of the registration form includes a place **highlighted in yellow** for such sponsorships. Contact Greg Ruth for more details.

These contributions help in the following way:

- A. Recover the cost of chemicals for water quality.
- B. Donations of food and other products for our general meetings.
- C. The club subsidizes the cost of the banquet, which has been a "must do" meal in the show hall.
- D. The club also subsidizes the cost of producing the t-shirts that are ordered and distributed for the show.
- E. Recover the cost of the sixty-plus trophy awards.

*General Sponsorships will be recognized in the show brochure, on the club website with a business card image, as well as in the newsletter following the show.

**Major Vendor Sponsorships are displayed on the Show Banner above the main entrance, along with a half page size image in our monthly newsletter. Additional quarter page recognition will be provided on the KCS D website's home page.

Koi Club of San Diego Vendor Checklist

December 7, 2018 - only 1 Deadline



**Reserve Booth Space for free additional publicity
& reduced booth price for early registration**

December 31, 2018 - Final Date - No Exceptions - only 1 Deadline



Award Sponsorship: For engraving on the trophy and
printed in the Show Brochure
Kathy Stewart (858) 231-0907 trophysponsor@koicsd.org

January 18, 2019 - w/4 Deadlines



Final Payment

Greg Ruth (858) 395-7882 vendor@koicsd.org



Reserve Awards Banquet Seats

Greg Ruth (858) 395-7882 vendor@koicsd.org



Program Ad Deadline

Greg Ruth (858) 395-7882 vendor@koicsd.org



Booth Payment is Due in Full

February 15, 2019 - only 1 Deadline



Reserve Hotel Room Early

(Final Date for Special Rate is February 15, 2019)

Holiday Inn Express Solana Beach-Del Mar at: (858) 350-0111

Why wait? Do it all NOW !

The Koi Club of San Diego appreciates your support.

Show Chairman: Matt Rhoades, (619) 517-8270 or show@koicsd.org

Show Vendor Chairman: Greg Ruth (858) 395-7882 or vendor@koicsd.org

The Koi Club of San Diego - 32nd Annual Koi Show

March 2nd & 3rd 2019 - Del Mar Fairgrounds Activity Center

Vendor Booth Reservation Form - Page 1 of 2 - Send both pages to Greg Ruth

Line	Vendor Company Data Sheet		
1	Company Name:		
2	Owner/Contact - Full Name:	First:	Last:
3	Business St. Address:		
4	City, State, Zip:	City:	State: Zip:
7	Primary Phone: xxx-xxx-xxxx		
8	Email Address:		
9	Website Address:		
10	Emergency Contact Name & #:	*ICE Phone xxx-xxx-xxxx:	
11	Contact Name Rep Badge:		
12	Staff Badge 1:		
13	Staff Badge 2:		
14	Staff Badge 3:		
15	Staff Badge 4:		
16	Staff Badge 5:		
17	Staff Badge 6:		

1) Exhibit Booth - 10' x 10' Booth Size - Refer to pages 2 & 3 of this packet

Use the "Vendor Layout Map" at www.koiclubofsandiego.org to find available booth spaces.

Standard Dry Booths (No Koi Sales or Water Features) are #101-120

1 Standard Dry Booth at \$415 Preferences # _____, _____, _____	Qty: _____ x \$415	\$ _____
Additional Dry Booth(s) at \$385 for Multi-booth discount	Qty: _____ x \$385	\$ _____

Standard Wet Booths (Koi Sales and/or Water Features) are #201-206 and #301-316

1 Standard Wet Booth at \$415 Preferences # _____, _____, _____	Qty: _____ x \$415	\$ _____
Additional Wet Booth(s) at \$385 for Multi-booth discount	Qty: _____ x \$385	\$ _____
Tank Rentals There are only 10 rentals available at \$50	Qty: _____ x \$50	\$ _____

Booth Accessories: Table and two chairs included per booth

1 Electric power drop at \$50 (mandatory for Wet Booths or if power req'd)	Qty: _____ x \$50	\$ _____
Drape & tablecloth for existing table at \$30	Qty: _____ x \$30	\$ _____
Carpet, blue indoor/outdoor at \$130 per booth space	Qty: _____ x \$130	\$ _____
Box Lunch (Turkey, chips, and drink) - Saturday only at \$16	Qty: _____ x \$16	\$ _____

Late Registration Fee if Final Payment is Rec'd after Jan. 18, 2019 of \$50 Qty: 1 x \$50 \$ _____

Sub-total Exhibit Booth Fees	The sum of the column on this sheet :	\$ _____
Credits due from previous payments	less credit (- \$ _____)	- \$ _____

Total Exhibit Booth Fees after credit Balance due from this sheet : \$ _____

Vendor Booth Reservation Form - Page 2 of 2

2) **Trophy Sponsorships**, contact Kathy Stewart before indicating your selections from the next page since prices will vary based on the availability of the award, use the SKU number to record your choices. **Thank you so much!**

Listed Award SKU(s) : _____ Qty: _____ @ \$ _____ : \$ _____

Listed Award SKU(s) : _____ Qty: _____ @ \$ _____ : \$ _____

General Show Sponsorship Support Value of : (used to offset show expenses) \$30 - \$799.99: \$ _____

