

# 2021 ZNA NORCAL KOI SHOW

**MAY 1 - 2**

**Saturday** 9:00am—5:00pm

**Sunday** 10:00am—2:00pm

Wyndham Garden Silicon Valley Hotel

399 Silicon Valley Blvd.

San Jose, CA 95138

## OPEN TO THE PUBLIC

Raffle • Artists • Dealers • Auction • Education • Calligraphy • Bonsai Demos • Koi Competition • and more!

Hotel Reservations: [sales@wyndhamsiliconvalley.com](mailto:sales@wyndhamsiliconvalley.com)

Additional info and Exhibitor/Supporter Applications: [znanorcal.info](http://znanorcal.info)

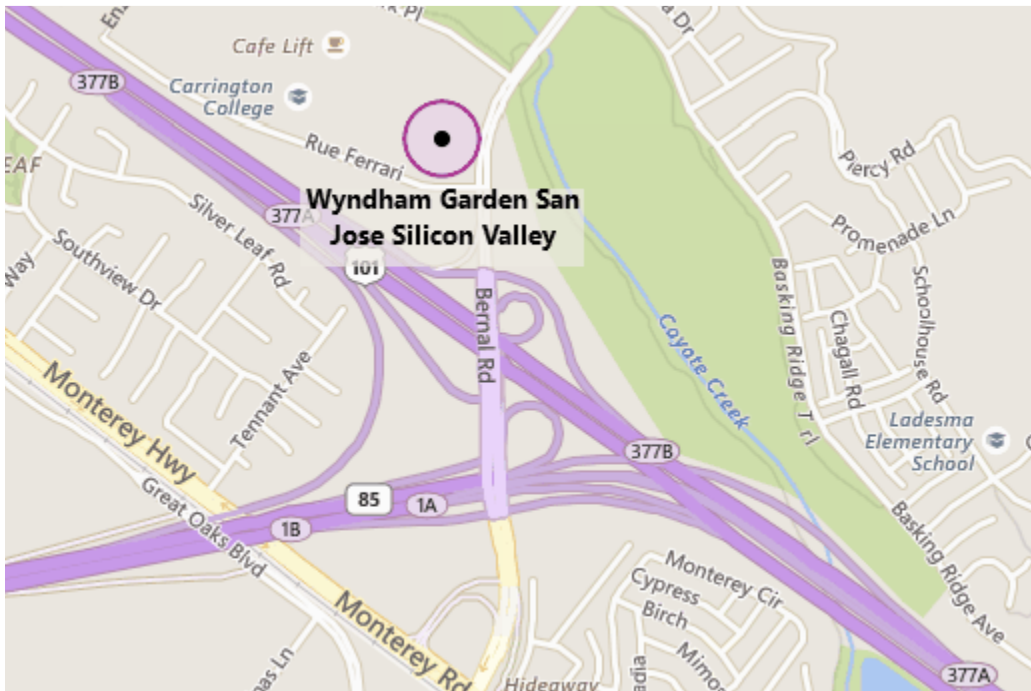


**Dear Sponsors, Donors, Vendors and Advertisers,**

**We invite you and your company to join us at the [2021 ZNA NorCal Koi Show](#) on May 1 & 2, 2021!**

The site for the show is:

**[Wyndham Garden San Jose Silicon Valley](#)  
[399 Silicon Valley Blvd](#)  
[San Jose, CA. 95138](#)**



Our 2019 show was a great success, drawing hundreds of people to the event from all over the country and beyond. Like many other clubs, the Coronavirus prevented us from having a 2020 show. This year, with participation from koi clubs and enthusiasts all over the US and Canada, we expect a very show. We will, of course, be observing all state and county covid mandates. We will be continually promoting the event online and in other media both before and after the show. We hope you too will help promote this show by mentioning the [2021 ZNA NorCal Koi Show](#) in your advertising or to your customers.

### **Sponsorship Opportunities:**

We are offering four levels of Sponsorships. Each level offers different investment/benefit options.

