



Super Pet Expo™ I.COM

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

March 18-20, 2022

**Dulles Expo Center
Chantilly, VA**

EXHIBITOR SERVICE KIT

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

info@allshowservices.com
www.superpetexpo.com



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Dear Exhibitor:

Welcome to Super Pet Expo in Chantilly... DMV'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 of 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
- 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 magazine advertising. You can also take part in promoting the event - simply use your current social media and share our sites to let your customers know where you will be.

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

Sincerely,

Bob O'Loughlin

Bob O'Loughlin, Sales Manager

Bob@allshowservices.com

301-564-4050 x104



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MOVE-IN, SHOW HOURS and MOVE-OUT

SET-UP	Thursday, March 17	2 PM – 6 PM	All Vehicles Including Trucks & Vehicles with Trailers
	Friday, March 18	8 AM – 2 PM	Cars, SUV's, Vans ONLY – NO TRUCKS OR TRAILERS Drive In - From 8 AM – 12 PM ONLY After 12 noon, all items must be hand carried or carted into the show – vehicles will not be permitted to enter the building.
EXHIBIT HOURS	Friday, March 18	3 PM – 8 PM	Booth Must Be Complete By 2 PM
	Saturday, March 19	10 AM – 7 PM	Exhibitors Allowed at 9 AM
	Sunday, March 20	10 AM – 5 PM	Exhibitors Allowed at 9 AM
BREAKDOWN	Sunday, March 20	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

March 17 – Thursday

MOVE-IN & SET-UP BOOTH DISPLAY FROM 2 PM UNTIL 6 PM

- Trucks and vehicles with trailers are permitted to drive into the exhibit hall today.
- 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 18 – Friday

MOVE-IN & SET-UP BOOTH DISPLAY. VEHICLES (**NO TRAILERS**) 8 AM - NOON.
CARRY-IN UNTIL 2 PM.

- Drive-in access to the hall from 8 AM to 12 noon. All vehicles must be removed by 12:00 PM.
- Passenger vehicles, vans, SUV's and pick-up trucks can drive into the exhibit hall on a first-come, first-served basis.
- No trucks or vehicles pulling trailers are allowed into the Exhibit Hall on Friday.
- A 30-minute limit will be imposed.
- Please:
 1. Unload Materials
 2. Remove Vehicle
 3. Set-Up Booth

March 20 – 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.
- The overhead door will open at 6 PM (1-hour after close of show). Vehicles permitted inside the hall at 6 PM on a first-come, first-serve basis. (Cars, vans and SUVs ONLY until space is ready for trucks and trailers)
- When you move-out, your booth space must be completely cleared of all trash and materials upon leaving.



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EXHIBITING DETAILS / SHOW FACTS

LOCATION: Dulles Expo Center
4320 Chantilly Shopping Center
Chantilly, VA 20151
703-378-0910
www.dullesexpo.com

SHOW DETAILS HERE: <https://www.superpetexpo.com/exhibit> - Drape colors are black.

DEADLINE FOR DISCOUNT SERVICES IS March 6, 2020 – for ELECTRICAL, WIFI, TABLES, CHAIRS, CLEANING, SHIPPING, ETC. DRAPE COLORS ARE BLUE AND WHITE.

- The Dulles Expo Center offers significant discounts when ordering electrical, wifi, cleaning, etc. in advance. https://www.dullesexpo.com/page_exbtr_services.html Or contact Khrysta Sink at 703.766.1312 or ksink@dullesexpo.com.
- Hale Expo Services offers significant discounts when ordering tables, chairs, etc. in advance. Click here for ordering details: <https://www.superpetexpo.com/exhibit> Contact Hale Expo Exhibitor Services directly at csr@haleexpo.com with any questions.

BOOK YOUR HOTEL ROOM: Offer Expires March 7, 2022

- The Holiday Inn Chantilly Dulles Expo is our official show hotel. It's adjacent to the Expo Center.
- \$89 per night includes breakfast buffet for up to two people on Friday, Saturday and Sunday.
- Group Code – FM9 - Book early. Call 1-888-269-9583 or [BOOK ONLINE](#).
- The hotel will not charge a pet fee BUT only for the first five (5) reservations. If you have a pet, please email Eric Udler at eudler@allshowservices.com after you make the reservation.
- Cancellation Policy: 24 hours prior to the day of arrival to avoid any charges.

