

116th & 117th All Breed Shows
& Obedience Trials



BOOTH REGISTRATION AND SPECIAL DISCOUNTED RATES

- **SINGLE BOOTHS** 10' x 10' booth, \$795, if received by 11-1-03.
\$845 if received between 11-2-03 and 11-30-03. \$895 after 12-1-03.
* *Special discounted rate of \$725 each year for a two-year commitment to the Seattle Dog Show in 2004 and 2005 if received by 11-1-03. \$750 if received between 11-2-03 and 11-30-03. \$775 after 12-1-03.*
- **DOUBLE BOOTHS** 10' x 20' booth, \$1445, if received by 11-1-03.
\$1575 if received between 11-2-03 and 11-30-03. \$1650 after 12-1-03.
* *Special discounted rate of \$1350 each year for a two-year commitment to the Seattle Dog Show in 2004 and 2005 if received by 11-1-03. \$1450 if received between 11-2-03 and 11-30-03. \$1570 after 12-1-03.*
- **SPACE AVAILABLE** is on a first-paid, first-served system.
- **STATE-OF-THE-ART FACILITY** located in downtown Seattle 15 miles from Seattle-Tacoma International Airport.

SALES AND INFORMATION



To purchase booth space or to inquire about
sponsorship opportunities contact:

David Stolber, Sales Manager
206-367-2420 ext. 1204
or e-mail: david@varsitycommunications.com

Seattle Kennel Club, Inc. DOGSHOW

**January 31 and
February 1, 2004**

Seahawks Exhibition Center
Next to SAFECO FIELD, downtown Seattle
Saturday January 31
Sunday, February 1

Be a part of the action!
**The Northwest's
Premier Dog Show**

116th & 117th All Breed Shows
& Obedience Trials



BE A PART OF THE NORTHWEST'S PREMIER DOG SHOW

Come and be a part of one of the Northwest's great traditions. The Seattle Kennel Club Inc. Dog Show is in its 64th year with over 1800 dogs competing for best in show awards. Over 9000 canine enthusiasts will attend this two day event pulling for their favorite man's best friend.



SHOW EVENTS TO INCLUDE

Two All-Breed Shows
Two Obedience Trials
Two Agility Trials
Educational Breed & Service Booths
Special Attractions: Herding, Search & Rescue, Dog & Person
Dance Demonstrations, Flyball, Relay Races, Trick Dogs,
Seattle Police Department K-9 Units



MEDIA AND AWARENESS

A MAJOR MEDIA and awareness campaign promoting the show will include cable TELEVISION, RADIO, DAILY NEWSPAPERS, MAGAZINES, INTERNET, DIRECT MAIL and GRASSROOTS MARKETING.

SHOW HISTORY AND DEMOGRAPHICS

- 116th & 117th All Breed Dog Show
- 4th year at Seahawks Exhibition Center
- 9000 paid attendance
- 3000 dog handlers
- 55% male, 45% female
- 60% King County, 30% Pierce and Snohomish Counties
- 90% own or plan on owning a dog
- 80% own their own home



Celebrating 64 Years of Success ...