

General Vendor Guidelines

Account Balances

Final payment for all exhibit space must be made on time and prior to set-up. Credit card, money orders and cash are the only forms of payment accepted within 14 days of the show. Show Management reserves the right to refuse entry to any exhibitor whose account has not been paid in full.

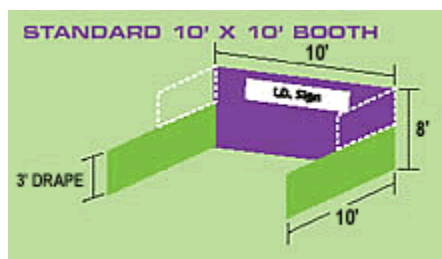
Advertising

There will be an extensive advertising and promotion schedule running in newspapers beginning two (2) weeks prior to the event and building to a very heavy promotion schedule prior to the show. This schedule will include television, newspaper, radio, internet, outdoor/billboard and PR.

Balloons

Balloons filled with helium or other gases that cause the balloon to rise are not permitted. Wooden stick attachments to the balloons are not permissible.

Booth Diagram



Mandatory Exhibit Space Requirements

Exhibits shall be arranged so that they do not obstruct the general view nor hide the exhibits of others. Booths with specially built displays must have approval prior to set-up. Plans must be submitted in writing to Show Management. Booths come equipped with an eight (8) foot backdrop, two draped side rails (36" high) and a company identification sign. Unless written permission is secured from Show Management in advance, back walls including signs, shall not exceed the height of the backdrop and they must be free standing. You may go the height of the backdrop, on the sides of your exhibit, up to one half the distance from front to back of your booth. The remaining distance must not exceed four (4) feet. Show Management reserves the right to request that exhibitors change their set-up for any reason.

Booth Staffing

Each booth must be open for business for the entire duration of the show. Failure to do so may result in your expulsion from the show and/or not being invited to participate in any future shows.

Cash Registers

Some exhibitors use cash registers for sales tax and inventory purposes. We recommend that they be concealed from the customer's view. If you need a phone line for credit card processing, there will be an additional fee.

Exhibitor Pins (Badges)

Exhibitor Pins will be issued on-site (they are not mailed in advance) at Exhibitor Check-In. Pins cannot

be transferred to others. If exhibitors plan to leave the Show during the day, the only way they will be readmitted is with an Exhibitor Pin. The number of Exhibitor Pins included with your exhibit space is shown below. If you anticipate more workers than your maximum number of pins, you can buy additional pins in advance for \$9 each and at the show for \$12 each. There will be no exceptions.

If you do not have enough Exhibitor Pins, plan ahead and purchase more pins. Pins will be available to pick-up at Exhibitor Check-In during move-in and show hours. **It is imperative that all exhibiting personnel be informed as to how they will gain access to the exhibit hall. They must have an Exhibitor Pin (good for all days of the Show). Otherwise they must buy a one-day admission ticket from the box office.**

Exhibitor Pins are only to be used by personnel working the booth. The pins are not a free ticket to neighbors, friends, relatives or employees not working the booth. Misuse of Exhibitor Pins will jeopardize participation in future shows.

Please note that **children under 16 may not be issued an exhibitor pin.** There are no exceptions. It is an insurance regulation. If you bring your child with you, you will need to buy them a ticket. You may pre-order a special Children's Ticket that will be available at Exhibitor Check-In so that you do not need to stand in the ticket line.

Exhibitor Pin Allotment

Booth Size	Number of Exhibitor Pins
10' x 10'	5
10' x 15'	5
10' x 20'	7
20' x 20'	10
Extra exhibitor pins may be purchased in advance for \$9 each and at the show for \$12 each.	

Deliveries

Any deliveries coming to the show must be directed to The Official Decorator. Details are included in the Exhibit Service Kit. Please include your name and booth number on any deliveries.

Fire Regulations

All exhibitors are responsible for following the fire regulations set forth by the Fire Marshall including, but not limited to fire proofing materials, keeping aisles clear and proper storage of boxes, etc. ALL decorative materials in your booth need to be fire proof. Keep all aisles clear, and properly store all items within your booth. Any material that does not meet the Fire Code will be removed at the Exhibitor's expense. All motorized vehicles that will be part of the display must be inspected by the Fire Marshall before they will be allowed on the exhibit floor. They must have less than 1/8 of a tank of fuel, the battery must be disconnected once they are placed on the exhibit floor and a set of ignition keys must be given to Show Management.

Food/Beverages

No food or beverage items may be sold or distributed within the exhibit hall without written permission of Show Management and the Facility.

Handouts in the Aisles

It is against show policy for any exhibitor to hand out samples, literature, obtain leads, etc. in the aisles of the show. This activity must be done inside the booth.

Move-In

All booths are required to be set-up and ready to open one hour prior to opening. Be sure to bring your own dolly or handcart, as Show Management does not provide these for exhibitor use. Installation - unload booth and stock quickly; remove your vehicle from the exhibit floor immediately so others may access this area. After moving your vehicle, return to your booth to arrange your stock.