AUTOMOBILES IN BOOTHS

- Companies having a vehicle in their booth must make sure there is one-eighth (1/8th) tank of gas or less, disconnect one cable on the battery, tape the gas cap, place wheel chocks or triangular pieces of wood in front of the front left tire and rear right tire and turn-in a key to the Show Office. The Fire Marshal checks all vehicles prior to show opening. Please email info@allshowservices.com by March 1, 2022 if you plan on having a vehicle in your booth.

FOOD VENDORS (Human Food):

- Companies selling or preparing human food in their booth are required to get written permission from the Dulles Expo Center in advance of the show. Details here: https://www.dullesexpo.com/page_food.html



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EXHIBITING DETAILS / SHOW FACTS continued...

INSURANCE:

- All exhibitors are required to submit proof of liability insurance or they will not be allowed to exhibit. If you do not have insurance, you can purchase it for \$65 plus tax from Total Event Darby. <https://tinyurl.com/2p8rtmfj>
- Email info@allshowservices.com your certificate of insurance for liability and workman's compensation.

SHIPPING DIRECT TO THE CONVENTION CENTER:

- Any exhibitor materials that are shipped to the facility and arrive on Thursday, March 17 or Friday, March 18 will be accepted by Show Management. Shipping label to include:
 - Dulles Expo Center – Super Pet Expo
COMPANY NAME AND BOOTH NUMBER
4320 Chantilly Shopping Center
Chantilly, VA 20151
- We are not responsible for loss of materials since we simply accept shipments and deliver boxes to your booth. In 21 years of producing shows, we have never had any problems. Check your insurance to make sure you are covered in case of theft. Exhibitors wishing to ship materials that arrive in advance of move-in should work directly with Hale Expo at 716-896-8908 or Info@HaleExpo.com. There will be material handling fees.

COMMONWEALTH OF VIRGINIA DEPARTMENT OF AGRICULTURE REQUIREMENTS FOR EXHIBITORS:

- Any exhibitor that sells pet foods, treats or animal remedy products must be licensed in the Commonwealth of Virginia. You are required to have a Commercial Feed License and registrations for all packaged products. BEFORE offering your product for sale, you must obtain a license or written verification from the Commonwealth of VA office that they have received your application. Failure to do so can result in withdrawal of distribution orders.
- Additional information is available at: <http://www.vdacs.virginia.gov/plant-industry-services-agricultural-commodity-inspection.shtml#feed>

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 Alex at alex@allshowservices.com.

VIRGINIA DEPARTMENT OF TAXATION REQUIREMENTS

- Virginia sales tax is 6% and must be collected on all retail transactions.
- The Virginia Department of Taxation often canvasses shows. Please be prepared to avoid on-site challenges.
- For more information visit: <https://www.business.tax.virginia.gov/tax-eforms/st9-withschedule.php>



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EXHIBITOR ADMISSION DETAILS

EXHIBITOR ADMISSION POLICY – **RETAIL BOOTHS**

Super Pet Expo uses WRISTBANDS to identify 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.

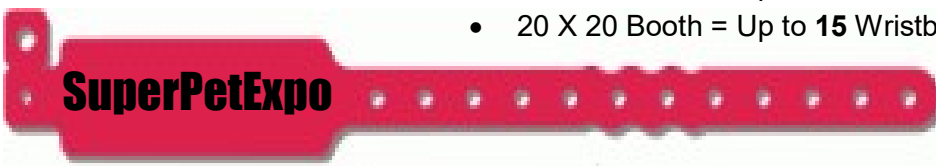
Exhibitor Check-In will open during set-up on Friday morning and will be staffed throughout the show weekend.

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



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EXHIBITOR ADMISSION 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
- **Due to Labor Laws and Insurance Regulations, Minors (under 16 years of age) will NOT be permitted to use an Exhibitor 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 order them.

- 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**
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.
- **No tents larger than 10x10 we be permitted on the floor as per the Fire Marshal**
- **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 4-weeks 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 remember to 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 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 *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!