***Major Show Sponsorship Support Value of : (used to offset show expenses) \$800 or greater: \$ _____**

Total Sponsorships The sum of the column above : \$ _____

3) **Banquet: Brazilian Steakhouse BBQ** at \$60 Qty: ____ @ \$ 60 \$ _____

4) Brochure Advertisemen

4) Brochure Advertisement		Advertising in our Koi Show Brochure - Contact Greg Ruth for Availability Artwork deadline is 01/12/2019 - Payment Deadline is ASAP Once confirmed, please fill-in the approved price space in the right hand column			
Location	Page Size	Width and length spacing	& Price	Qty	Price
Inside Centerfold	Double Page	10" wide x 7.5 " high	at \$ 450	1	
Back Cover or 2 Inside Facing Pages	Full Page / 2 pages	5.625" wide x 8.75" high	at \$ 300	1	
Inside Front Cover	Full Page	4.5" wide x 7.5" high	at \$ 250	1	
Inside Back Cover	Full Page	4.5" wide x 7.5" high	at \$ 250	1	
Inside Page Full	Full Page	4.5" wide x 7.5" high	at \$ 225	1	
Inside Page Half	Half Page	4.5" wide x 3.687" high	at \$ 170	1	
Inside Page	Business Card	300 pixel x 150 pixel	at \$ 100	1	

Total Program Brochure for Advertising The sum of the above column for ads : \$ _____

Total of Sponsorships, Banquet, & Advertising The sum from this for this sheet : \$ _____

Total Vendor Booth Fees from sheet 1, pg 8 The sum from the previous sheet : \$ _____

Total for Booths & Supplementals - due January 18, 2019 or earlier \$ _____

Payment Preference: ___Cash, ___Check, ___Money Order, ___Credit card (see Registration Payment info below)

Send a \$200 deposit by December 7 to reserve your desired booth selection (this is **not refundable**.)

5) **Awards Banquet Drawing Prizes for Saturday - Yes, I am willing to make a donation of the following:**

6) **Koi Auction: Yes No** I would like to donate _____ # of Koi to the Sunday Koi auction.

Vendor Signature _____ Date _____ Resale Permit # _____

Registration Payment Options

We accept cash, checks, money orders, and credit card payments. First complete the registration on pages 8 & 9. Please indicate your payment preference above. Submit your registration pages with payment, unless you are paying by credit card. If paying by credit card, an invoice will be created and sent to you for the purpose of paying online, or you may request a call from me to complete the credit card payment. Phone number I should use: (____) - ____ - _____.

**Complete pages 8 and 9, make a copy of each, and mail one copy with your payment made payable to:
KCSD % Greg Ruth - 14036 High Sierra Rd.,
Poway, CA 92064**

Please confirm your choices with Kathy Stewart (858) 231-0907 or trophysponsor@koicsd.org

Champion Awards (Awards 1-6 A & 1-6 B)						
SKU	Award / Amt.			SKU	Reserve Award	
1A	Grand Champion / \$200			1B	Grand Champion B / \$200	
2A	Reserve Champion / \$150			2B	Reserve Champion B / \$150	
3A	Mature Champion / \$125			3B	Mature Champion B / \$125	
4A	Adult Champion / \$100			4B	Adult Champion B / \$100	
5A	Young Champion / \$100			5B	Young Champion B / \$100	
6A	Baby Champion / \$100			6B	Baby Champion B / \$100	

Best in Size Awards - \$80 (Awards 7 - 15)						Best in Class - Awards - \$75 (Awarded 16 - 35)			
Side A - Gosanke & Non-Gosanke			Side B - Only			SKU	Class	SKU	Class
Sizes	SKU	Amt	Sizes	SKU	Amt				
Size 1	7A	\$80	Size 1	7B	\$80	16	Kohaku	26	Goshiki
Size 2	8A	\$80	Size 2	8B	\$80	17	Sanke	27	Koromo
Size 3	9A	\$80	Size 3	9B	\$80	18	Showa	28	Gin Rin
Size 4	10A	\$80	Size 4	10B	\$80	19	Tancho	29	Gin Rin B
Size 5	11A	\$80	Size 5	11B	\$80	20	Utsuri	30	Doitsu
Size 6	12A	\$80	Size 6	12B	\$80	21	Bekko	31	Doitsu B
Size 7	13A	\$80	Size 7	13B	\$80	22	Hikari Moyo	32	Ochiba Shigure
Size 8	14A	\$80	Size 8	14B	\$80	23	Hikari Utsuri	33	Kawarigo
Size 9	15A	\$80	Size 9	15B	\$80	24	Hikari Miji	34	Long Fin
						25	Asagi Shusu	35	Long Fin B

Awards for Novice Entries			SKU	Special Awards - \$125	
SKU	AWARD	Amt			
36	Novice Champion	\$100	41	President's Award	
37	Best Novice Mature	\$90	42	Founders' Award	
38	Best Novice Adult	\$90	43	Judges' Award	
39	Best Novice Young	\$90	44	Peoples's Choice Award	
40	Best Novice Baby	\$90	45	Bob Spindola Memorial Award	
			46	Ginger & Louie Hernandez Memorial Award	

Mature Champions – Size 7, 8 & 9
 Young Champions – Size 3 & 4

Adult Champions – Size 5 & 6
 Baby Champions – Size 1 & 2