



# Super Pet Expo™ .COM

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

Dear Exhibitor:

***Welcome to Super Pet Expo in Edison ... New Jersey'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 make yourself aware of all the deadlines, show rules and regulations. A checklist regarding all the pertinent information is included in the kit which provides substantial discounts regarding your show needs.

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 outdoor/billboard advertising. We also encourage you to promote the event and your booth number through any social media you use.

We appreciate your business and look forward to seeing you in Edison. If you have any questions or need our help in any way, contact me directly 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