

Wild West Groom Fest SPONSORSHIP OPTIONS 2026

We offer a variety of sponsorship opportunities designed to help brands stand out and connect more deeply with attendees. From high-visibility show sponsorships to targeted opportunities tied to education, contests, and community moments like our Pack Awards, sponsorship allows your brand to be seen, remembered, and aligned with the heart of the grooming community.

Competition Class Sponsor – \$2,500

Position your brand at the center of one of Wild West Groom Fest's premier competition classes with exclusive presenting sponsorship recognition and repeated engagement throughout the event weekend.

Each sponsored competition class features:

- Three divisions: Open, Intermediate, and Entry
- Cash payouts for all placement winners

Sponsor Benefits Include:

- Exclusive "Presented By" naming rights for one competition class
- Sponsor logo featured on competition schedules
- Sponsor recognition during awards presentations
- Live MC mentions throughout the competition
- Social media promotion leading up to and during the event
- Sponsor logo featured in winner photos
- Recognition inside the Wild West Groom Fest app
- Opportunity to contribute additional prizes, products, or swag to winners
- This sponsorship opportunity aligns your brand with one of the most visible, photographed, and talked-about experiences of the weekend while directly supporting the growth and advancement of grooming competitors at every level.

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

Designed for brands seeking maximum visibility, dominant floor presence, and repeated engagement with attendees throughout the event.

The Headliner. The Brand Everyone Sees.

Outlaw Elite Sponsors are our top-tier partners, with unmatched visibility, premium placement, and a commanding presence across the entire event.

- **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
*Dan Birchett will be the MC for Wild West Groom Fest 2026!

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

Ideal for brands looking to build strong visibility and meaningful engagement with working groomers.

The Backbone of the Fest

Powering education, competitions, and community—this level delivers strong, show-wide visibility and meaningful brand presence.

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
*Dan Birchett will be the MC for Wild West Groom Fest 2026!

Special Event Sponsor - 80s Theme Lip Sync Battle \$2,500

Align your brand with one of the most fun, high-energy events of the weekend! The 80s Theme Lip Sync Battle Party celebrates creativity, confidence, and community as groomers take the stage for an unforgettable night of entertainment.

- Logo placement on shared event signage and stage backdrop throughout the Lip Sync Battle Party.
- MC callouts during the Friday competition and event awards.
- Brand recognition during the Lip Sync Battle Party experience.
- Tagged mentions in social media posts promoting the party, extending brand reach beyond the event floor and into pre- and post-show digital engagement.

Wild West Groom Fest

SPONSORSHIP OPTIONS 2026

Wild West Groom Fest is expanding its competition program in 2026 to introduce **three divisions across all contest categories**—creating more opportunities for participation, skill development, and recognition at every level of grooming.

This evolution is designed to:

- Increase competitor participation
- Create a clear progression path for groomers
- Elevate the overall competition experience

We are seeking one **exclusive partner to support this expansion**, while positioning their brand alongside one of the most exciting advancements in the show.

Sponsorship Includes:

- Exclusive association with the 3-Division Competition Expansion
- Logo placement across all competition materials and signage
- Recognition during all division awards presentations
- MC callouts throughout the competition weekend
- Social media and marketing recognition tied to competition growth
- Integration across all competition categories and awards moments

Exclusive Opportunity - Limited Availability
3-Division Competition Format
Powered by YOUR COMPANY

Investment: \$8,000

This will be one of the most visible and talked about features of the show for 2026.

Wild West Groom Fest competition sponsorships place your brand at the center of one of the most visible, photographed, and talked-about experiences of the weekend while directly supporting the growth of competitive grooming.

Competition Sponsorship Visibility Includes:

- Competition signage and branding
- MC recognition during awards presentations
- Social media and promotional recognition
- Sponsor logo integration on competition materials
- Website and app recognition
- Winner photo branding opportunities

Competition Class Sponsor – \$2,500 - Limited Availability

Exclusive Sponsor of ONE Competition Class

Limited to one sponsor per competition class

Position your brand at the center of one of Wild West Groom Fest's premier competition classes with exclusive presenting sponsorship recognition and repeated engagement throughout the event weekend.

Each sponsored competition class features:

- Three divisions: Open, Intermediate, and Entry
- Cash payouts for all placement winners

Sponsor Benefits Include:

- Exclusive "Presented By" naming rights for one competition class
- Sponsor logo featured on competition schedules
- Sponsor recognition during awards presentations
- Live MC mentions throughout the competition
- Social media promotion leading up to and during the event
- Sponsor logo featured in winner photos
- Recognition inside the Wild West Groom Fest app
- Opportunity to contribute additional prizes, products, or swag to winners
- This sponsorship opportunity aligns your brand with one of the most visible, photographed, and talked-about experiences of the weekend while directly supporting the growth and advancement of grooming competitors at every level.

