



# Super Pet Expo™ I.COM

*The Premier Shopping Event...  
Everything for Every Pet Owner!*

## March 15-17, 2024

Dulles Expo Center  
Chantilly, VA

# EXHIBITOR SERVICE KIT

Super Pet Expo – Chantilly, VA  
Produced by All Show Services  
11140 Rockville Pike, Suite 100-340  
Rockville, MD 20852  
301-564-4050

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

Contact Gail Schell, Director of Operations  
for any questions at [gschell@allshowservices.com](mailto:gschell@allshowservices.com) or  
call 502-376-8728



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**March 15-17, 2024**

Dear Exhibitor:

***Welcome to Super Pet Expo in Chantilly... DMV's Largest Pet Shopping Extravaganza.***

This documentation is your official Exhibitor Service Kit with all the information to insure a successful show.

Be sure to note all the show rules, regulations and deadlines (substantial discounts are offered for advance orders).

Within this packet, you will find the following:

- Move-in and Move-out Schedule & Details
- Exhibiting Details & Show Facts
  - Including required insurance and animal permit information
- Exhibitor Admission Details – Retail Booths
- Exhibitor Admission Details – Non-Profits (rescues and shelters)
- Exhibitor Information and Show Rules
- Tips for a Great Show

Marketing is a key ingredient for a successful event. We have a comprehensive campaign including radio, television, online, social media and magazine advertising. You can also take part in promoting the event - simply use your current social media and share our sites to let your customers know where you will be.

Facebook <https://www.facebook.com/SuperPetExpo/>

Instagram <https://www.instagram.com/superpetexpo/>

TikTok <https://www.tiktok.com/tag/superpetexpo>

**All exhibitors MUST Use THE BACK ENTRANCE by the loading dock to enter the show during Show Hours.  
DO NOT USE THE FRONT ENTRANCE DOOR.**

We appreciate your business and look forward to seeing you in Chantilly. If you have any questions, or need our help in any way, contact me at [gschell@allshowservices.com](mailto:gschell@allshowservices.com).

Sincerely,

*Gail Schell*

Gail Schell

Operations Manager

[gschell@allshowservices.com](mailto:gschell@allshowservices.com)

502-376-8728



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## MOVE-IN, SHOW HOURS and MOVE-OUT

SET-UP	Thursday, March 14	2 PM – 6 PM	All Vehicles Including Trucks & Vehicles with Trailers
	Friday, March 15	8 AM – 2 PM	Cars, SUV's, Vans ONLY – NO TRUCKS OR TRAILERS <b>Drive In - From 8 AM – 12 PM ONLY</b> <b>After 12 noon, all items must be hand carried or carted into the show – vehicles will not be permitted to enter the building.</b>
EXHIBIT HOURS	Friday, March 15	3 PM – 8 PM	Booth Must Be Complete By 2 PM
	Saturday, March 16	10 AM – 7 PM	Exhibitors Allowed at 9 AM
	Sunday, March 17	10 AM – 5 PM	Exhibitors Allowed at 9 AM
BREAKDOWN	Sunday, March 17	5 PM – 9 PM	No Early Breakdown Booth Must Be Open Until 5 PM Vehicles Permitted in the Hall at 6 PM.



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## MOVE-IN and MOVE-OUT DETAILS

### **March 14 – Thursday**

MOVE-IN & SET-UP BOOTH DISPLAY FROM 2 PM UNTIL 6 PM

- Trucks and vehicles with trailers are permitted to drive into the exhibit hall today.
- Arrive early since there is often a wait to drive into the exhibit hall.
- All vehicles must be removed from the exhibit hall by 6 PM.

### **March 15 – Friday**

MOVE-IN & SET-UP BOOTH DISPLAY. VEHICLES (**NO TRAILERS**) 8 AM - NOON.  
CARRY-IN UNTIL 2 PM.

- Drive-in access to the hall from 8 AM to 12 noon. All vehicles must be removed by 12:00 PM.
- Passenger vehicles, vans, SUV's and pick-up trucks can drive into the exhibit hall on a first-come, first-served basis.
- No large trucks or vehicles pulling trailers are allowed into the Exhibit Hall on Friday.
- A 30-minute limit will be imposed.
- Please:
  1. Unload Materials
  2. Remove Vehicle
  3. Set-Up Booth

### **March 17 – Sunday**

SHOW BREAKDOWN 5 PM TO 9 PM (NOT BEFORE 5 PM)

- No booth breakdown permitted prior to 5 PM on Sunday. Be considerate of late day shoppers.
- No booth materials or merchandise will be permitted to be removed from the Hall prior to 5 PM.
- The overhead door will open at 6 PM (1-hour after close of show). Vehicles permitted inside the hall at 6 PM on a first-come, first-serve basis. (Cars, vans and SUVs ONLY until space is ready for trucks and trailers)
- When you move-out, your booth space must be completely cleared of all trash and materials upon leaving.



