

Wild West Groom Fest **SPONSORSHIP** **OPTIONS 2026**



Wild West Groom Fest Outlaw Elite Sponsor - \$14,125

The Headliner. The Power Player. The Brand Everyone Sees.

Outlaw Elite Sponsors are the top-tier partners of Wild West Groom Fest. This exclusive level is reserved for brands that want unmatched visibility, premium placement, and a commanding presence across the entire event—from the trade show floor to the spotlight moments in the ring.

Outlaw Elite Sponsor Benefits Include:

- **20x40 premium booth space** on the trade show floor
- **Prominent sponsor banner** at the main entrance
- **Premier sponsor banner** in the contest ring area
- **Top-tier logo placement** on all printed materials and across social media and Howling Good News Zine
- **Featured sponsor logo** with website link on the Wild West Groom Fest website
- **VIP MC call-outs** during contests and Best in Show ceremonies

Wild West Groom Fest Trailblazer Sponsor - \$7,500

The Backbone of the Fest

Show Sponsors help power the heart of Wild West Groom Fest—supporting education, competitions, and community-driven events throughout the weekend. This level offers strong, show-wide visibility and positions your brand as a proud supporter of the grooming community.

Show Sponsor Benefits Include:

- **10x20 booth space** on the trade show floor
- **Dedicated sponsor banner** at the main entrance
- **Sponsor banner** in the contest ring area
- **Sponsor logo** on all printed materials and across social media and Howling Good News Zine
- **Sponsor logo with website link** on the Wild West Groom Fest website
- **MC call-outs** during contests and Best in Show ceremonies

WWGF Pack Awards Sponsor - \$1,000

The RMGX Pack Awards celebrate the people who bring heart, support, and community to the Expo. This sponsorship aligns your brand with connection, collaboration, and the spirit that makes RMGX feel like a pack—not just a show.

Sponsor Recognition Includes:

- Exclusive Pack Awards Sponsor recognition
- Logo placement on awards signage & presentation materials
- Verbal recognition during the Pack Awards ceremony
- Social media recognition celebrating your community support
- Brand presence during one of the most meaningful moments of the Expo
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Prep Area: Tub Sponsor - \$500

Stay in the spotlight while competitors wash and prep their dogs throughout the entire show.

- Special mentions from our MC during the Opening Ceremony and Best in Show
- Your product showcased in each wash station

Competition Tables To Be Used (20 Tables needed) \$5,000

Put your name where the excitement happens—20 tables in the competition ring mean constant visibility throughout the entire weekend.

- Special mentions from our MC during the Opening Ceremony and Best In Show Presentations

Special Event - Abstract Runway \$1,500

Highlight your brand while supporting creativity across all grooming levels—your prize money and merch help elevate this exciting runway-style competition.

- Logo placement on a shared backdrop banner on the main competitor stage
- Special MC callouts during the award ceremony

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 Competition Support-Prizes

Step into the spotlight with our competition prize sponsorship—where your brand fuels the excitement and celebrates grooming excellence!

Includes:

- Shared banner logo placement at the Exhibit Hall’s main entrance
- Logo on the main competition stage backdrop
- MC recognition during your sponsored class awards
- Sponsor branding on printed materials + social media promotion
- Logo and website link featured on the 2026 show promotions page

Ribbon Sponsor - \$1,500

Best First Timer - \$450 (\$50 for each winner)

Best In Show -

Division A - \$500

Division B - \$500

Best In Show Model Dog - \$200

Dynamic Duo

Division A \$200

Division B \$200

Poodle

Division A \$200

Division B \$200

Wire Hair

Division A \$200

Division B \$200

Sporting Spaniels

Division A - \$200

Division B - \$200

Pre-Groomed Creative

Division A \$200

Division B \$200

All Other Purebreds

Division A \$200

Division B \$200

Creative Salon

Division A \$200

Division B \$200

Salon Freestyle

Division A \$200

Division B \$200

All of Division A \$2,100

All of Division B \$2,100

All Contests \$4,850

(Cash prizes, does not include ribbon sponsor)

VENDORS & SPONSORS RULES 2026

Wild West Groom Fest

Vendor Space Policies

Wild West Groom Fest - Mesa Convention Center

Space Payments & Booth Forfeiture

To secure your exhibitor space at **Wild West Groom Fest**, all payments must be received by the published deadlines. If payment is not received on time, show management reserves the right to release the booth space. Exhibitors remain responsible for any outstanding booth fees.

If an exhibitor does not occupy their assigned booth by the final scheduled setup day, cancels prior to the show opening, or forfeits their space due to non-payment, the booth may be reassigned or used at the discretion of show management. No refunds or credits will be issued in these situations.

In the unlikely event that Wild West Groom Fest must be canceled due to circumstances beyond our control, exhibitors will be refunded the amount paid for booth space, less any costs already incurred in planning and preparing the event.

Refund Policy

All booth sales are final. Once an application has been accepted, no refunds will be issued except in the case of event cancellation as outlined above.

Booth & Solicitation Guidelines

For the comfort and safety of all exhibitors and attendees, solicitation in aisles, common areas, or within another exhibitor's booth is not permitted. All samples, flyers, catalogs, and promotional materials must remain within the boundaries of your assigned booth space.

Demonstrations and promotions should be conducted in a professional manner and may not interfere with neighboring booths. Show management reserves the right to stop any activity deemed disruptive, unsafe, or inconsistent with the spirit of the event.

Shared & Subleased Space

Booth space may not be shared, subleased, or transferred to another company or individual without prior written approval from show management.

