



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

March 1-3, 2024

**New Jersey Convention & Exposition Center
RARITAN CENTER
Edison, NJ**

EXHIBITOR SERVICE KIT

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

www.superpetexpo.com

Contact Gail Schell, Director of Operations
for any questions at gschell@allshowservices.com or
call 502-376-8728



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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.

Sincerely,

Gail Schell

Gail Schell
Operations Manager
gschell@allshowservices.com
502-376-8728



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MOVE-IN, SHOW HOURS and MOVE-OUT

SET-UP	Thursday, February 29	11 AM – 6 PM	All Vehicles Including Trucks & Vehicles with Trailers
	Friday, March 1	8 AM – 2 PM Carts ONLY after 12 PM	Cars, SUV's, Vans ONLY – NO TRUCKS OR TRAILERS Drive In - From 8 AM – 12 PM ONLY After 12 PM, all items must be hand carried or carted into the show - no vehicles will be allowed in the exhibit hall.
EXHIBIT HOURS	Friday, March 1	3 PM – 8 PM	Booth Must Be Complete By 2 PM
	Saturday, March 2	10 AM – 7 PM	Exhibitors Allowed in at 9 AM
	Sunday, March 3	10 AM – 5 PM	Exhibitors Allowed in at 9 AM
BREAKDOWN	Sunday, March 3	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

Move-In

February 29 – Thursday

MOVE-IN & SET-UP BOOTH DISPLAY FROM 11 AM UNTIL 6 PM

- Trucks and vehicles with trailers are permitted to drive into the exhibit hall Thursday – starting at 11 am.
- 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 1 – Friday

MOVE-IN & SET-UP BOOTH DISPLAY. VEHICLES (**NO TRAILERS**) UNTIL NOON.

CARRY-IN ONLY 12 PM - 2 PM.

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

Move-Out

March 3 – 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.
- When you move out, your booth space must be completely cleared of all trash and materials.
- The overhead door will open at 6 PM (1-hour after close of show). Vehicles will be permitted inside the hall at 6 PM on a first-come, first-serve basis.



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EXHIBITING DETAILS & SHOW FACTS

SHOW LOCATION: New Jersey Convention & Exposition Center at Raritan Center
97 Sunfield Avenue
Edison, NJ 08837
732-417-1400
www.njexpocenter.com

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

DEADLINE FOR DISCOUNT SERVICES – ELECTRICAL, WIFI, TABLES, CHAIRS, SHIPPING, ETC. February 16, 2024.

- The New Jersey Convention and Expo Center offers significant discounts when ordering electrical, WiFi, etc. in advance. <https://marketplace.njexpocenter.com/>
- General Exposition Services offers significant discounts when ordering tables, chairs, etc. in advance of February 16, 2024. Please contact them at info@generalexposition.com or 610-495-8866.
 - Click here to order: <https://www.generalexposition.com/online-servicekit.php>
 - Use Exhibit code: **SUPERPET24**

SHIPPING DIRECT TO THE CONVENTION CENTER:

- Any exhibitor materials that are shipped to the facility arriving on Thursday, February 29 or Friday, March 1 will be accepted by Show Management. Shipping label should include:
 - New Jersey Convention & Exposition Center at Raritan Center – Super Pet Expo
Company Name and Booth Number
97 Sunfield Avenue
Edison, NJ 08837
- 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 arriving prior to February 29 should work directly with General Exposition Services. There will be material handling fees if you work directly with them.

AUTOMOBILES IN BOOTHS

- Companies having a vehicle in their booth must notify Show Management at least 2 weeks prior to Move-In. A vehicle is only allowed ¼ tank of gas or less, the battery must be disconnected, and gas cap must be taped or locked. Keys are to be held in the Show Office. The Edison Fire Marshal checks all vehicles prior to show opening.



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EXHIBITING DETAILS & SHOW FACTS continued...

NEW JERSEY DIVISION OF TAXATION REQUIREMENTS:

- New Jersey sales tax rate is 6.625% and must be collected on all retail transactions. All exhibitors selling products must submit NJ Tax Form NJ-REG to collect sales tax. **You must complete the NJ-REG at least 15 days before you begin business in New Jersey.** <https://nj.gov/labor/handbook/formdocs/FormIntroNJREG.html>
- You can register your business online in New Jersey here: <https://www.njportal.com/DOR/BusinessRegistration/>
- Frequently asked questions and answers can be found here: <http://www.state.nj.us/treasury/taxation/vendorpromoter.shtml>
- Companies that have questions regarding New Jersey Division of Taxation registration and taxes should contact Steve Varites at Steve.Varites@treas.nj.gov or 609-203-3259.
- The New Jersey Division of Taxation often canvasses shows. Please be prepared to avoid on-site challenges.

