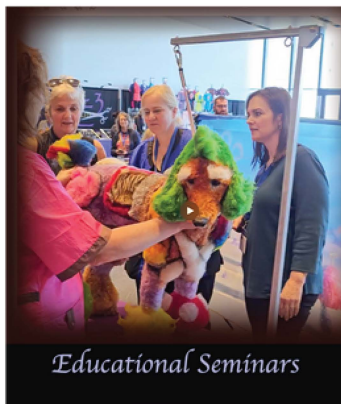




May 15-18, 2025  
Owensboro Convention Center  
Owensboro, KY



## Exhibitor Kit

Exceptional 'After Hours'  
Entertainment



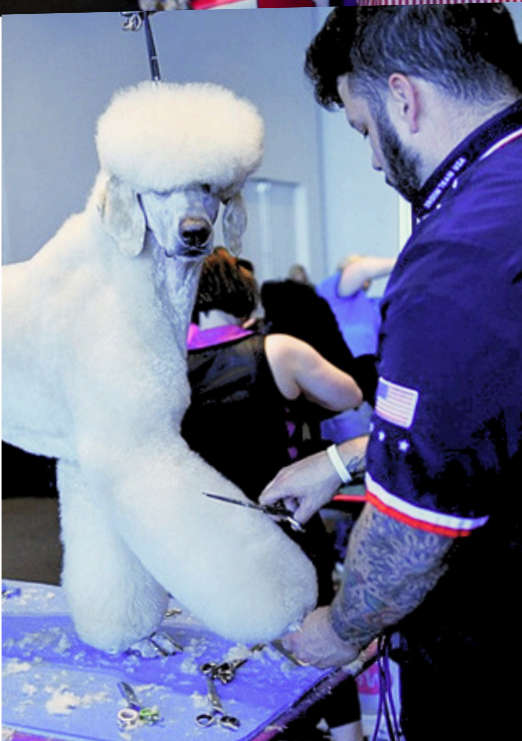
29,000 sq. ft of Event  
Space on the Main Floor!

Info@rwgroomx.com

989-544-4500

www.rwgroomx.com





## **INDEPENDENTLY OWNED, AND CHANGING THE GAME ONE PAW AT A TIME.**

Ralph and Chris Whitman, the owners of Whitman's and RW Progressive Grooming Gear, have founded an event 4 years ago to what is now known as the RWGroomX held at the Owensboro Convention Center in Kentucky. Being independently owned and operated is vitally important. This allows us to conduct a show where everyone is welcome, whether the attendee is a professional groomer, novice groomer, 1st time competitor, hobbyist, or just a dog lover.

## **WE STRIVE TO HAVE A FOCUS ON EDUCATION.**

For 2025, we endeavor to have the best speakers/educators possible who will deliver educational topics aimed at every level of need. The attendees will not be disappointed with the variety of educational topics offered from the beginner to the ultra-professional! During 2024, 17 speakers with over 30 seminars were offered. For the 2025 event the RWGroomX aspires to expand the educational experiences even further. The focus on education is unparalleled.



**GROOMTEAM USA  
SANCTIONED EVENT**

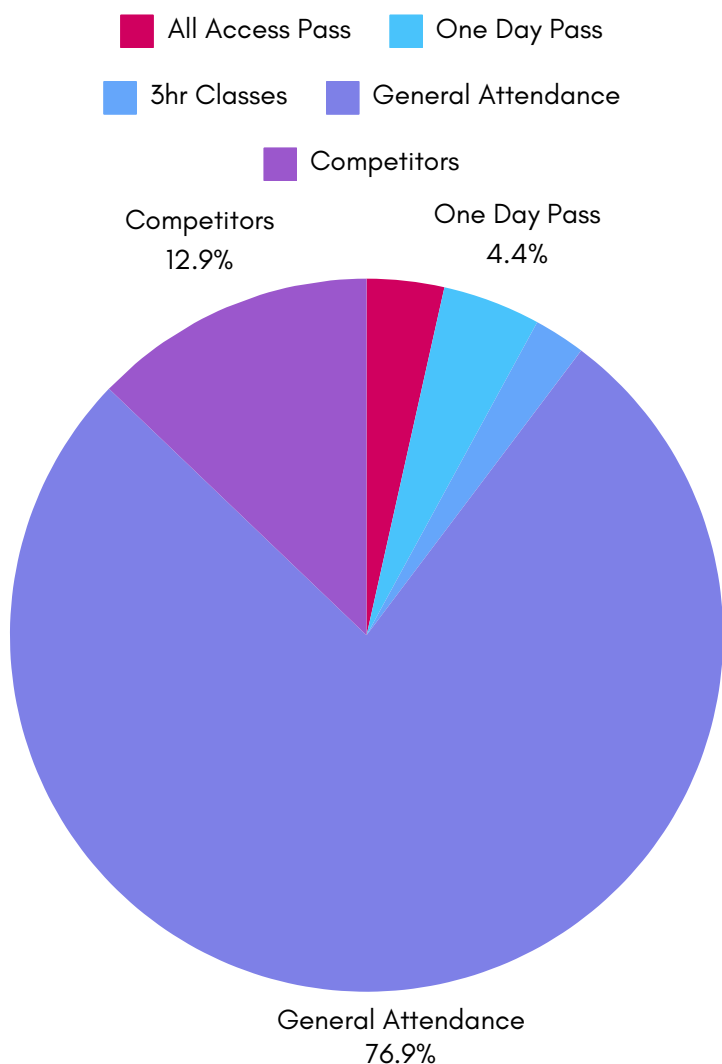
The RWGroomX event is a 'GroomTeam USA Sanctioned' event which means points are tabulated for competitive groomers who are entered for all open entries. The sanctioning component of the event will draw industry leaders and world-class competitors. This will entice professional groomers, novice groomers, hobbyists, or just a dog lover to attend the event.

