



Super Pet Expo™ I.COM

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

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. No solicitation outside of booth space—including the collection of donations—is permitted.
- **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 Candice Cooley at candice@coolridermarketing.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. Remember to look HAPPY even if you are not totally feeling it! We will have tons of dogs wagging tails and ready to meet you, so you will probably be happy!
12. Offer service, advice and a friendly face – people always return to places they feel welcome.
13. Have a drawing for a special item – an excellent and easy way to develop a mailing list.
14. 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.
15. 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!