BOOK YOUR HOTEL ROOM: DEADLINE to Book: **Monday, January 29, 2024**

Rates valid: Start Date: Wednesday, February 28, 2024 - End Date: Monday, March 4, 2024

Courtyard Edison Woodbridge (*THIS IS THE ONLY OFFICIAL HOTEL)

3105 Woodbridge Ave.

Edison, NJ 08837

\$94/night

Note: This hotel is not pet friendly.

Make your reservations now – [CLICK HERE](#)

FOOD & BEVERAGE (Human Food) – SALES & SAMPLING GUIDELINES

- 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 Annie Daidone with Featured Catering. She can be reached at adaidone@featuredcatering.com or 201-815-0827.
- Note: Food and beverage items that are consumed onsite are subject to a 35% commission on total sales to Featured Catering. Beverages such as bottled water and soda are not permitted to be sold.
- All food vendors including those sampling anything are required to have an Edison Health Department temporary food permit. Cost is \$75. <https://edisonnj.rja.revize.com/forms/44>

DIGITAL ADS

- Our most successful exhibitors promote themselves being at the show. This type of pre-show promotion will benefit everyone. We have created several different digital files that can be used on websites, in email, social, etc. Tag us if you are social and let the fun begin. Get your free digital ads through the Super Pet Expo Website: <https://www.superpetexpo.com/exhibit>.



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EXHIBITING DETAILS & SHOW FACTS continued...

INSURANCE:

- All exhibitors must have a commercial general liability policy of not less than \$1,000,000.00 naming Super Pet Expo (SPE) as an additional insured. Exhibitor agrees to carry adequate personal and property damage liability and workers' compensation insurance. Certificates of insurance must be furnished by Exhibitor if requested by SPE and must be available on-site during the event. Failure by SPE to request proof of insurance shall not relieve Exhibitor from carrying proper coverage. Exhibitor understands that SPE does not maintain insurance covering Exhibitor's property or person and it is the sole responsibility of Exhibitor to obtain such insurance.
- If you do not already have insurance, you can purchase it for \$65 plus tax from Total Event: Go to: <http://tinyurl.com/37vuyrc8>
- Email your certificate of insurance for liability and workman's compensation to info@allshowservices.com

REVIEW AND PREPARE THE NJ HEALTH REQUIREMENTS GOVERNING ANIMALS (excluding dogs and cats):

- It is the responsibility of the Exhibitor to provide "Proof of Certification" on-site for certain animals. Health Certificates must be available for all animals other than dogs and cats. (See links below) Questions? Contact Katherine Szostak, Assistant Biologist, New Jersey DEP Fish and Wildlife, Katherine.Szostak@dep.nj.gov , 609.223.6055. **If you are mailing in your permit information please put SUPER PET EXPO on the first page so it can be expedited.**
 - NJ Exotic and Nongame Permit Regulations: <https://dep.nj.gov/wp-content/uploads/njfw/possession-of-nongame-and-exotic-wildlife-regulations.pdf>
 - [Exotic & Nongame Animal Exhibit Permit – Renewal Application](#) (if you need the initial application please e-mail Katherine.Szostak@dep.nj.gov)
 - If you are selling exotic and nongame species a Pet Shop – Retail Sales permit is required [Exotic and Nongame Pet Shop Retail Sales – Initial Application](#) (PLEASE CONTACT Katherine.Szostak@dep.nj.gov)

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 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 kpeterson@allshowservices.com.



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EXHIBITOR ADMISSION DETAILS/POLICY

RETAIL BOOTHS

Super Pet Expo uses WRISTBANDS to identify Retail 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 at 1 PM and will be staffed throughout the show weekend.

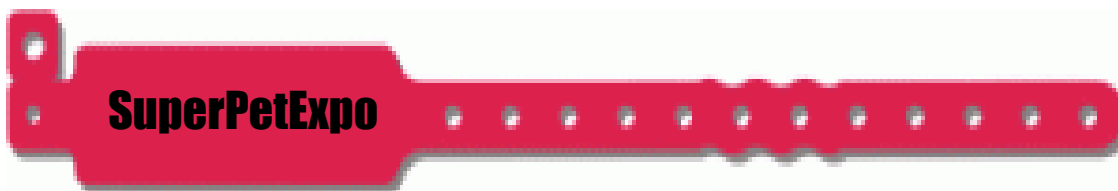
As your personnel arrive to work the show, they will report to Exhibitor Check-In and receive a wristband from your allotment. Wristbands are valid all weekend, so only one visit to Exhibitor Check-in will be necessary. **Once your allotment of wristbands is gone, they are GONE.** Wristband distribution 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

Additional wristbands are \$10 each and can be purchased by contacting Kate Peterson at kpeterson@allshowservices.com.