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## EXHIBITING DETAILS / SHOW FACTS

**LOCATION:** Dulles Expo Center  
4320 Chantilly Shopping Center  
Chantilly, VA 20151  
703-378-0910  
[www.dullesexpo.com](http://www.dullesexpo.com)

**SHOW DETAILS HERE:** <https://www.superpetexpo.com/exhibit>

**DEADLINE FOR DISCOUNT SERVICES WITH THE DULLES EXPO CENTER IS **March 1, 2024** – for ELECTRICAL, WIFI, WATER, ETC.**

- The Dulles Expo Center offers significant discounts when ordering electrical, wifi, cleaning, etc. in advance. <https://dullesexpo.com/exhibitor-services-online-ordering/> Or contact Khrysta Sink at 703.766.1312 or [ksink@dullesexpo.com](mailto:ksink@dullesexpo.com).

**DEADLINE FOR DISCOUNT SERVICES WITH HALE EXPO SERVICES IS **March 4, 2024****

- Hale Expo Services offers significant discounts when ordering carpet, tables, chairs, etc. in advance. Click here for ordering details: <https://www.superpetexpo.com/exhibit> (scroll down to see the HALE Exhibitor Kit on the Super Pet website). Contact Hale Expo Exhibitor Services directly at [csr@haleexpo.com](mailto:csr@haleexpo.com) with any questions.

**BOOK YOUR HOTEL ROOM: Offer Expires **February 26****

- The Holiday Inn Chantilly Dulles Expo is our official show hotel. It's adjacent to the Expo Center.
- \$98 per night (plus 13% tax) includes breakfast buffet for up to two people on Friday, Saturday and Sunday.
- Book early. Call 1-888-269-9583 or directly with the hotel at 703-815-6060 – Identify yourself as being with the Super Pet Expo and use Group Code: GK7. You can also go to <http://tinyurl.com/423vbjr>. Simply select your dates and the Group Code and the \$98 room rate will be on the next window.
- Pet fee is \$50 per stay and the first five reservations will have this fee waived if requested. If you have a pet, please email Eric Udler at [eudler@allshowservices.com](mailto:eudler@allshowservices.com) after you make the reservation.
- Cancellation Policy: 24 hours prior to the day of arrival to avoid any charges.

### AUTOMOBILES IN BOOTHS

- Companies having a vehicle in their booth must make sure there is one-eighth (1/8<sup>th</sup>) tank of gas or less, disconnect one cable on the battery, tape the gas cap, place wheel chocks or triangular pieces of wood in front of the front left tire and rear right tire and turn-in a key to the Show Office. The Fire Marshal checks all vehicles prior to show opening. Please email [info@allshowservices.com](mailto:info@allshowservices.com) by **March 1, 2024** if you plan on having a vehicle in your booth.

### INSURANCE:

- All exhibitors are required to submit proof of liability insurance or they will not be allowed to exhibit. If you do not have insurance, you can purchase it for \$65 plus tax from Total Event Darby. Go to: <http://tinyurl.com/yc639r3z>
- Email [info@allshowservices.com](mailto:info@allshowservices.com) your certificate of insurance for liability and workman's compensation.



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**EXHIBITING DETAILS / SHOW  
FACTS continued...**

**FOOD VENDORS (Human Food): **Deadline is March 4****

- Companies selling or sampling consumables allowed on a case-by-case basis. Companies selling consumables (anything that can be consumed while at the show – popcorn, pickles, jerky, candies, chocolate, pastries, cookies, pretzels, coffee, smoothies/slushies) must be approved by Patricia Gillespie with the Dulles Expo Center. She can be reached at [pgillespie@dullesexpo.com](mailto:pgillespie@dullesexpo.com) or 703-378-0176.
- Food and beverage items that are consumed onsite are subject to a fee of no less than \$300 to the Dulles Expo Center.
- Details: <https://dullesexpo.com/food-beverage/>
- All food vendors including those sampling anything are required to have a Fairfax County Health Department temporary food permit. Cost is \$40. <https://www.fairfaxcounty.gov/health/permits/temporary-food-establishment>. Go to this link and under Step 2: "Vendor Applies For Permit" go to the PLUS link and begin the process. Please note that when you apply for the food permit use All Show Services as the Event Coordinator and use the following contact information: [eudler@allshowservices.com](mailto:eudler@allshowservices.com).
- Call 703-246-2201 with any questions about the county permit.

