



SuperPetExpo™ **.COM**

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

EXHIBITOR SERVICE KIT

Super Pet Expo
February 25-27, 2011

Valley Forge Convention Center
King of Prussia, PA

Super Pet Expo
Phone: 301-564-4050
Fax: 866-786-8025
info@superpetexpo.com
www.SuperPetExpo.com



January 2011

Dear Exhibitor:

Welcome to Super Pet Expo in King of Prussia, PA – Philadelphia's Only Pet Show!

Here's the official Exhibitor Service Kit and all the information that you require to insure a successful show. **Please read through the kit thoroughly** and make sure you do not miss any deadlines, or show rules and regulations. A checklist with due dates and deadlines is included in the kit to make sure you receive substantial discounts by ordering your tables, chairs, electricity and other services early and before the deadline dates.

Within this packet, you will find the following:

1. Show Fact Sheet
2. Exhibitor checklist
3. Customer Invitation
4. Hotel Accommodations
5. Directions and Map
6. Exhibitor Information & Show Rules
7. Furniture Rental Order Form (send directly to Alliance Exposition)
8. Shipping Order Form (send directly to Alliance Exposition)
9. Electrical Order Form (send directly to Valley Forge Convention Center)
10. Telephone Order Form (send directly to Valley Forge Convention Center)
11. Internet Order Form (send directly to Valley Forge Convention Center)
12. Additional Exhibitor Pin Order Form
13. Tips on Having a Great Show
14. Floor Plan
15. Exhibitor List to Date

NOTE: Discount admission is available for your customers and friends. We encourage you to invite your customers and friends to visit you at the Show. If they buy tickets online at www.superpetexpo.com they will save 37% by entering the coupon code EXHPA11. In addition, kids attend free when tickets are bought online!

Marketing is a key ingredient for a successful event. We have a comprehensive campaign that includes radio, television, newspaper and outdoor/billboard advertising, but we need your help as well. Inviting your customers and friends to the show through mailing and e-mailing discount coupons will further build a more successful even for everyone!

We appreciate your business and look forward to seeing you in a few weeks. If you have any questions or need our help in any way, contact Nadia Kader at 301-564-4050 x103 or email Nkader@superpetexpo.com.

Sincerely,

Liz Masich

Liz Masich
Group Show Director

Super Pet Expo
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Fact Sheet

Show Location

Valley Forge Convention Center (VFCC)
1160 First Avenue
King of Prussia, PA 19406
610-337-2000
www.vfconventioncenter.com

Show Dates & Hours

Set-Up:	Thursday, February 24	3 PM to 6 PM
	Friday, February 25	7 AM to 3 PM

Unfortunately the facility does not allow vehicles to drive into the hall. All vehicles must unload in the exhibit hall tunnel which is adjacent to the hall. The furthest anyone will have to walk is 150 feet. All Exhibitors must come prepared with hand trucks and/or carts to move their merchandise to their booth.

Exhibit Hours:	Friday, February 25	4 PM to 9 PM
	Saturday, February 26	10 AM to 7 PM
	Sunday, February 27	10 AM to 5 PM

Exhibitors may enter the Exhibit Hall at 9 AM on Saturday & Sunday.

Tear Down:	Sunday, February 27	5 PM to 9 PM
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Show Information

8' Back wall Drape:	Blue & Gray
3' Sidewall Drape:	Blue & Gray
Exhibit Hall Floor:	Concrete Floor

What is included in the Booth Fee

10x10 exhibit space
Company Identification Sign
Five (5) Exhibitor Pins – to be picked up at the show
Listing on www.SuperPetExpo.com