- [Platinum Level](#)
- [Gold Level](#)
- [Silver Level](#)
- [Bronze Level](#)

## Top reasons to become a SPONSOR:

- Reach a large number of potential customers in just a couple of days!
- Be a part of event that will expose your products to many new and repeat customers.
- Experience great exposure, resulting in follow up sales with people just getting into the Koi hobby.
- Participate in one of the most competitive Koi Shows in US
- A great opportunity to meet and network with Koi Hobbyists and Professionals from Northern California.

We would like to thank all of you who have supported ZNA NorCal in the past. For those of you who have not yet participated in the show, we hope you will consider it this year. Thank you for your interest, and we hope to see you as part of the growing list of Sponsors/Donors and Exhibitors.

Yours in Koi,

Dinh Nguyen  
Sponsor/Vendor Coordinator  
ZNA Norcal

## SPONSORSHIP OPPORTUNITIES

### Platinum

**Investment:** \$3000

**Media and Marketing:** Identified as Platinum Sponsor on all publicity

**Exhibit Space:** Special Preferred Location 10 x 10' Booth with Table, 2 Chairs, Outlet

**Product Promotion:** Stage With sound system near Exhibition Area available for Product Promotion/Education and Demonstrations (contact [ddinhn@yahoo.com](mailto:ddinhn@yahoo.com) to schedule)

**Banquet:** 3 tickets

**Banners:** Two 2' x 5' banners

**Website Advertisement:** 12 months

### Gold

**Investment:** \$2000

**Media and Marketing:** Identified as Gold Sponsor on all publicity

**Exhibit Space:** 10 x 10' Booth with Table, 2 Chairs, Outlet

**Product Promotion:** Stage With sound system near Exhibition Area available for Product Promotion/Education and Demonstrations (contact [ddinhn@yahoo.com](mailto:ddinhn@yahoo.com) to schedule)

**Banquet:** 2 tickets

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**Banners:** One 2' x 5' banner  
**Website Advertisement:** 12 months

## **Silver**

**Investment:** \$1000  
**Media & Marketing:** Identified as Silver Sponsor on all publicity  
**Exhibit Space:** 10 x 10' Booth with Table, 2 Chairs, Outlet  
**Product Promotion:** Stage With sound system near Exhibition Area available for Product Promotion/Education and Demonstrations (contact [ddinhn@yahoo.com](mailto:ddinhn@yahoo.com) to schedule)  
**Banquet:** 1 ticket  
**Banners:** One 2' x 5' banner for \$50  
**Website Advertisement:** 12 months

## **Bronze**

**Investment:** \$500  
**Media & Marketing:** Identified as Bronze Sponsor on all publicity  
**Exhibit Space:** 10 x 10' Booth with Table, 2 Chairs, Outlet (there is also a No Booth option)  
**Product Promotion:** Stage With sound system near Exhibition Area available for Product Promotion/Education and Demonstrations (contact [ddinhn@yahoo.com](mailto:ddinhn@yahoo.com) to schedule)  
**Banquet:** 1 ticket (No Booth option gets 2 tickets)  
**Banners:** One 2' x 5' banner for \$100 (No Booth option gets free banner)  
**Website Advertisement:** 12 months

## **All levels of sponsorship**

### **Additional/Alternative Support**

In addition to or perhaps in lieu of a portion of your contribution there are alternative ways to support the show by contributions of trophies, water treatments, pins or products for our raffle and auction. Please contact [ddinhn@yahoo.com](mailto:ddinhn@yahoo.com)

**REGISTRATION DEADLINE IS APRIL 18, 2021 -- \$50 extra thereafter**

# Platinum Sponsorship Agreement

**Sponsoring Company:** \_\_\_\_\_

**Investment:** \$3,000

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

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

**City/State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Desired Booth Location:** Preferred Platinum site

**Additional Banquet tickets?** \_\_\_\_\_ **How many?** \_\_\_\_\_

## Terms and Conditions:

I/we, the applicant(s) have read the conditions of the show as contained in the ZNA NorCal Koi Show Sponsorship Opportunities and agree to abide by said conditions. In addition, I/we, the applicant(s) do expressly release the producer, ZNA NorCal, from any and all liability for any damage, injury or loss to any person or goods which are a direct result of any action or activity by our agent or employee(s) for the duration of the event and while the exhibit space is occupied by the applicant(s), and agree to hold the producers and owners of the show harmless by the reason thereof.