**COMMONWEALTH OF VIRGINIA DEPARTMENT OF AGRICULTURE REQUIREMENTS FOR EXHIBITORS: (Pet food/treats)**

****Deadline is March 1** – COMMERCIAL FEED LICENSE**

- Any exhibitor that sells pet foods, treats or animal remedy products must be licensed in the Commonwealth of Virginia. You are required to have a Commercial Feed License and registrations for all packaged products. Go to <https://www.vdacs.virginia.gov/pdf/reg-feed.pdf> BEFORE offering your product for sale, you must obtain a license or written verification from the Commonwealth of VA office that they have received your application. Failure to do so can result in withdrawal of distribution orders.
- Additional information is available at: <http://www.vdacs.virginia.gov/plant-industry-services-agricultural-commodity-inspection.shtml#feed>

**SHIPPING DIRECT TO THE CONVENTION CENTER:**

- Any exhibitor materials that are shipped to the facility and arrive on Thursday, March 16 or Friday, March 17 will be accepted by Show Management. Shipping label to include:
  - Dulles Expo Center – Super Pet Expo  
**COMPANY NAME AND BOOTH NUMBER**  
4320 Chantilly Shopping Center  
Chantilly, VA 20151
- We are not responsible for loss of materials since we simply accept shipments and deliver boxes to your booth. Check your insurance to make sure you are covered in case of theft. Exhibitors wishing to ship materials that arrive in advance of move-in should work directly with Hale Expo at 716-896-8908 or [Info@HaleExpo.com](mailto:Info@HaleExpo.com). There will be handling fees.

**DISCOUNTED ADMISSION FOR YOUR CUSTOMERS:**

- Promote the show to your customers and they can save on admission by purchasing tickets online at [www.superpetexpo.com](http://www.superpetexpo.com) using the promo code LOVEYOURPET – good for \$3 off per ticket.
- Interested in having your own unique promo code (such as ABCPETS)? Email Kate Peterson at [kpeterston@allshowservices.com](mailto:kpeterston@allshowservices.com).

**VIRGINIA DEPARTMENT OF TAXATION REQUIREMENTS**

- Virginia sales tax is 6% and must be collected on all retail transactions.
- The Virginia Department of Taxation often canvasses shows. Please be prepared to avoid on-site challenges.
- For more information visit: <https://www.business.tax.virginia.gov/tax-eforms/st9-withschedule.php>





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## TENT RESTRICTIONS/RULES

There is a clear trend among local counties to ban the indoor use of tents and canopies – basically, any structure with a roof. These are deemed hazards by Fire Marshalls across the country because, in the event of a fire, the building's sprinkler system would be unable to reach the contents beneath them. The Dulles Expo Center in Chantilly, VA is located in Fairfax County and they are implementing strict new policies regarding the use of tents.

Although we cannot guarantee that any waivers or exceptions will be granted, if the Fire Marshal is willing to consider such requests, we want to be prepared for that possibility.

**If you were planning to erect a tent or canopy in your booth at the upcoming Super Pet Expo in Chantilly, you must provide us with the following information not later than February 28<sup>th</sup>.**

- **Your Company Name**
- **The type (tent or canopy) and size (if over 10x10, it will not likely be allowed under any circumstances)**
- **Confirmation that the structure's material is certified to be fire retardant.** All tents must have a tag affixed to the tent that states it is NFPA701 fire retardant (a label to that effect would have been permanently attached at the factory).
- **Feel free to add any additional information you feel would be helpful to the building in their evaluation.**

Thank you in advance for your prompt response.



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## DEADLINES & INFORMATION TO KNOW

### HOTEL: **February 26**

- The Holiday Inn Chantilly Dulles Expo is our official show hotel. It's adjacent to the Expo Center.
- \$98 per night includes breakfast buffet for up to two people on Friday, Saturday and Sunday.
- Group Code – GK7 - Book early. Call 1-888-269-9583 or [BOOK ONLINE](#). Simply select your dates and the Group Code will be on the next window.

### TENTS: **February 28**

- Please see page 7 for submitting permission for a tent. Not all tents are guaranteed to be accepted.

### FACILITY (water, electric, wifi) **March 1**

- The Dulles Expo Center offers significant discounts when ordering electrical, wifi, cleaning, etc. in advance. [https://www.dullesexpo.com/page\\_exbr\\_services.html](https://www.dullesexpo.com/page_exbr_services.html) or contact Khrysta Sink at 703.766.1312 or [ksink@dullesexpo.com](mailto:ksink@dullesexpo.com).