Move-In takes place on Thursday between 3pm and 6pm and on Friday between 8 AM and 3 PM. Trucks and vehicles with trailers are ONLY allowed to drive into the exhibit hall on Thursday. No exceptions. On Friday from 8 AM until Noon, cars, SUVs and vans will be allowed to drive into the exhibit hall. At 12:30 PM, all vehicles must be removed from the exhibit floor. Exhibitors may use carts and hand trucks at any time.

Move-Out

You may bring your vehicle into the hall for move-out only when your booth is completely disassembled and stock is boxed. Exhibitors are not permitted to dismantle their exhibits or do any packing prior to the official closing of the show. Show rules require that all exhibits remain intact until the show has been officially closed by Show Management. Any exhibits remaining in the hall after move-out hours will be removed and stored at the exhibitor's expense. Super Pet Expo shall not be responsible for any damage incurred in the removal and storage of exhibits.

Move-out takes place from 5 PM to 8 PM. No vehicles are allowed to pull into the exhibit hall until 6 PM. Cars and SUVs (including vans) have priority to move into the exhibit hall. All materials must be removed from the exhibit hall by 8 PM.

Insurance

Super Pet Expo has general liability insurance covering the show. Insurance does not cover the exhibitor's exhibit, contents, visitors within the confines of the exhibitor's leased space, or exhibitor's personnel. All exhibitors must provide our office with a "CERTIFICATE OF INSURANCE." Chandler Venture Group Inc. must be named as an additional insured. The minimum limits of liability acceptable will be \$1,000,000 combined single limit bodily injury and property damage liability, including personal injury liability and contractual liability. SPE will not be responsible for any injury, damage or theft occurring on the way to or from the show. Any questions regarding insurance should be directed to Nadia Kader or 301-564-4050 x103.

Noise Generated in Booth

If you plan to use items in your booth which produce sound, for example, audio system, music, DVD, VCR, etc. you must keep the volume low enough so that your neighbors may freely talk with attendees. Any music used in your booth must be licensed or approved for public usage. Show Management reserves the right to request the volume be adjusted for any reason.

Pets

Pets are allowed (and encouraged) in your booth. Please make sure that your pets remain inside the

confines of your booth. Cages, kennels and pets are not permitted to obstruct the aisles. Remember - consumers who come to the show are fellow pet owners and pet lovers.

Public Address System

The public address system is used for stage programming announcements and emergency announcements only.

Questions, Complaints, or Demeanor

All questions, problems and complaints must be brought to the attention of Show Management. Do not question or contact show staff (many of which are temporary personnel) regarding concerns about the show. We encourage you to list all concerns in writing and submit them to the show office. Super Pet Expo will not tolerate abusive, unprofessional, or disruptive behavior from any exhibitor or their helper(s).

Raffles/Drawings

Any raffles, drawings, contests, promotional giveaways or similar activity in the booth area of the exhibitor must be held in compliance with local and state governing laws. Super Pet Expo must be notified in advance of such giveaways. Any promotional prizes and giveaways must be drawn for at the show. The winner name(s), address, and phone number must be given to Super Pet Expo at the conclusion of the show.

Security

There will be twenty-four (24) hour security beginning at move-in and running through move-out. We provide the highest quality security available, but we do not guarantee against loss or breakage of any item(s). Therefore, it is wise to use foresight and planning when deciding on when to bring in or take out display articles. Keep all personal valuables in an area that you can maintain eye contact and in which you are the only person authorized to be there. Do not keep valuables behind curtains where people would have access. Remember that you are the seller! Beware of people unfamiliar to you, offering you goods for sale. Exhibitors who live out-of-town are the people thieves prey upon, as out-of-towners seldom prosecute. Opening and closing times are for your benefit. Do not expect to enter the exhibit hall early. This allows all exhibitors to enter at the same time to watch their merchandise.

Smoking

Local ordinances prohibit smoking in facilities where we produce shows. It is strictly enforced. Smoking is prohibited throughout the show. You must exit the buildings if you must smoke, and stay clear of the entrance doors.

Signage

One (1) exhibitor identification sign will be issued to each exhibitor. ID signs are 7" x 44" and are used primarily by the Decorator to identify your booth for deliveries. We recommend you provide additional signage to 'brand' your booth. If the name on your sign is to be anything other than your company name or the name you have already indicated on your Exhibit Space Agreement, you must submit in writing how you want your sign to read. THE EXHIBITOR WILL PAY FOR ANY NAME CHANGES THAT CAUSE A SIGN TO BE REPRINTED DURING THE SHOW, if possible. We are able to order your sign at no charge up to two weeks prior to show time; after that, the show decorator will charge up to \$25 per sign. Exhibitors may not pin or tape signs or pictures to the back drape. Signs may be hung with S-hooks (available at no charge from the decorator) from the pipe on the back drape. Signs must be professionally made and of appropriate nature. Super Pet Expo reserves the right to remove signs determined to be unacceptable.

Sales Permits

State law requires that all merchants be registered in order to make retail or wholesale transactions in the State. Exhibitors selling anything in the Exhibit Hall must contact the appropriate department of taxation for the venue of the show - for more information see the Exhibitor Service Kit - no later than two (2) weeks before the show. A copy of your permit must be in your booth BEFORE any merchandise is sold.