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Exhibitor Checklist

Due Date	Activity/Requirement
Immediately	<p><i>Read the information below and make sure you are meeting Pennsylvania State requirements.</i></p> <p>You are required to have a "Temporary Tax License." Call Tia Jordan-Major at Phone: 610.270.1875 Fax: 610.270.3686 Or E-mail her : Tjordanmaj@state.pa.us</p> <p>Pennsylvania Open for Business allows users to register an enterprise electronically with the Commonwealth in two ways; an online interactive interview and an on-line version of the PA-100 Enterprise Registration Form.</p> <p>The PA On-line Business Tax Registration (PA-100) will assist you in completing all applicable sections that pertain to your enterprise's individual registration needs. The On-line PA-100 may be used to register a new enterprise, add additional taxes or services, or to register a new enterprise that is acquiring all or part of an existing enterprise.</p> <p>The website is http://www.pa100.state.pa.us/</p> <p>NOTE: The Division of Taxation will be canvassing the show. You must display the above license in your booth to demonstrate that you are registered in PA.</p>
Immediately	<p>Book your hotel room at the Scanticon Hotel -- only \$105 per night. It is located "on-site" at the Valley Forge Convention Center. Call 610-337-2000 or book on-line at http://www.scanticonvalleyforge.com NOTE: This is not a pet friendly hotel.</p> <p>If you want to find a pet friendly hotel, please use this link and click on banner ad for "Hotels under \$100": http://www.superpetexpo.com/kophotel.html</p>
Immediately	Review Terms and Conditions of Super Pet Expo (back of Agreement).
Immediately	Invite your customers and friends to the show. If they buy tickets online at www.superpetexpo.com they will save 37% by entering the coupon code <u>EXHPA11</u> .
February 11	Last day to submit any forms for electricity, telephone, Internet or other related services to the Valley Forge Convention Center. Also last day to submit Additional Rental Equipment order form for tables, chairs and carpet.
February 24-25	<p>Move-in/Set-up display between 8 AM and 3 PM on Friday. Check-in with show management at Exhibitor Service Desk for information and to pick up Exhibitor pins.</p> <p>NOTE: Drive-in's to the exhibit hall are not allowed. All Exhibitors must unload in the tunnel next to the exhibit hall. All Exhibitors must come prepared with hand trucks and/or cart to move their merchandise to their booth.</p>
February 27	<p>Teardown 5 PM to 9 PM. Booth space must be completely cleared of all trash and materials. The drive-in door will open one hour after the closing of the show. Vehicles will be permitted inside the exhibit hall on a first-come, first-serve basis.</p> <p><u>NOTE: Booths may not be torn down prior to 5 PM. No booth materials or merchandise will be permitted to be removed from the Hall prior to 5 PM. Please be considerate of late day shoppers.</u></p>

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Invite Your Customers to Visit you at the Show

We encourage you to invite your customers and friends to visit your booth at Super Pet Expo. Sending an e-mail encouraging them to stop by your booth for a “show special” will further enhance your relationship. It also enables you to offer them a special discount on show admission.

Your customers are able to save 37% when purchasing tickets to our show. They must buy tickets online and use the discount coupon code **EXHPA11**. Adult admission is \$13 and by using this code your customers will be able to buy tickets for \$8.45. Plus kids 12 and under attend for free (one per adult) when tickets are purchased online.

A week or two prior to the show, send an e-mail such as the following.

Subject Line: Visit us at Super Pet Expo and Save 37% on Tickets

(Insert your company name here) will have an exhibit space at Super Pet Expo, February 25-27 at the Valley Forge Convention Center in King of Prussia, PA. We will have an exhibit space and would like to invite you to stop by booth #(insert booth # here). Save 37% on adult admission tickets when you purchase them online at www.superpetexpo.com. Just use discount coupon code **EXHPA11**. Plus kids 12 and under attend for free (one per adult) when tickets are purchased on line. Bring a copy of this e-mail to our booth and (insert special offer here). We hope to see you at the show.

There is no downside to taking a few minutes of your time and promoting your presence at the show.



Official Super Pet Expo Hotel Scanticon Hotel at the Valley Forge Convention Center

1210 First Avenue
King of Prussia, PA 19406
610-337-2000



NOT PET FRIENDLY.
Ask for the Super Pet Expo \$105/night Rate!

[The Valley Forge Scanticon Hotel](#)

If you want to find a pet friendly hotel, please use this link:

Hotels under \$100

CLICK TO FIND OUT MORE!



Please check with individual hotels to confirm that they are pet friendly.

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Directions to the Valley Forge Convention Center

1160 First Avenue • King of Prussia, PA 19406 • Phone # 610-337-2000

From Philadelphia Airport

Take I-95 South to #476 North to Route 76 West. Proceed to the Schuylkill Expressway (Rt. 76) West to Exit #327 - Mall Boulevard. Bear Right at first light onto Mall Blvd. Turn Right at next light onto N. Gulph Road and proceed approx. 1.5 miles to First Avenue.

From Philadelphia

Take Schuylkill Expressway (Route 76) West to Exit #327 - Mall Boulevard. Bear Right at first light onto Mall Blvd. Turn Right at next light onto N. Gulph Road and proceed approx. 1.5 Miles to First Avenue.

From PA Turnpike

(Route 276) Take Turnpike to Exit #326 (old exit 24) Valley Forge. Immediately take first right and merge onto N. Gulph Road. Proceed approx 1.3 Miles to First Avenue.