### COMMERCIAL FEED LICENSE - **Deadline is March 1**

- Any exhibitor that sells pet foods, treats or animal remedy products. See page 6.

### DECORATOR (carpet, tables, chairs) **March 4**

- Hale Expo Services offers significant discounts when ordering carpet, tables, chairs, etc. in advance. Click here for ordering details: <https://www.superpetexpo.com/exhibit> Contact Hale Expo Exhibitor Services directly at [csr@haleexpo.com](mailto:csr@haleexpo.com) with any questions.

### FOOD PERMITS (Human Food) – **March 4**

- Details: <https://dullesexpo.com/food-beverage/>
- All food vendors including those sampling anything are required to have a Fairfax County Health Department temporary food permit. Cost is \$40. <https://www.fairfaxcounty.gov/health/permits/temporary-food-establishment>

### INSURANCE – Prior to show opening

- All exhibitors are required to submit proof of liability insurance or they will not be allowed to exhibit. If you do not have insurance, you can purchase it for \$65 plus tax from Total Event Darby. Go to: <http://tinyurl.com/yc639r3z>
- Email [info@allshowservices.com](mailto:info@allshowservices.com) your certificate of insurance for liability and workman's compensation.





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## EXHIBITOR ADMISSION DETAILS

### EXHIBITOR ADMISSION POLICY – **RETAIL BOOTHS**

**All exhibitors must use the back entrance by the loading dock to enter the show during show hours. DO NOT USE THE FRONT ENTRANCE DOOR.**

Super Pet Expo uses WRISTBANDS to identify Exhibitors.

This system is user-friendly and efficient regarding your arrival to the show each day. The wristbands will also aid SPE Staff to secure the Exhibitor Hall.

Exhibitor Check-In will open during set-up on Friday afternoon and will be staffed throughout the show weekend.

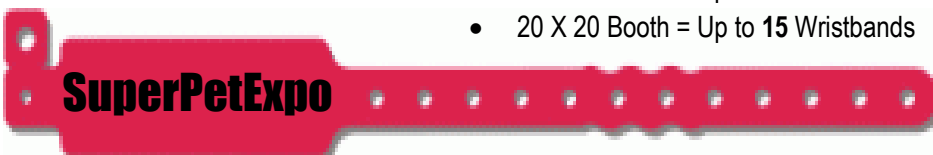
As your personnel arrive to work the show, they will report to Exhibitor Check-In and receive a wristband from your allotment. Wristbands are valid all weekend, so only one visit to Exhibitor Check-in desk will be necessary. **Once your allotment of wristbands is gone, they are GONE.** Wristband distribution will be documented with signatures of those who pick up wristbands. Please note, due to Insurance Regulations, minors (under 16 years of age) may NOT wear wristbands.

**Wristbands are VALID FOR ALL THREE (3) DAYS of the show. Therefore, the same wristband, which is durable and waterproof, is intended to be worn for the duration of the show. They must be worn and they are NOT transferable.**

#### **IMPORTANT:**

- Minors (Under 16 Years of Age) May NOT Wear Wristbands
- Minors (Under 16 Years of Age) May NOT Work Show Booths and Must Have a Child's Ticket to Gain Entry
- Wristbands must be worn by exhibitors at all times
- Bands that have been cut or removed will not be valid
- Exhibitors will not be permitted into the Exhibit Hall without a SECURED wristband
- **NO** exceptions to these requirements

- 10 x 10 Booth = Up to 7 Wristbands
- 10 X 20 Booth = Up to **10** Wristbands
- 20 X 20 Booth = Up to **15** Wristbands



Additional wristbands are \$10 each and can be purchased by contacting Kate Peterson at [kpeterson@allshowservices.com](mailto:kpeterson@allshowservices.com).



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## EXHIBITOR ADMISSION POLICY - NON-PROFITS (INCLUDING RESCUES & SHELTERS):

**All exhibitors must use the back entrance by the loading dock to enter the show during show hours. DO NOT USE THE FRONT ENTRANCE DOOR.**

Due to the high number of personnel changes throughout the show, all Rescue and Shelter organizations will receive a quantity of 'Day Passes' to use at their own discretion.

Passes will be Available for pick up at Exhibitor Check In.

