



# Super Pet Expo™ .COM

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

## 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](mailto:rick@allshowservices.com) or 301-564-4050 x104.