Every vendor/sponsor that exhibits at the RWGroomX event will garner a captive audience which in turn will result in optimal product/service representation.

# LOOKING AT THE LOGISTICS...

## WE HAD 856 ATTENDEES TOTAL FROM THURSDAY-SUNDAY.

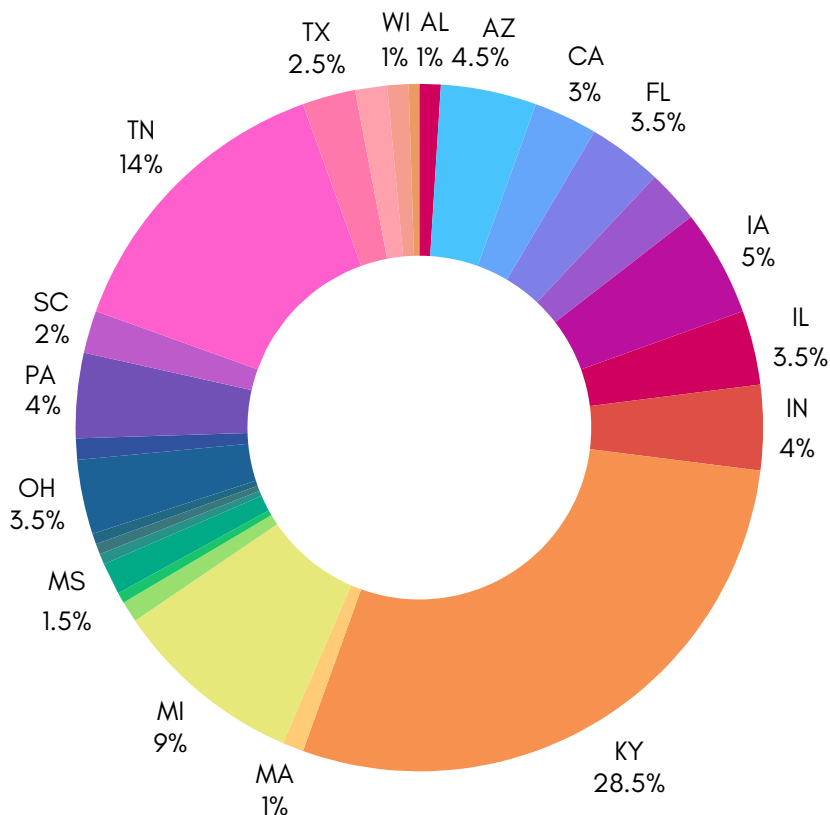
In 2024, the RWGroomX event registered 834 attendees (not including vendors). A total of 110 competitors were registered for the event. For a 'first-year-in-this-location' these numbers represent an impressive indication that the potential increased attendee registration numbers for 2025 should be impressive.



## NOT JUST KENTUCKY.

Even though we had our event in Owensboro, Kentucky we have discovered that many of the attendees came from all areas the country. These aspiring groomers, visitors, competitors were enthusiastic about the opportunities to learn, shop and compete at a centrally located event in the USA.