- Day Passes may be used as a One-Time / One-Day Admission
- **Rescues and Shelters must submit a list of their booth staff eligible for Day Passes to Kate Peterson ([kpeterson@allshowservices.com](mailto:kpeterson@allshowservices.com)) no later than Thursday, February 29 at Noon.**
- **Due to Insurance Regulations, Minors (under 16 years of age) will NOT be permitted to use an Exhibitor Pass**
- Instruct Employees / Volunteers to enter via the Exhibitor Check-In desk
- Please be advised: **Passes are not replaceable. If you lose them and need additional passes, you must purchase them.**
- Children may enter at Exhibitor Check-In; However, tickets must be purchased at the box office
- **For organizations requiring additional day passes, they can be purchased for \$10.** Contact Kate Peterson at [kpeterson@allshowservices.com](mailto:kpeterson@allshowservices.com) to order them.
  - 10 x 10 Booth = **15** Day Passes
  - 10 X 20 Booth = **20** Day Passes
  - 20 X 20 Booth= **30** Day Passes



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## **EXHIBITOR INFORMATION AND SHOW RULES ... to make Super Pet Expo a better place!**

- **Your booth cannot block the sight lines of neighboring Exhibitors.**  
*When within 5' of the aisle and 10' of a neighboring booth, your display needs to be under 4' high.*
- **Exhibitors must be contained within the booth parameter.**  
*Merchandise, displays and/or animals must stay inside your booth space. Solicitation outside of booth space is not permitted - including the collection of donations*
- **Tents – Please refer to details regarding tents on Page 7.**
- **Shelters and Rescues must keep all pets and cages / X-Pens within their Booth Space.**  
*Please act as a good neighbor to one another and keep pets and volunteers completely within your assigned booth space. This includes keeping the aisle in front of your space free and clear.*
- **All Display Vehicles must be approved and registered with the Expo Center prior to the Show.**
- **No affixing of any materials to the facility.**  
*Including materials such as paste, tape or other adhesive including duct tape, double-sided tape, or masking tape, etc.*
- **No flammable materials may be used unless treated with a flame retardant.**  
*Including but not limited to bunting, tissue paper, crepe paper, etc.*
- **Please remember just one company is allowed per booth space. No sharing.**
- **Do not advise attendees to return an item to your booth from a previous day's purchase.**  
*Attendees must have purchased the weekend wristband pass or pay admission for that day to re-enter the show*
- **Move-In / Move-Out is done on a first-come, first-served basis for loading / unloading ONLY.**  
*You will need to check in with the Super Pet Expo staff before entering the building with your vehicle.*
- **No carts or dollies will be available for use or rent at the venue, so please bring your own if you need them.**
- **Use only the specified entrance and exit.**  
*Opening of other interior doors creates a security breach which endangers you and your merchandise.*
- **DO NOT pack up your booth early!**  
*No unsold merchandise will be permitted to be removed from the hall prior to 5 PM on Sunday. Exhibitors moving out early will not be welcome at future shows.*



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## Tips for a Great Show!

1. Promote your presence at the show in advance. Offer "SHOW ONLY" prices. Share those deals with us and we'll share via our large social media network. Contact Sonia Barreau at [barreau.sonia@gmail.com](mailto:barreau.sonia@gmail.com) for more information.
2. Remember that you are going to be spending long hours on your feet so wear comfortable shoes.
3. Order all booth needs early (See the deadline page for advance rate order deadlines.) You'll save money. Check when you arrive to make sure that you have everything that you requested, and bring copies of your order forms with you.
4. Do not instruct customers to return another day to exchange items – without a weekend pass, attendees must pay each day.
5. Set up early.
6. Be in your booth early. Doors will open promptly at 3 PM on Friday and 10 AM on Saturday and Sunday.
7. Never leave your exhibit unattended. There will *always* be someone at your booth wanting to buy the moment you walk away.
8. Make your booth inviting. Don't barricade yourself inside.
9. Do not allow your staff to read books or magazines or their mobile devices (and don't do it yourself) in your booth. Customers hate to disturb someone happily engrossed in reading.
10. People are more likely to visit you in your booth if you are standing up and looking attentive. Smile and invite them into your booth. Customers don't want to interrupt you if you are all sitting around engrossed in a conversation.
11. Offer service, advice and a friendly face – people always return to places they feel welcome.
12. Have a drawing for a special item – an excellent and easy way to develop a mailing list.
13. Come to the show prepared.
  - Bring your own hand truck or cart.
  - A broom for sweeping out your space at night.
  - An extension cord. Your power source is not always where you need it!
  - An electrical power strip.
  - Sheets for covering your merchandise at night.
14. Accidents Happen! With so many animals on the show floor all weekend, accidents will absolutely happen. While we work with a pooper scooping company to help clean-up messes in the aisles, we ask that you also come prepared with cleaning supplies to help take care of messes that may happen in the immediate vicinity of your booth. We are all in this together!