I/we give permission to use my/our name, item, descriptions, prices and any photographs, videos or images taken of me or my items for any and all purposes.

In witness whereof, this contract has been executed by the following authorized party:

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# Gold Sponsorship Agreement

**Sponsoring Company:** \_\_\_\_\_

**Investment:** \$2,000

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

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

**City/State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Desired Booth Location:** \_\_\_\_\_

**Additional Banquet tickets?** \_\_\_\_\_ **How many?** \_\_\_\_\_

## Terms and Conditions:

I/we, the applicant(s) have read the conditions of the show as contained in the ZNA NorCal Koi Show Sponsorship Opportunities and agree to abide by said conditions. In addition, I/we, the applicant(s) do expressly release the producer, ZNA NorCal, from any and all liability for any damage, injury or loss to any person or goods which are a direct result of any action or activity by our agent or employee(s) for the duration of the event and while the exhibit space is occupied by the applicant(s), and agree to hold the producers and owners of the show harmless by the reason thereof.

I/we give permission to use my/our name, item, descriptions, prices and any photographs, videos or images taken of me or my items for any and all purposes.

In witness whereof, this contract has been executed by the following authorized party:

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# Silver Sponsorship Agreement

**Sponsoring Company:** \_\_\_\_\_

**Investment:** \$1,000

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

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

**City/State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Desired Booth Location:** \_\_\_\_\_

## Terms and Conditions:

I/we, the applicant(s) have read the conditions of the show as contained in the ZNA NorCal Koi Show Sponsorship Opportunities and agree to abide by said conditions. In addition, I/we, the applicant(s) do expressly release the producer, ZNA NorCal, from any and all liability for any damage, injury or loss to any person or goods which are a direct result of any action or activity by our agent or employee(s) for the duration of the event and while the exhibit space is occupied by the applicant(s), and agree to hold the producers and owners of the show harmless by the reason thereof.

I/we give permission to use my/our name, item, descriptions, prices and any photographs, videos or images taken of me or my items for any and all purposes.

In witness whereof, this contract has been executed by the following authorized party:

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# Bronze Sponsorship Agreement

**Sponsoring Company:** \_\_\_\_\_

**Investment:** \$500

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

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

**City/State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Desired Booth Location (or No Booth option):** \_\_\_\_\_

**Additional Banquet tickets?** \_\_\_\_\_ **How many?** \_\_\_\_\_

## Terms and Conditions:

I/we, the applicant(s) have read the conditions of the show as contained in the ZNA NorCal Koi Show Sponsorship Opportunities and agree to abide by said conditions. In addition, I/we, the applicant(s) do expressly release the producer, ZNA NorCal, from any and all liability for any damage, injury or loss to any person or goods which are a direct result of any action or activity by our agent or employee(s) for the duration of the event and while the exhibit space is occupied by the applicant(s), and agree to hold the producers and owners of the show harmless by the reason thereof.

I/we give permission to use my/our name, item, descriptions, prices and any photographs, videos or images taken of me or my items for any and all purposes.

In witness whereof, this contract has been executed by the following authorized party:

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



## Vendors

In addition to the major sponsors, vendors are an important part of every koi show. There are few places where you get in front of as many koi hobbyists and interested people as at a koi show. The [2021 ZNA NorCal Koi Show](#) is an excellent opportunity to introduce and sell your products, network with other professionals and hobbyists and gain name recognition for your business.

### Vendor Accommodations

**Booth Fee:** \$380

**Exhibit Space:** 10' X 10' Booth (Table, Chair & Electric Outlet)

**Display Tanks:** Display Tank rental is \$100 for 6' tank. This includes set-up, treated water and tear-down. **Vendors are responsible for providing their own tank covers and maintaining water quality during the show.**

**Banquet** 1 Ticket per Booth

**Advertising** Please see Advertisement Section

**Additional Support:** Vendors may obtain additional exposure and support the show by contributions of products for our raffle and auction. Please contact [ddinhn@yahoo.com](mailto:ddinhn@yahoo.com).