*The graph below shows the states where our attendees originated from. Incredible diversity!*







# HOW OUR LOCATION BRINGS IN GROOMERS

## FROM LOCAL GROOMERS TO STATEWIDE.

With 28.5% of our attendees originating from the state of Kentucky and the rest being variable percentages from other states, we have found that Owensboro -- along with Kentucky -- has a strong presence of dog groomers and dog enthusiasts alike, which has brought a lot of popularity to RWGroom X.



## NOT JUST KENTUCKY, OUR PRESENCE BECAME KNOWN COUNTRY WIDE.

RWGroom X 2024 had competitive groomers coming from California to New York. At RWGroom X, we encourage every groomer -- no matter the level and where they come from-- to come out and experience the welcoming and comforting energy that surrounds Owensboro.



## OWENSBORO WELCOMES EVERYONE.

Ralph Whitman, Event Promoter and CEO, chose Owensboro as the location for RWGroom X due to the fact it was easy to access and had plenty of options for RVs, Mobile Grooming, and Lodging for just about anyone that would want to come to the event. "I'm excited to bring this new event to Owensboro", stated Ralph. "The vibe and excitement of the city makes a difference for our groomers."







# Owensboro Convention Center and Lodging

501 West Second Street



## Owensboro Convention Center Owensboro, KY

The convention center, constructed in 2014, is located adjacent to the Ohio River. The 2 minute walk to the downtown area is accessed by a beautiful riverwalk directly attached to the convention center and the Holiday Inn/Hampton Inn host hotels. Distance to the Daviess County Reginal Airport is 10 min.

[www.owensboroconventioncenter.com](http://www.owensboroconventioncenter.com)

### Other Lodging Options

RV Spots	In conv. center parking lot	Pet Friendly	Event Website to book
Wingfield Inn and Suites	3220 W. Parrish Ave. Owensboro	Pet Friendly (free breakfast)	270-685-2433
TownePlace Suites by Marriot	3365 Hayden Road, Owensboro	Pet Friendly (free breakfast)	270-231-8222
Farifield by Marriot	800 Salem Drive, Owensboro	Pet Friendly (free breakfast)	270-688-8887

### Holiday Inn Host Hotel Owensboro, KY

The Holiday In is within a 2 minute walk of the convention center. In fact there is no need to use a car for any occasion for the RWGroomX. Everything is walking distance. Special show rates apply for blocked rooms. 20 blocked rooms available

Pets are ok, Free breakfast voucher.

Hotel Phone number 270-683-1111 [www.ihg.com](http://www.ihg.com)



### Hampton Host Hotel Owensboro, KY

The Hampton is within a 2 minute walk of the convention center. Both the Hampton and the Holiday In are on opposite sides of the convention Center. Special show rates apply for blocked rooms. 20 blocked rooms available.

Pets are ok.

Hotel Phone number 270-499-7228 [www.hilton.com](http://www.hilton.com)