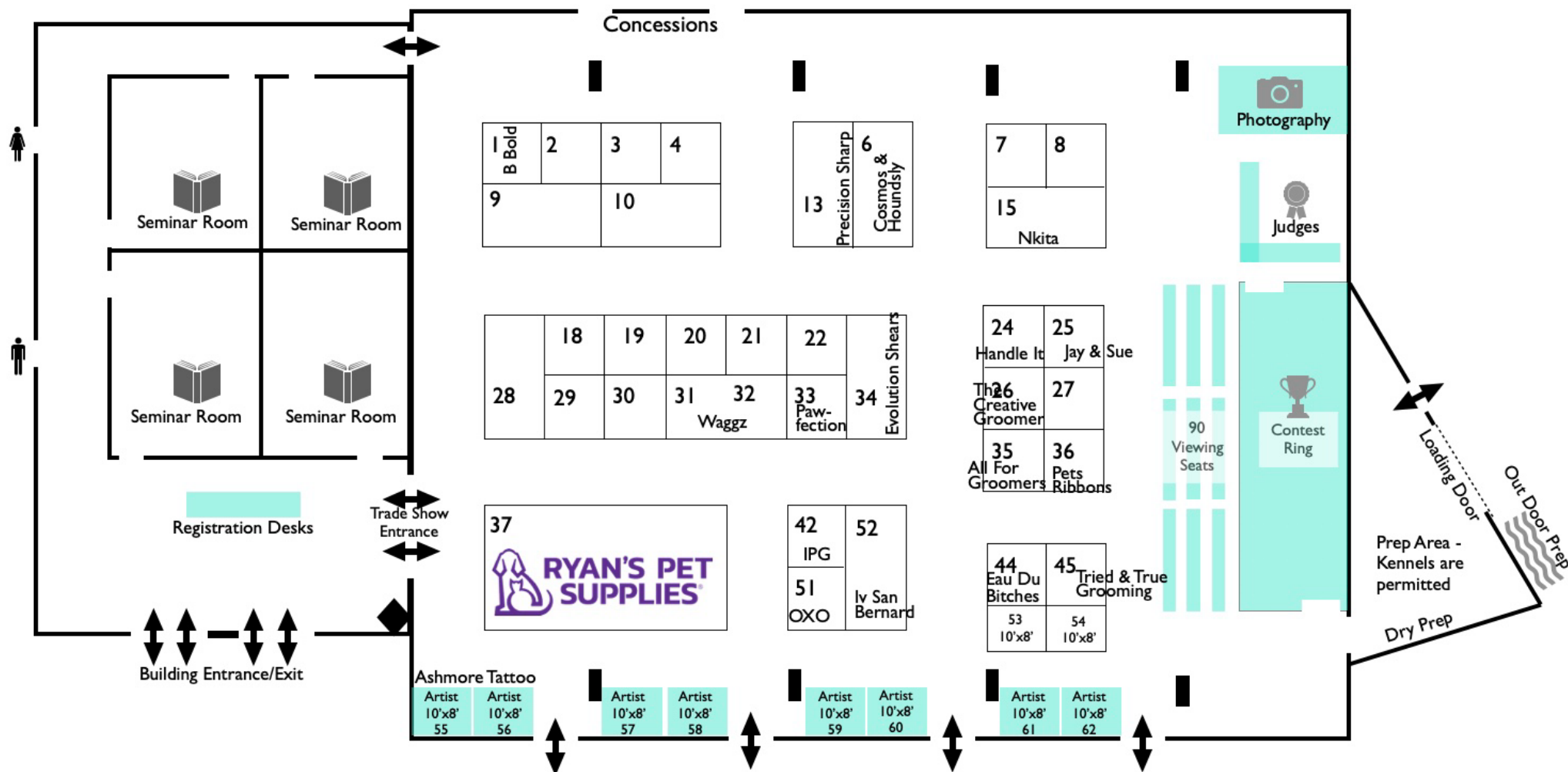
Wild West groom Fest

Designed for maximum vendor visibility, traffic flow, and engagement throughout the weekend.

A Production of
Rocky Mountain
groom EXPO

October 29 - November 1, 2026

Mesa Convention Center • 263 N. Center Street Mesa Arizona 85201



Vendor Booth Prices

10x10 = \$1,165
10x20 = \$2,330
20x40 = \$9,520
10x 8 = \$950

Sponsor Opportunities Available

Vendor Booth Extras

3 Days Electricity = \$90
Extra Tables (6') = \$25ea
Extra Chairs = \$8 ea
Drayage Storage = \$TBD

Trade Show Hours

Friday 9am-5pm
Saturday 9am-5pm
Sunday 9am-4pm

Trade Show Setup

Thursday October 29
3:00pm-8:00pm

Become A Sponsor!