Please see next page for Vendor sign-up form. Show layout is on the page after that.

# Vendor Agreement

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

No of Booths Required: \_\_\_\_\_ Total Booth Fee (no. of booths x \$380): \_\_\_\_\_

Display Tanks Required: \_\_\_\_\_ Total Tank Fee (no. of tanks x \$100): \_\_\_\_\_

Additional Banquet Tickets: \_\_\_\_\_ Total Banquet Fee: \_\_\_\_\_

**Total Cost (booth + tank + extra banquet ticket):** \_\_\_\_\_

**Desired Booth Location-Please List Three** (Note: wet vendors will not be located in adjacent locations): 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Special Requirements:** \_\_\_\_\_

## **Terms and Conditions:**

I/we, the applicant(s) have read the conditions of the show as contained in the ZNA NorCal Koi Show Sponsorship Opportunities and agree to abide by said conditions. In addition, I/we, the applicant(s) do expressly release the producer, ZNA NorCal, from any and all liability for any damage, injury or loss to any person or goods which are a direct result of any action or activity by our agent or employee(s) for the duration of the event and while the exhibit space is occupied by the applicant(s) and agree to hold harmless of any loss or damage the producers and owners of the show by the reason thereof. I/we give permission to use my/our name, item, descriptions, prices and any photographs, videos or images taken of me or my items for any and all purposes.

In witness whereof, this contract has been executed by the following authorized party:

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## **For All Booths:**

Sponsors with Booths and Vendors are responsible for providing their own canopy/cover, electrical cords, air pumps and any other necessary equipment. Booths will be assigned on a first come, first served basis. **Payment and a signed Sponsor or Vendor Agreement must be received in order for requested booth space to be reserved.**

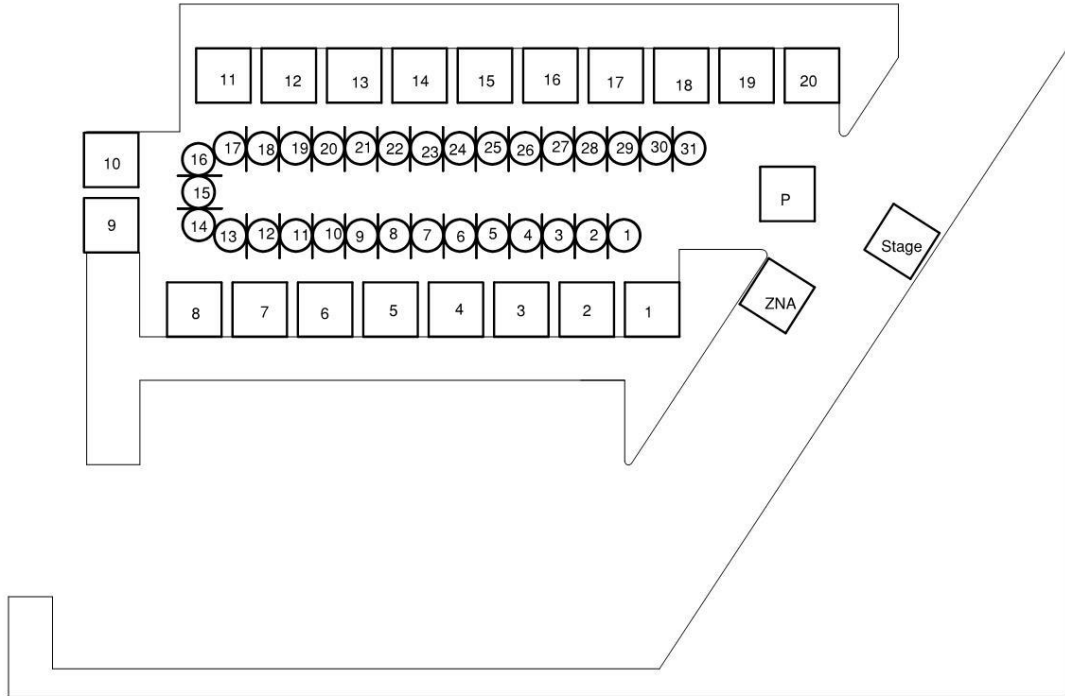
**Please complete the appropriate agreement form and send it along with your contribution or fee to:**