### Hilton Home2Suites Host Hotel Owensboro, KY

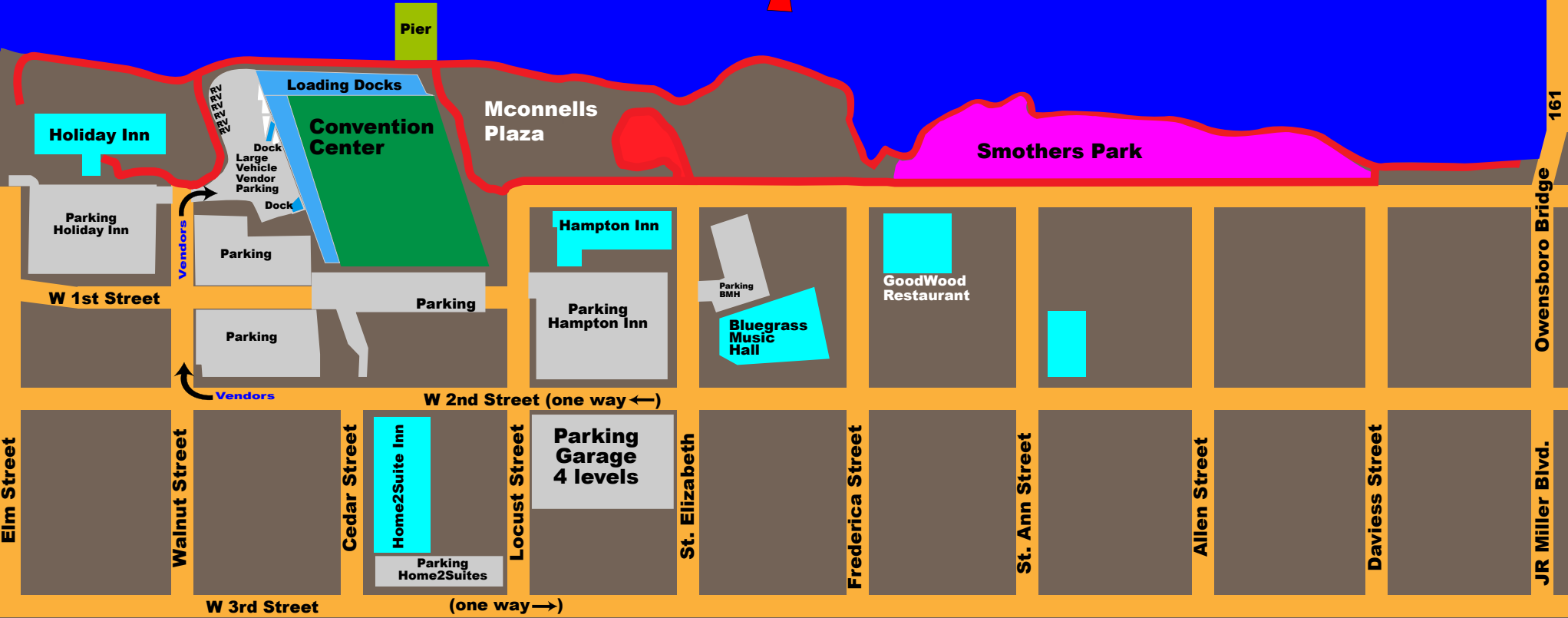
The Hilton Home2Suites is within a 2 minute walk of the convention center. Hotel is being constructed and is slated to be completed-ready for occupancy February of 2025. Everything is walking distance. Special show rates apply for blocked rooms. 20 blocked rooms available. Pets are ok.

500 W. 2nd Street, Owensboro, KY 42301



[Info@rwgroomx.com](mailto:Info@rwgroomx.com) 989-544-4500 [www.rwgroomx.com](http://www.rwgroomx.com)

# OHIO RIVER Owensboro, KY





# DIRECT FLIGHT INFORMATION & NEARBY ATTRACTIONS

## FLY DIRECTLY FROM CHICAGO TO OWENSBORO



Located near I-165 and adjacent to the US 60 bypass, the Owensboro-Daviess County Regional Airport is accessible and easy to navigate within. This airport is only 10 minutes away from the convention center! This makes traveling across the country much easier for those attending, and it gives them better opportunities to do so. Location, Location, Location! Centrally located Owensboro Kentucky is easily accessible from anywhere in the USA. RWGroomX is destined to become the Midwest's paramount grooming competition/trade show!

See flights at -> <https://flyowb.com/>

### Pet Friendly Businesses And Locals

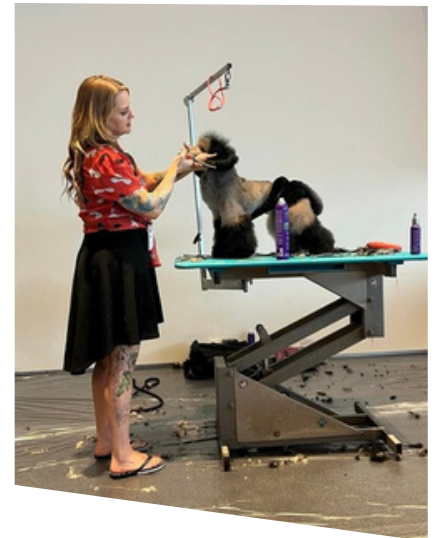
The Staff at Owensboro encourage advertisement/collaboration. Most of the restaurants surrounding the downtown area are dog-friendly, which makes it really nice to include your dog for nighttime activities.