From Route 202 South

Take Pottstown Exit, Route 422 West to first Exit, (Bridgeport - Rt. 23 East.) Turn Right at first light (Moore Rd). Turn right at next light (First Avenue) to Hotel.

From Route 202 North

Take 202 South to Allendale Road. Turn Right. Proceed approx 2 miles to First Avenue and turn left. Proceed approx 1.5 miles to Hotel Complex on Right.

From Route 422 East

Take First Avenue Exit to Hotel.

From I-95

Take Exit 7 (Route 476 North) to Exit 16B, (Route 76 West/Valley Forge) to Exit #327. Bear Right at first light onto Mall Blvd. Turn Right at next light onto N. Gulph Road and proceed approx. 1.5 Miles to First Avenue.

By Air

All major airlines fly into Philadelphia International Airport. Tropiano Shuttle (215) 643-5397 provides limousine service every hour on the hour for the 45 minute ride to the airport. Cost is \$20.00 - \$25.00



Exhibitor Information and Show Rules

- No damage to the facility including driving any nails, hooks, tack, or screws.
- No affixing of anything to the facility by means of paste, tape or other adhesive including duct tape, plastic double-sided tape, or masking tape.
- No flammable materials, such as bunting, tissue paper, crepe paper, etc. shall be used. All materials used for decorative or advertising purposes must be treated with a flame retardant.
- Smoking is prohibited at all times inside the building
- There is no sharing of booths...one company per booth.
- During move-in/out, vehicles are permitted into the tunnel for loading/unloading **only**. This will be done on a first-come, first served basis. You will need to check in with the Super Pet Expo staff before entering the tunnel with your vehicle.
- Carts and/or dollies are permitted. Exhibitors will need to provide their own.
- Pennsylvania Sales Tax (currently 6%) must be collected and paid by Exhibitors.
- Helium tanks and helium balloons are strictly prohibited.
- Use only the front entrance to exit. Opening of other interior doors creates a security breach, endangering you and your merchandise.
- Your booth cannot block sight lines of neighboring Exhibitors.
- Merchandise, displays, and animals must stay inside your booth space. You may not spill out into the aisles.
- 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.



ADDITIONAL EXHIBITOR PIN ORDER FORM - PA

Each 10x10 Booth comes with five (5) complimentary exhibitor Pins -- 10x15's and 10x20's have seven (7), 20x20's have ten (10). These pins may be used by multiple people if they are returned to the Exhibitor Check-In desk when someone leaves the Hall. If you anticipate having need for more exhibitor Pins you may pre-order them, and they will be available at the Exhibitor Check-In. Pre-ordering them will make it easier on your exhibit staff, as they will not need to have to come up with the cash on-site.

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 Child Day Ticket that will be available at Exhibitor Check-In, so that you do not need to stand in the ticket line.

We need additional Exhibitor Pins:

	<u>Quantity</u>	<u>Advance</u>	<u>At Show</u>	<u>Total</u>
Exhibitor Weekend Pin	_____	\$9.00 each	\$12.00 each	\$ _____
Child Day Ticket	_____	\$5.00 each	\$6.00 each	\$ _____

Please provide names of the people picking up the pins/tickets:

Organization Name _____

Contact Name _____

Phone _____ E-mail _____

Credit Card (circle one) VISA MASTERCARD

Card Number _____ Exp. Date _____

Cardholder Name _____ CVV# _____

Cardholder Address _____

Authorized Signature _____

FAX THIS FORM TO 866-786-8025



Tips on How to Have a Great Show

1. Remember that you are going to be spending long hours on your feet so wear comfortable shoes!
2. 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.
3. Bring a hand truck and/or dolly.
4. Set up early!
5. Be in your booth early. Doors will open promptly at 10 AM on Saturday and Sunday.
6. Never leave your exhibit unattended. There will *always* be someone at your booth wanting to buy the moment you walk away!
7. Send/e-mail discount coupons to your customers, prospects, friends and family. If they buy tickets online at www.superpetexpo.com they can save 37% by entering the coupon code EXHPA. Plus, kids attend free when tickets are bought online.
8. Promote your presence at the show in advance. Offer "show only" prices.
9. Make your booth inviting! Don't barricade yourself in.
10. Do not allow your staff to read books or magazines (and don't do it yourself!) in your booth. Customers hate to disturb someone happily engrossed in reading.
11. 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.
12. Look happy -- even if you're not!
13. Offer service, advice and a friendly face – people always return to places they feel welcome.
14. Have a drawing for a special item – an excellent and easy way to develop a mailing list!
15. 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.