Dinh Nguyen  
2254 Quail Place  
San Jose, CA 95121

ddinhn@yahoo.com  
(408) 309-9119

All checks should be made out to: **ZNA NorCal**

**Registration deadline is APRIL 18, 2021! \$50 extra for registrations received after APRIL 18!**



**Show Layout**

## Advertising Rates/Order Form

If your company is not able to be one of the Sponsors of the show, you can still help support the show and gain valuable exposure by buying an advertisement on our website for a year or a banner that will be displayed at the show. Your ad will be featured on the Sponsors page of the ZNA NorCal website and linked to your website, if available, for one year after the show.

You will need to provide digital camera ready artwork (high resolution .jpg file preferred), at least 30 days prior to the show. Please send artwork to ddinhn@yahoo.com. If the file is too large for email, please upload to Dropbox or similar and provide access.

### Advertisement Rates

**One Year Web Ad - Any Size: \$200**

**2' X 5' Banner: \$200**

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### Advertisement Order

**Company:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

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

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Ad Type: Web Ad** \_\_\_\_\_ **Banner** \_\_\_\_\_

**Total Cost:** \_\_\_\_\_

:

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## Hotel Information

**Wyndham Garden San Jose Silicon Valley**  
**399 Silicon Valley Blvd**  
**San Jose, CA 95138**  
**(408) 972-7800**

Check in 3:00pm – Check out 12:00 noon.

All rooms have complimentary wireless Internet and flat-screen TVs. Bathrooms have hair dryers and bathrobes. There is a nightclub, a 24-hour business center and a 24-hour fitness center. \*\*availability of amenities may be limited do to covid restrictions\*\*

The hotel has a restaurant with a bar, and room service (limited hours). Cooked-to-order breakfasts are available daily for a fee. \*\*availability may be limited due to covid restrictions\*

**Hotel reservations must be made by **April 18, 2021** to be eligible for the ZNA NorCal Koi Show special rate of \$99 (king) and \$115 (2 queens).**

Reservations may be made by calling the hotel at **(408) 972-7800**.  
Mention **ZNA NorCal Koi Show** to get the special rate.

### **Local Airports**

San Jose Airport (SJC) and Francisco Airport (SFO) are the closest airports.

## **Schedule of Events**

**Sunday, April 18, 2021**

**Registration and payment due.** Payments after this date incur \$50.00 penalty.

**Friday, April 30, 2021**

**12 pm – 6 pm:** Registration and Set-up

**Saturday, May 1, 2021**

**9 am – 5 pm:** Koi Show

**9:30 am:** Judging Starts

**10 am – 5 pm:** On-Stage Product Demonstrations/Koi Education. Schedule of demonstrations will be on a sign-up basis, please contact [ddinhn@yahoo.com](mailto:ddinhn@yahoo.com)

**11:30 am -12 pm:** Opening Celebration and Introduction of Judges

**12 pm – 3 pm:** Entertainment

**1 pm:** Raffle/Auction

**6:30 pm:** No-host bar in banquet room

**7 pm:** Banquet

**8 pm:** Awards/Raffle/Auction

**10:30 pm:** Banquet closes

**Sunday, May 2, 2021**

**9:00 am - 2:00 pm:** Koi Show

**10:00 am:** Raffle/Auction

**2:00 pm - 4:00 pm:** Tear-Down, End of Show

**NOTE: Out of town vendors, please coordinate with vendor coordinator, Dinh Nguyen ([ddinhn@yahoo.com](mailto:ddinhn@yahoo.com)) if you require special time consideration.**

### **Security**

Outdoor spaces are in a secured area of the hotel grounds. The club will provide overnight security.

You may contact your regional coordinator with questions and advice about the show.