### Many Options for Food and Ease of Access

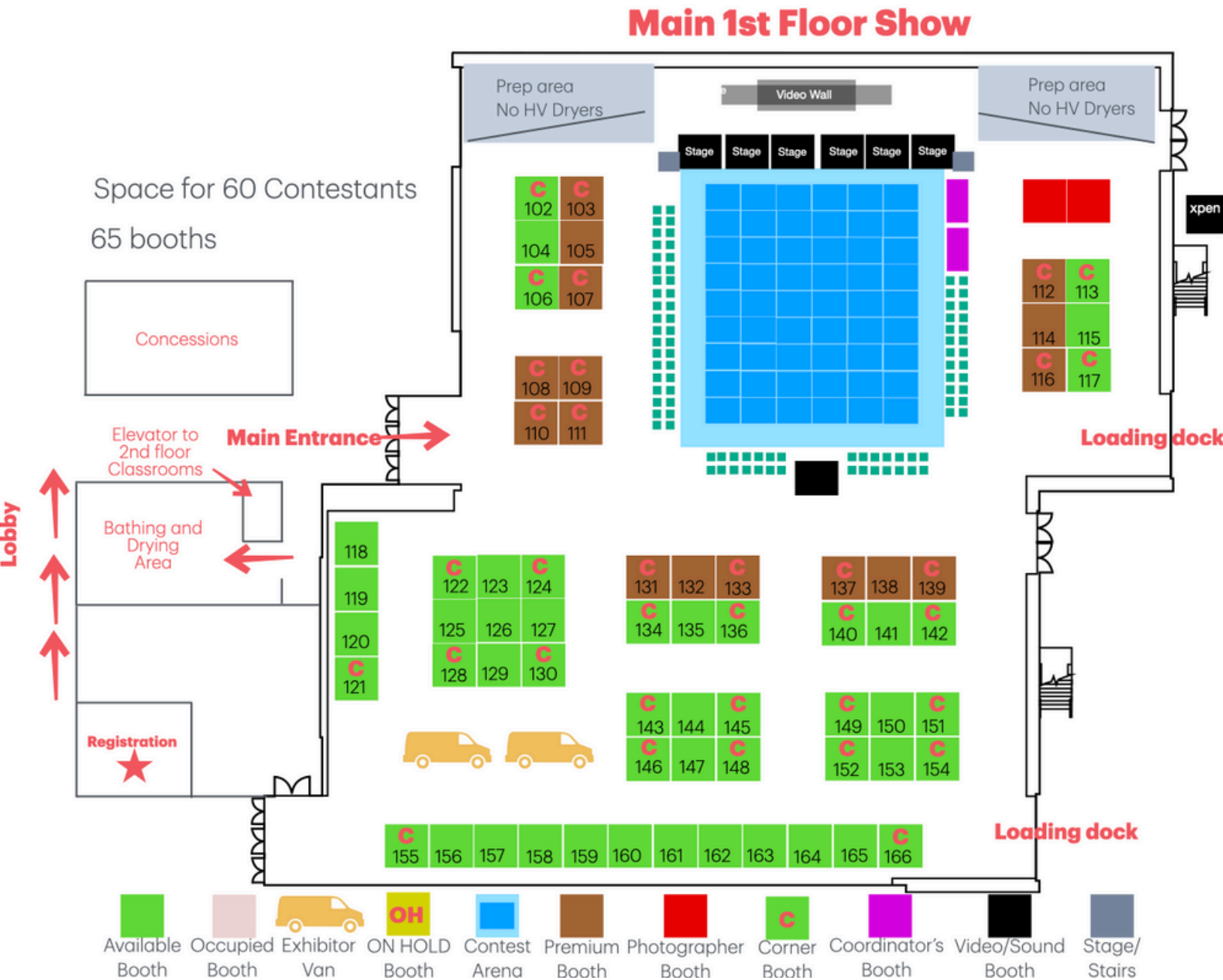
Surrounding downtown Owensboro, walking distance from the convention center, are a ton of local restaurants that are top notch without the expensive price tag! Doordash and UberEats are also available.

### Weekend Long Entertainment

Owensboro is constantly thriving with live entertainment and events surrounding the downtown area. Friday after 5 is a free event that holds concerts, festivals...right next to the convention center



# LAYOUT & BOOTH SPACES







## VENDOR CONTRACT

May 15-18, 2025

1. APPLICATION and CONTRACT for exhibit space at RWGroomX is to be held at the Owensboro Convention Center in Owensboro, Kentucky. APPLICATIONS CAN BE MAILED OR SUBMITTED ELECTRONICALLY (PREFERRED). [APPLY HERE](#), or email this contract to [rwgroomx@gmail.com](mailto:rwgroomx@gmail.com). **50% PAYMENT DUE AT TIME OF SUBMISSION. REMAINING 50% DUE BY 12/31/2025 11.59pm.** Applications submitted **on or after 1/1/2025 are due in full** at time of application. Mail filled out (and check if applicable) to 391 S WEBBER ST, FARWELL, MI 48622. Booth deposits are **NON-REFUNDABLE**.

