



Super Pet Expo™ .COM

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

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 Alex@allshowservices.com for more information.
2. Remember that you are going to be spending long hours on your feet so wear comfortable shoes.
3. MARCH 6th is the deadline date to order early. Order all booth needs 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.
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 *a/ways* 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!