Exhibitor Badges

All exhibitor staff must wear official **Wild West Groom Fest** exhibitor badges during load-in, load-out, and all open show hours while on Mesa Convention Center property.

Each 10x10 booth includes three (3) exhibitor badges unless otherwise approved in advance. Badges are intended for staff working the booth only. Additional company representatives must register as paid attendees.

Exhibitor badges will be included in your welcome packet and available at your booth during scheduled setup hours. Staff without a badge will not be permitted on the show floor.

Booth Equipment & Display Guidelines

Wild West Groom Fest - Mesa Convention Center

Standard Booth Package

Each exhibitor booth includes:

- One (1) 6' draped table
- One (1) chair
- One (1) small garbage can

Exhibitors are encouraged to personalize their booth space to reflect their brand. All displays, merchandise, signage, and décor must remain within the boundaries of the assigned booth and may not extend into aisles or interfere with neighboring booths. For the best overall show experience, all visible areas of your display should be neatly finished and professional in appearance, as determined by show management.

Official Show Decorator

Wild West Groom Fest partners with an official show decorator who offers additional furnishings, electrical services, and display accessories at the exhibitor's request and expense. Approximately 30 days prior to the event, exhibitors will receive an addendum to the Exhibitor Kit with available services, rental options, pricing, and ordering instructions.

Display Setup & Handling

Exhibitors are responsible for all costs related to the transportation, handling, unloading, setup, decoration, operation, and dismantling of their booth displays. These services are not included in the booth fee and must be arranged independently by the exhibitor.

Merchandise Removal & Teardown

All exhibits must remain fully set up and staffed until the official teardown time designated by show management. Removal of merchandise, display items, equipment, or booth components during show hours or before the scheduled move-out time is not permitted unless prior approval has been granted by show management.

Show Dates & Hours

Move-in, show hours, and move-out schedules will be provided in the Exhibitor Kit no later than 30 days prior to the event. All exhibitors are expected to comply with the published schedule for setup, show operation, and teardown.

Location & Schedule Updates

If changes to the event location or schedule become necessary, exhibitors will be notified as promptly as possible to allow adequate time for planning and preparation.

Electrical, Safety & Conduct Policies

Electrical Services & Additional Equipment

Electrical outlets, additional tables, plumbing services, furniture removal, and other booth enhancements are not included with the standard booth package. These services must be ordered directly through the Mesa Convention Center, the official show decorator, or the pipe-and-drape provider.

To ensure availability and smooth setup, exhibitors are encouraged to place all service orders at least 30 days prior to the event. Ordering information and instructions will be provided in the Exhibitor Kit.

Fire & Safety Guidelines

All booth materials—including drapes, curtains, table coverings, signage, and décor—must comply with all federal, state, and local fire codes, as well as Mesa Convention Center safety requirements. Materials must be flame-resistant or flameproof and subject to inspection by venue or fire officials.

Any materials that do not meet safety requirements may be removed at the discretion of show management or venue authorities to maintain a safe environment for all exhibitors and attendees.

Security & Liability

Wild West Groom Fest, the Mesa Convention Center, and associated property owners or managers are not responsible for the safety or security of exhibitor displays, merchandise, equipment, or personal property. This includes loss or damage due to theft, fire, accident, or other causes.

Exhibitors are strongly encouraged to secure appropriate insurance coverage for their booth materials, products, and general liability. For security and customer engagement, exhibitors should staff their booths during all show hours.

All exhibitors and booth staff must wear official **Wild West Groom Fest** exhibitor badges during load-in, setup, show hours, and load-out while on venue property.

Unauthorized Activities

Only companies and individuals with contracted exhibitor space at Wild West Groom Fest may display products, conduct demonstrations, distribute promotional materials, or solicit business within the show floor or venue.

Individuals or businesses attempting to sell, promote, or solicit without an authorized exhibitor badge or booth space will be asked to leave the venue, along with any unauthorized materials.

Food, Beverage & General Policies

Wild West Groom Fest - Mesa Convention Center

Food & Beverage

Exhibitors are not permitted to serve or distribute food, beverages, or alcoholic drinks within the Mesa Convention Center or Wild West Groom Fest event spaces without prior approval and coordination with show management and the Mesa Convention Center's food and beverage services.

Any exhibitor hosting private gatherings or serving refreshments outside of official show spaces must comply with all federal, state, and local laws, as well as venue policies. Exhibitors are fully responsible for the conduct of all attendees at such gatherings and accept liability for any related issues or damages.

Janitorial Services

Wild West Groom Fest provides routine cleaning for aisles and common areas as part of exhibitor fees. Exhibitors are responsible for keeping their own booth space clean, safe, and orderly throughout the event.

If additional cleaning, waste removal, or special services are required within an exhibitor's booth, arrangements must be made directly with the Mesa Convention Center in accordance with venue guidelines and show hours.

Exhibitors are expected to leave their booth space in good condition at the conclusion of the event. Any damage to expo property, venue facilities, or equipment caused by the exhibitor or their representatives will be the responsibility of the exhibitor, including all associated repair or replacement costs.

Solicitation of Employment

Employment and recruitment solicitation may only take place through show-management-approved channels, such as official online postings or designated onsite job boards. Any recruiting efforts outside of these approved methods require prior approval from show management.

General Policies

Any situations or concerns not specifically addressed within these guidelines will be handled at the discretion of Wild West Groom Fest show management. Policies may be updated as needed, and all revisions become effective upon publication and apply to all exhibitors, vendors, and sponsors.