

PET EXPO

EXHIBITOR KIT

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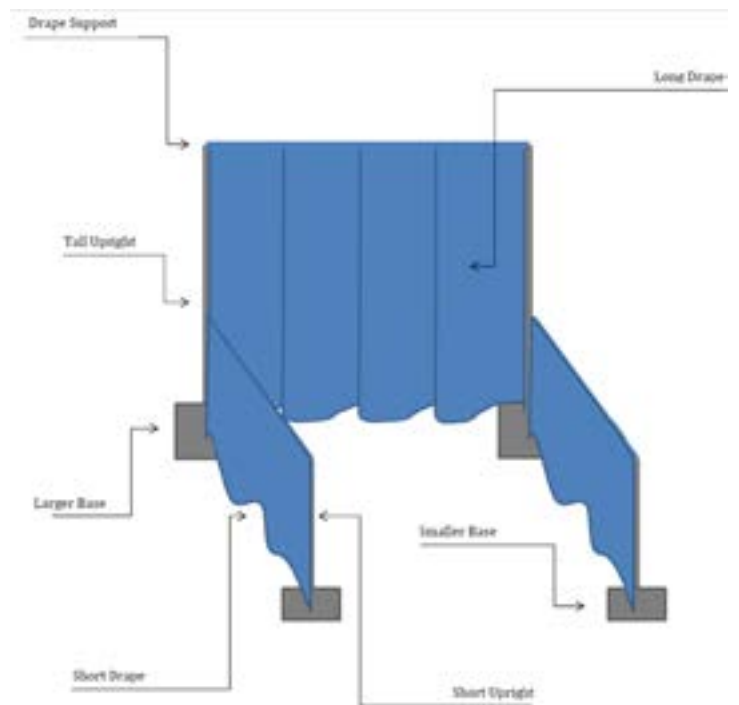
General

EXHIBITOR INFORMATION

STANDARD BOOTH SPACE INCLUDES:

- ★ A standard exhibitor space includes:
- ★ One 10' wide and 10' deep booth structure (for standard booths)
- ★ One flame-retardant 8' back drape and 3' divider between you and your neighbor.
- ★ One 6' or 8' table
- ★ Two folding side chairs

For additional booth needs please contact the us directly.



Exhibitor Notes

PLEASE NOTE: We will not have dollies for loan. The facility is large so if you have a lot of items to unload, please bring your own dolly or cart for loading and unloading.

SHOW PROGRAM

The show program includes all the exhibitor names and locations, a map of the show floor, as well as the full schedule of events and activities at the event. The program will be available as a downloadable PDF from the homepage of the events webpage the starting the weekend of the event.

CHECK IN

If you have not arrived and checked in with event management by 10:30 AM on Saturday, your booth space may be subject to forfeit for a variety of reasons. Please notify a staff member prior to the event if you are unable to make it by those times listed for Saturday. Please note: Once we have removed a forfeited booth from the floor plan we will be unable to reconfigure any booth space and you will be placed in an open booth space if available.

OFFICIAL SERVICE PROVIDERS

Nail trimming, low-cost vaccinations, and micro-chipping on-site may only be performed by the official sponsors of those services. If you are not the official sponsor of a publicly-advertised sponsored service, you may not provide that service at the event. If you have any questions about what these services include or need clarification, please don't hesitate to ask a member of our events team.

TEMPORARY STRUCTURES, VEHICLES, AND FIRE REGULATIONS

Temporary exterior tents, canopies and membrane structures are permitted at the per Fire Marshal regulations and any covered spaces are permitted. Tents are permitted but must be no larger than 10 x 10 per booth space.

Any automobile/motor vehicle displays are subject to the approval of the Fire Marshall. Such displays must maintain fuel tanks at 1/4 full, have locked fuel caps, a disconnected battery, and cannot obstruct aisles or exit-ways. Our events team will walk you through this process if you plan to have a vehicle at the event as part of your exhibitor space.

General **GUIDELINES** **FOR DISPLAYS AND EXHIBITIONS:**

1. Exhibit layout plans must be submitted to the Venues Event Team and to the Fire Marshal for approval prior to distribution of printed floor plans to exhibitors, and sale of booths. Event Managers will coordinate approval. Floor plans must provide adequate aisle space and must not prevent access to fire exits, fire hose cabinets, fire alarm pull stations or concession stands. Displays shall not reduce the passageway to the main entrance. Floor plans must be submitted for approval no later than thirty (30) days prior to loading. Any revision to an approved floor plan must be marked and re-submitted to the Event Manager for approval of the Fire Marshal.
2. Any booth of 750 square feet or more must have a minimum of two exits as far from each other as possible and may not be covered.
- 3. Displays with any type of cover, i.e., tents, buildings, awnings, etc. are not permitted. Tent frames are permitted without covers.**
4. Electrical equipment is to be installed, operated and maintained in a manner which does not create a hazard to life or property. All equipment must be UL approved. Two prong outlets and cords are not permitted at the venue.
5. The following items may not be used without prior written approval of the Fire Marshal's Office:
 - a. Display or storage of liquid, propane, gas (LPG)
 - b. Flammable or combustible liquids
 - c. Flammable gas
 - d. Cotton, hay, paper, straw, moss, split bamboo, wood chips, etc.
 - e. Welding or cutting equipment for demonstration purposes
 - f. Gas-fired appliances for demonstration purposes
 - g. Salamander heaters
 - h. Lit candles or lanterns for demonstration purposes
 - i. Compressed gas cylinders. If approved for use, cylinders are to be firmly secured in an upright position
6. Display of automobile/motor vehicles and other motorized equipment:
 - a. There is to be no more than five gallons of fuel or 1/4 the capacity of the fuel tank, whichever is less.
 - b. Fuel tanks are locked and all portable tanks removed. Locking the doors will be sufficient for cars in which the gas cap cover can only be unlatched from inside.
 - c. Battery cables are to be disconnected. Batteries used to power auxiliary equipment shall be permitted to be kept in service providing an appropriate disconnect is furnished.
 - d. Ignition keys are to be removed and placed in a central location on site.
 - e. The positioning of vehicles shall be subject to approval of the Fire Marshal's Office.
 - f. Vehicle operation will be limited to brief parade-type displays specifically approved by the Fire Marshal's Office.
 - g. Vehicles, boats and similar exhibited products having over 100 square feet of roofed area are to have a working smoke detector.
 - h. Re-fueling or removal of fuel from vehicles on the premises is prohibited.
 - i. Appropriate protection must be placed under the vehicle to protect the carpet/floor in the event of fluid leaks.