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EXHIBITOR ADMISSION DETAILS/POLICY

NON-PROFITS (INCLUDING RESCUES & SHELTERS):

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) no later than **Thursday, February 29 at Noon.**
- Due Insurance Regulations, Minors (under 16 years of age) will NOT be permitted to use a One-Day 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 to place your order.

- 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**
 - *In the area of your booth space that is within 5' of the aisle and 10' of a neighboring booth, the display needs to be under 4' high. If an issue, you will need to adjust your display.*
- **Exhibitors and their activities must be contained within the booth perimeter**
 - *Merchandise, displays and/or animals must stay inside your booth space. No solicitation outside of booth is allowed.*
- **Tents/Canopy – Fire Marshal Rules – Please notify Rick@AllShowServices.com if you plan to set up a tent**
 - Tents MUST be approved in advance
 - A 10x10 is the largest allowed. No exceptions.
 - Multiple tents/canopies in a row are not allowed.
 - Tents/canopies must be fire-rated. Proof required.
- **Shelters and Rescues must keep all pets and cages / X-Pens within their Booth Space**
 - *You are not allowed to have pets and/or volunteers hanging out in FRONT of your booth space.*
- **Shelters and Rescues cannot collect donations anywhere except in their booth**
 - *You are not allowed to walk the show floor collecting donations.*
- **All Display Vehicles must be approved and registered with the Expo Center 2-weeks Prior to Show**
 - *Vehicles need to have less than ¼ tank of gas, lock or tape gas cap and batteries must be disconnected.*
- **No affixing of any materials to the facility**
 - *This includes materials such as paste, tape or other adhesives 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.*
- **One company per booth – No sharing space!**
- **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 – this is limited to cars, vans, and SUVs. Large trucks and trucks with trailers are only allowed in on Thursday.*
- **Exhibitors must provide their own carts and/or dollies – none are available for use/rent**
- **Use only the specified entrance and exit**
 - *Opening of other interior doors creates a security breach which endangers you and your merchandise.*
 - *Do not prop doors open at any time.*
- **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" offers. Share those deals with us and we'll share via our large social media network. Contact Sonia Barreau at 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 electrical and furniture early. 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. Order ASAP.
4. Do not instruct customers to return another day to exchange items – without a weekend pass, attendees must pay each day.
5. If you plan to sell any animals at the Show, please review the Department of Fish and Wildlife information on page 7 and have all the required permits.
6. Be in your booth early. Doors will open promptly at 3 PM 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 be on 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. Ask them about their pet.
11. Offer service, advice and a friendly face – people always return to places they feel welcome.
12. Have a drawing for a special item – this is an excellent and easy way to develop a mailing list.
13. Accidents Happen! With so many animals on the show floor all weekend, accidents will absolutely happen. While we will have a team to help clean up messes in the aisle, 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!
14. Come to the show prepared. Bring the following:
 - 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!
 - Electrical power strip.
 - Sheets for covering your merchandise at night.



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STAFFING & BOOTH BEHAVIOR

One of the most important responsibilities we as show organizers have is to ensure a level playing field for each and every exhibitor. **By contract, exhibitors are required to limit their sales activity to within the confines of their booths.** The desire to “work the aisles” is understandably attractive. However, such behavior is not only contractually prohibited, it’s counter-productive.

Attendees do not want to be accosted by salespeople. In fact, when they encounter that behavior, many will not even proceed down that aisle. Not only does the offending exhibitor miss out on potential business, but so does every exhibitor further down the aisle. We want attendees to feel welcome, not intimidated. Most are here to learn, to see, and to buy products and services.

Please be aware of the following rules governing booth behavior, as they will be strictly enforced:

1. No part of your display, including product & signage, may extend into the aisle.
2. Exhibits must be staffed during ALL show hours. Booth personnel may conduct business *only* within the confines of their purchased booth space. The intent of this rule is to simply eliminate the engagement of prospects in the aisles.
3. Keep the number of staff in the booth to a reasonable number at all times. Having more than three (3) staff persons per 10x10 is more likely to intimidate than entice.
4. Make sure your booth signage clearly defines what you are selling. If attendees like what they see, they will stop to look and, hopefully, enter into a conversation with you. If they don’t, no amount of “hawking” or “huckstering” is going to make any difference.
5. Breaking down or moving out booths before the close of the show on Sunday is strictly prohibited. Exhibitors who do break down early will risk any future participation in any All Show Services events. Please notify your staff in charge of breakdown.

If you have any questions, feel free to contact Rick Dobson - rick@allshowservices.com or 301-564-4050 x104.