Outlaw Elite Sponsor
Trailblazer Sponsor
Pack Awards Sponsor
Prep Area Sponsor
Competition Tables Sponsor
Competition Expansion Partner (New for 2026)



Sponsor Agreement 2026

Event Dates: October 29 - November 1, 2026

Vendor Setup: Thursday, October 29 after 3:00 PM

Location: Mesa Convention Center • 263 N. Center Street Mesa Arizona 85201

Trade Show Floor Hours:

Friday: 9:00 AM – 5:00 PM

Saturday: 9:00 AM – 5:00 PM

Sunday: 9:00 AM – 4:00 PM

By signing below, the sponsor acknowledges that they have read, understand, and agree to the Rules & Regulations provided in the Wild West Groom Fest Sponsor Kit and online at **WildWestGroomFest.com**. This Sponsor Application becomes a binding contract upon acceptance by Wild West Groom Fest ("WWGF"). Any requested changes to the information on this application must be submitted to WWGF in writing and approved by show management.

As a sponsor of Wild West Groom Fest, the sponsor agrees to actively support the promotion of the event. This includes sharing Wild West Groom Fest social media posts in which the sponsor is tagged and promoting the event on the sponsor's own social media platforms a minimum of **two (2) times per month**, beginning **three (3) months prior to the event** and continuing through the show dates.

WWGF is not responsible for any damage to, or loss of, sponsor property. The sponsor assumes full responsibility and liability for any injury, loss, or damage to persons or property arising from or related to the sponsor's display, equipment, personnel, or activities in connection with the event. The sponsor acknowledges that neither WWGF nor the host facility provides insurance coverage for sponsor property, and it is the sole responsibility of the sponsor to obtain and maintain appropriate insurance coverage.

No refunds will be issued for cancellations for any reason, including but not limited to acts of nature, venue restrictions, or sponsor withdrawal.

Select Sponsorship

- | | | | | | |
|---|---|-----------|---|----------------------------------|---|
| ☐ Outlaw Elite Sponsor | ☐ Competition Tables | Poodle | Div A ☐ Div B ☐ | AOPB | Div A ☐ Div B ☐ |
| ☐ Trailblazer Sponsor | ☐ Abstract Runway | Wire Hair | Div A ☐ Div B ☐ | Creative Salon | Div A ☐ Div B ☐ |
| ☐ WWGF Pack Awards Sponsor | ☐ Best First Timer | Sporting | Div A ☐ Div B ☐ | Salong Freestyle | Div A ☐ Div B ☐ |
| ☐ Prep Area: Tub Sponsor | Best In Show | Creative | Div A ☐ Div B ☐ | ☐ Ribbons | |

Shipping and storage is provided by a third party. Information will be provided separately.

Payment Terms:

Once this signed agreement is received, an invoice will be issued and is due upon receipt.

Please provide the correct email address for invoicing.

Payment Options: ☐ Credit Card = 3.2% processing fee ☐ Check – mailing address available upon request

☐ Zelle Transfer – no additional fees

Exhibitor Name/Company _____

Authorized Representative _____

Signature _____ Date _____

Email _____ Phone _____



Wild West Groom Fest VENDORS & SPONSORS RULES 2026

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

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. Contact Tina Davis to make arrangements for electrical access.

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.

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.

Food, Beverage & Floor Demo Policies

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.

Floor Demonstrations & Animal Safety

All live grooming demonstrations conducted on the trade show floor must prioritize the safety and welfare of animals and handlers at all times.

Animals (dogs or cats) used in demonstrations must be properly restrained while on grooming tables at all times. Acceptable forms of restraint include quick-release grooming loops or chest-style restraint systems (such as trach-saver loops). Animals may never be left unrestrained or unattended on a grooming table under any circumstances.

Animals not actively being worked on must be safely contained in an appropriate kennel or carrier at all times.

Cat grooming demonstrations are not permitted on the trade show floor. Any cat-related demonstrations must be pre-approved by show management and will be conducted in designated classroom spaces only.

The exhibitor or vendor hosting the demonstration is fully responsible for ensuring these standards are followed by all staff, representatives, and participants involved.

Wild West Groom Fest reserves the right to immediately stop any demonstration that does not comply with these requirements. Repeated or serious violations may result in loss of demonstration privileges or removal from the event without refund.

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.