COMPANY NAME (as it should appear on name badges, correspondence, and promotional material as is)

STREET ADDRESS

CITY STATE ZIP CODE

NAME OF COMPANY REPRESENTATIVE EMAIL

TOLL FREE PHONE WEBSITE FAX

### 2. PRODUCTS & SERVICES

Brief description of what you will exhibit

### 3. Preferred Booth Locations

1ST CHOICE

2ND CHOICE

3RD CHOICE

#### Items Included With Booth Rental

Standard 8' high back wall 3' high side-draped walls. One 6' OR 8' draped table and two chairs, waste basket. Pre-show advertising (all socials + website). Please provide us a logo or graphics

SET UP  
**THURSDAY at 10am May 15th, 2025**

EXHIBITING DAYS  
**May 16th-18th, 2025**

By signing, the exhibitor acknowledges having read and agreed to the Rules & Regulations provided in this Exhibitor Kit and online at [rwgroomx.com](http://rwgroomx.com). Exhibitors understand that this application will become a binding contract upon acceptance by RWGroom X. Any (requested) changes to the information on this application must be provided to the RWGroom X in writing. RWGroom X is not responsible for any damage or loss of property for the exhibitor signing this agreement. You, as the exhibitor, assumes complete and total responsibility AND liability for all injury, loss, or damage to any and all persons or property in any way connected to the exhibitor's display or to the exhibitor. The exhibitor understands that neither RWGroom X nor the host facility maintain insurance covering the exhibitors property and it is the sole responsibility of the exhibitor to obtain and secure such insurance.

### 5. BOOTH FEES

If contract is received **before 11.59 pm Sept 15 EST**

		BOOTH QTY
5' x10' Economy	\$650	_____
10' x 10' Standard	\$1100	_____
10' x 10' Premium Corner	\$1350	_____
20' x 10' Premium End Cap	\$2800	_____
10' x 20' Indoor Van Space	\$2800	_____

If contract is received **after 12:00 am Sept 16 EST**

5' x10' Economy	\$700	_____
10' x 10' Standard	\$1200	_____
10' x 10' Premium Corner	\$1450	_____
20' x 10' Premium End Cap	\$2900	_____
10' x 20' Indoor Van Space	\$2900	_____

GRAND TOTAL

50% DEPOSIT OF  
GRAND TOTAL

AMOUNT ENCLOSED  
IF CHECK/CASH

CHECK CASH CARD  
(CIRCLE ONE)

If card, please pay online at  
[rwgroomx.com](http://rwgroomx.com)

AMOUNT  
REMAINING

\*If check, please write out to  
**RWGROOM X** and include **check**  
**# below** in box >>

AUTHORIZED REPRESENTATIVE NAME IN PRINT

DATE

AUTHORIZED REPRESENTATIVE SIGNATURE

DATE



## WHY SPONSOR?

- 1. Visibility and Brand Exposure:** As a sponsor, your organization will gain significant visibility both during the event and in pre-event promotions. Our marketing efforts, including social media campaigns, press releases, video wall, and event posters, will prominently feature your logo and brand message, ensuring maximum exposure to a targeted audience passionate about pet care.
- 2. Community Engagement:** This event attracts dog owners and animal lovers from the regional community. By sponsoring, you demonstrate your commitment to supporting community events that promote responsible pet ownership and animal welfare. Your involvement will resonate positively with attendees, enhancing your brand's reputation as a socially responsible entity.
- 3. Networking Opportunities:** Our RW event provides a unique platform for networking with fellow sponsors, vendors, and attendees who share a common interest in pet care and animal welfare. This environment fosters meaningful connections and potential business opportunities within a passionate and engaged demographic.
- 4. Demonstrate Corporate Social Responsibility:** Sponsoring our Dog Grooming Event aligns your organization with a cause that enhances the well-being of animals. It showcases your commitment to corporate social responsibility and positions your brand as a compassionate entity that cares about the welfare of pets in the community.
- 5. Customizable Sponsorship Packages:** We offer flexible sponsorship packages tailored to meet your specific marketing objectives and budget requirements. Whether you seek brand visibility, lead generation, or community engagement, we can customize a sponsorship package that aligns perfectly with your goals.
- 6. Post-Event Recognition:** Following the event, we will publicly acknowledge and recognize our sponsors in our post-event communications, including thank-you letters, social media shout-outs, and newsletters. This ongoing recognition extends the visibility and goodwill generated from your sponsorship investment.





