

Guidelines for Sacramento Council of Dog Clubs Fall Breed showcase 2012

NEW INFORMATION SO READ CAREFULLY

PRESENTATION: Pet Food Express @The Fountains, Roseville is a wonderful new location! Well behaved dogs are welcomed here. The clientele is generally well educated and more affluent than our last site. It is a great chance to make real contacts with people interested in finding the right dog for them.

Please dress nicely (think conformation dog show).

Bring your dogs already bathed and groomed to best show them off!

If we present a professional picture to the store and the public it will help establish purebred dog owners and breeders as credible and desirable. Not to mention we will be invited back next year!

INFORMATIONAL HAND OUTS: People love something they can take home to read! We would like each group represented to bring handouts on their breed. A single page describing your breed characteristics (could use the AKC breed standard) and then anything extra a potential owner should know before choosing the breed.

Please include any performance events your breed enjoys! Please also include contact information on your local breed club; including websites and emails, and any upcoming dog shows; trials etc. that they could come watch your breed. Encourage them to come learn more!

SET UP: You may begin set-up at 10:30. Our event is scheduled from 11-3. You may enter from any entrance. We will direct you that morning to the designated potty area. PLEASE PICK UP AFTER YOUR DOGS and bring plenty of poop bags, THANKS!! When unloading please be courteous to your fellow exhibitors and store guests by not blocking entrances.

DOGS: We have a little more room this year. We would like to encourage no more than three dogs. If your breed has different coat colors or coat lengths you can show them off! We encourage you to bring your best ambassadors for your breed. Of course no pinch collars, muzzles, etc. that would lead guests to the conclusion that your dog might be ill behaved! Also please bring with you a copy of your dogs' current rabies.

EQUIPMENT: A small display table no larger than the size of a grooming table will work best. Supply your own dishes, ex-pens, mats, pillows, crates, pooper scoopers and a bottle of water and paper towels for messy accidents. We encourage TASTEFUL, COLORFUL AND DECORATIVE set ups to keep it fun and inviting!!! You may display club banners if you wish. The store will be decorated for the holiday season. **PET FOOD EXPRESS WILL PROVIDE CHAIRS.**

CLEANLINESS: It is the responsibility of each participant to clean up after their own dogs. Please sweep and clean up after you leave for the day. Exercise the dogs outside in the parking lot and please pick up after them. **PET FOOD EXPRESS WILL PROVIDE BROOMS.**

FOOD: NO food or beverage is to be consumed in the set up location. The Fountains has many dining options to enjoy! You may partner with a neighbor to babysit for each other so you can leave to get lunch or some Pete's Coffee, we just ask that one person is responsible for no more than two set ups (6 dogs max).

Safety: To ensure the safety of all, dogs must be under supervision AT ALL TIMES. Dogs on display must be friendly and well socialized. Aggressive dogs will be asked to leave.

TAKE DOWN: Breeders showcase ends at 3pm although if you need to leave earlier it is OK. Please make sure your area is clean when you leave. You do not need plastic.

PLEASE NOTE: There will be absolutely no selling of puppies at the showcase. Breeders are welcome to hand out cards or literature. No puppies under 4 months. No pinch collars. A rabies certificate is required for each dog present.

THESE GUIDELINES are intended to help the event run smoothly and ensure our continued welcome at Pet Food Express. Your cooperation will make this event enjoyable for everyone. This is a good opportunity to develop some public relations for you breed, club and to expose the general public to **REPUTABLE, RESPONSIBLE PUREBRED** dogs. Unfortunately purebred dog breeders have received some unfavorable publicity in recent times. Let's show them the news is wrong!!!!!!

HAVE FUN AND COME JOIN US FOR A WONDERFUL DAY! WE LOOK FORWARD TO SEEING EVERYONE THERE!!!!!!