# Sponsorships

Application and Contract for Sponsorship at the RWGroomX event held at the Owensboro Convention Center, Owensboro Kentucky on May15-18, 2025

Company Name as it appears on the badges

Street Address

City

State

Zip

Phone

Company Representative

Title

Phone

Email Address

Website

QTY	SPONSORSHIP	PRICE
	<b>*Open/Novice BIS</b>	1500
	<b>Poodle Open/Novice</b> 1st, 2nd, 3rd	700
	<b>Wire Open/Novice</b> 1st, 2nd, 3rd	700
	<b>AOP Open/Novice</b> 1st, 2nd, 3rd	700
	<b>Sporting Open/Novice</b> 1st, 2nd, 3rd	700
	<b>First timers BIS</b>	300
	<b>First timers Poodle</b> 1st	100
	<b>First timers AOP</b> 1st	100
	<b>First timers Sporting</b> 1st	100
	<b>First timers Wire</b> 1st	100
	<b>Salon Free Style</b> 1st, 2nd, 3rd	100
	<b>Asian Fusion</b> 1st, 2nd, 3rd	100
	<b>Creative Duo 1st in</b> Open skill, Novice skill, 1st timer skill	550
	<b>The Ultimate Sponsor</b> gets (2)FREE Premium Booths	5200
	<b>The Ultimate 'Too' sponsor</b> gets (1)FREE Prem. Booth	3350
	<b>TOTAL</b>	

\*Prize money gets split between all placements ie. BIS 1000 for Open, 500 for Novice.

GRAND TOTAL

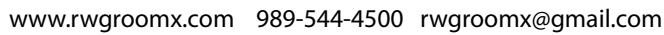
QTY	SPONSORSHIP	PRICE
	Lanyards	500
	Grooming Tables	Donation
	Dryers	Donation
	Competitor Bags	200
	Attendee Bags	200
	Classroom 1 (qty of 6 available)	325
	Classroom 2 (qty of 6 available)	325
	Classroom 3 (qty of 6 available)	325
	Custom Sponsorship	TBA
	Shampoos/Conditioners for Bathing area	Donation
	Video Wall/Backdrop	1900
	Food/Snacks for groomers	150
	Dog Holding Area	200
	Local Sponsorship	TBA
	Local Sponsorship	TBA
	Hors d'oeuvres (2 available) call Ralph Whitman for details	1500
	<b>TOTAL</b>	

Email completed applications/contract to [info@rwgroomx.com](mailto:info@rwgroomx.com). Upon approval a RWGroomX representative will contact you for payment.  
50% PAYMENT DUE AT THE TIME OF REPRESENTATIVE APPROVAL. THE REMAINING 50% DUE BY 12/31/2024. APPLICATIONS SUBMITTED ON OR AFTER 1/1/2025 ARE DUE IN FULL AT THE TIME OF APPLICATION.

By signing the exhibitor acknowledges having read and agreed to the Rules and Regulations provided in this exhibitor kit and online at [rwgroomx.com](http://rwgroomx.com). Exhibitors understand that this application will become a binding contract upon acceptance by the RWGroomX. Any (requested) changes to the information on this application must be provided to the RWGroomX in writing.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_ Title \_\_\_\_\_

[Info@rwgroomx.com](mailto:Info@rwgroomx.com) 989-544-4500 [www.rwgroomx.com](http://www.rwgroomx.com)



www.rwgroomx.com 989-544-4500 rwgroomx@gmail.com





# RULES & GUIDELINES

**EXHIBITOR BADGES:** All exhibitor representatives and personnel must obtain and wear their official exhibitor badge(s) during load-in, load-out, all other show hours, and while on convention center property. Badges will be issued only to company representatives working in your booth. There is a limit of three exhibitor badges per booth unless otherwise specified or arranged. All other guests must be paid registrants of RWGroom X. Booth representatives not wearing their official show badge will not be allowed entry to the show. Exhibitor badges identifying your company's representative(s) are issued at the registration desk which is located on the 1st Floor.

**STANDARD AND SPECIAL BOOTH EQUIPMENT:** The cost of your exhibit space includes one 6' or 8' draped table (Exhibitors choice), two chairs, and an identification sign. Exhibitor wares, decorations, signs, or other exhibit designs must not obstruct other displays or project into hallways. All exposed parts of exhibits must be finished to avoid being objectionable to other exhibitors or show management.

**OFFICIAL SHOW DECORATOR:** RWGroom X may provide exhibitors with additional display accessories at their option and expense. RWGroom X will offer a Vendor's Essentials kit approximately six weeks before the show, detailing the various services they can provide.

**DISPLAYS:** The exhibitor is responsible for all expenses related to trucking and handling of the exhibit, erection and decoration of the display, and all costs incidental to the operation of the display. These costs are not included in the show fee and must be paid by the exhibitor.

**MERCHANDISE REMOVAL:** No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed once it has been set up, except with permission from show management.

**DATES AND HOURS:** Move-in, exhibiting, and move-out days and hours will be specified by show management in the exhibitor's kit provided no later than thirty days prior to the show. All exhibitors must adhere to the designated show hours.

**LOCATION:** Should it be necessary to change the location or timing of the show, each exhibitor will be notified in a timely manner.

**NON-COMPETE AGREEMENT:** Exhibitors, advertisers, and sponsors agree to refrain from scheduling any functions at the show site for two weeks before and two weeks after the show without written permission from show management. This includes but is not limited to educational programs, product promotional events, and hospitality events.



# RULES & GUIDELINES

**ELECTRICAL AND OTHER SERVICES:** Additional electrical outlets, tables, plumbing, furniture removal, and other services are not included in the booth fee. These should be ordered through RWGroom X as they are responsible for setting up pipe and drape for the booths at least thirty days before the show for best pricing.

**FIRE LAWS:** All exhibit and booth materials, including drapes, curtains, and table covers, must comply with federal, state, and city fire laws and convention center safety regulations. Materials must be flameproof and will be subject to fire inspection.

**SECURITY:** Neither show management nor the property owner or lessors hosting the show are liable for the safety of exhibits, exhibitors, or their employees against burglary, robbery, theft, or damage from fire or other causes. Exhibitors should insure their property against loss or damage and public liability at their own expense. Exhibitors should keep an attendant at their booths during all show hours. All vendors and their representatives must wear their official show badge during load-in, setup, load-out, and throughout the show.

**SPACE:** Failure of the exhibitor to make payment as specified will entitle show management to cancel this agreement without notice, and the exhibitor will remain liable for any unpaid rentals. If the exhibitor has not occupied their contracted space by the end of the final setup day, has canceled before the opening of the show, or has forfeited their space due to non-payment, show management reserves the right to rent the vacated space to another exhibitor without restitution to the original exhibitor and/or use the space as deemed appropriate. Show management agrees to deliver each contracted space to the respective exhibitor unless unforeseen circumstances cause the cancellation of the show. In such a case, exhibitors will be reimbursed for their contracted space, minus any costs incurred by show management during the planning and preparation of the show. Exhibitors hereby waive any claim for damages, compensation, or refund of money paid to the show, except for the extent of the reimbursement described.

**REFUNDS: NO REFUNDS/PARTIAL REFUNDS IN ACCORDANCE TO VENDOR DOCUMENTATION AGREEMENTS, EXCEPT AS OUTLINED ABOVE.**

**RESTRICTIONS:** Soliciting business in aisles or other exhibitors' booths is prohibited. Samples, catalogs, pamphlets, publications, etc., may only be distributed by exhibitors within their own booth. No promotional events or activities that might be objectionable to the show are allowed. Sound systems and additional lighting are permitted only if pre-approved by show management. The sound level will also be regulated by show management and the convention center.





# RULES & GUIDELINES

**RE-LEASING:** Exhibitors may not sublease or share exhibit space without permission from show management.

**REGULAR ACTIVITIES:** No person, firm, or organization not contracted with show management for space on the showroom floor will be permitted to display or demonstrate products, solicit orders, or distribute advertising materials at the show or in the convention center. Violation of this rule will result in the prompt removal of the offending person(s) and materials.

**MISCONDUCT:** Unethical conduct or violations of the rules by the exhibitor or their representatives will result in dismissal from the exhibit area. No refund will be issued, and no further claims for redress will be accepted by the exhibitor or their representatives.

**FOOD & BEVERAGE:** Serving of alcoholic beverages and/or food by exhibitors on any part of the convention center is not permitted without prior approval and arrangements with RWGroom X and the Owensboro Convention Center. Exhibitors and their representatives serving food, beverages, or alcohol within their hotel suite must comply with federal, state, and city laws and are liable for any issues arising from the actions of attendees.

**JANITORIAL SERVICE:** Show management will provide cleaning for aisles and common areas of the show. Exhibitors are responsible for maintaining their own exhibit space and must make arrangements with RWGroom X according to the exhibitor's schedule and show hours. All show booths must be kept clean, undamaged, and free from safety hazards at all times. Exhibitors are liable for any damage caused to show or convention center property and must reimburse for any such damages.

**GENERAL:** Any matters or questions not covered by these rules and regulations are subject to the decision of show management. These rules and regulations may be amended at any time by show management, and all amendments will be binding upon publication, just as the original regulations.