Candles

Burning candles and other open flame devices are not permitted in exhibit booths.

OPEN FLAMES, FIRE AND BURNING ON PREMISES:

1. Flame torches are not permitted.
2. Open-flame decorative devices shall comply with above-referenced Candles policy 6a-c.
3. Class I and Class II liquids and LP-gas shall not be used.
4. Open flames from lanterns, kerosene heaters, and gas-fired heaters are prohibited.
5. When in the opinion of the Fire Marshal, adequate safeguards have been taken; participants in ceremonies are allowed to carry hand-held items (i.e. candlelight services, unity candles).
6. Fog/smoke machine usage is restricted to water-based chemicals. Written approval must be obtained from the Event Manager.



Helium

Helium in ANY form is prohibited at the event - this includes helium tanks and balloons. This is a safety issue, in addition to the fact that we will be charged a large fine (which we'd have to pass along to you) for any helium balloons that have to be retrieved from areas, etc.



PARADE *of* RESCUED PETS

ATTENTION RESCUE ORGANIZATION!

You are invited to participate in this special opportunity to introduce your adoptable animals to the entire Pet Expo attendee community. The Rescue Pet Parade takes place on the Entertainment Stage. Please fill out this form below and find the entertainment stage to coordinate exact times. We keep this flexible and will cater to your needs.

We encourage you to take advantage of this opportunity to help drive adoptions. Highlighted pets can also be photographed and promoted on our social page during the event.

Adoptable Pet Introduction:

(Please arrive at the Entertainment Stage approximately 3 minutes prior to the start time.)

RESCUE GROUP NAME AND BOOTH #: _____

ADOPTABLE PET NAME AND ESTIMATED AGE: _____

BREED & GENDER _____

A CUTE FACT OR INTERESTING BIT OF TRIVIA TO SHARE WITH THE AUDIENCE:

If you'd like your adoptable pets highlighted on our social media platforms prior to or during the event send this information and a photo to our social media coordinator Christine, Christine@peteventpros.com.

SERVICE ANIMALS, *Pet Rules* & **REGULATIONS**

SERVICE ANIMALS

According to the DOJ, service animals are an extension of the person who has a disability and, as such, are not seen as animals *or* pets. Also known as avoidance training, aversive or aversion training is the act of associating a negative experience with an action you do not want an animal to perform. Aversion training methods often rely on fear, intimidation and/or surprise to enforce certain behaviors in a pet and can be mild or extreme.

Strictly speaking, "service animals" are defined as dogs, or miniature horses, who are individually trained to do work or perform tasks for people with disabilities. However, we, as Pet Event Professionals, recognize any animal as a "service animal" who is individually trained to do work or perform tasks for people with disabilities and welcome them into all of our events.

A service animal is viewed as an extension of their handler, as such, our typical animal procedures and policies do not apply to service animals; those attending with a service animal will not need to complete a pet waiver or provide proof of immunizations.

However, under ADA guidelines, service animals must be harnessed, leashed, or tethered, unless these devices interfere with the service animal's work or the individual's disability prevents using these devices. In that case, the service animal's owner must maintain control of the animal through voice, signal or other effective controls.

SERVICE ANIMAL PRODUCTS FOR SALE

Please note that we prohibit the retail sale of any items related to service animal certification documents, service animal identification (ID) cards, service animal vests or any other service animal-designating or identifying item. This policy is strictly enforced and there are no exceptions.

Federal law states that purchasing service animal ID items for any animal that has not been trained by a professional service animal trainer or knowingly identifying a personal pet as a service animal is criminal; the penalties can range from a small fine to thousands of dollars and from a few days in jail up to a year or more in prison, depending on how and where the offense is committed.

Since federal law and ADA guidelines prohibit us from requesting proof of any service animal's certification, there is no way to legally verify (outside of a court of law) that a service animal is legitimately an animal trained to assist a person with a disability. As a result, there is no way to screen potential customers who might be legally able to purchase such items at one of our events. Thank you in advance for understanding.

AVERSIVE TRAINING TOOLS, METHODS

Please note that there is a ban in place at the event against any type of *aversive training devices and/or methods. Pet trainers nor behaviorists (or any other type of exhibitor), may not sell or demonstrate pinch collars, bark collars, choke collars or electronic/remote/electric/shock collars at any time (this also includes Invisible Fence-type pet containment products). This includes providing informational materials for trainers or training services if these products or services are not the focus of your company or organization. i.e. an exhibitor may be a doggy daycare but offer training services occasionally. If the trainer associated with these services used aversive techniques, you may not advertise or promote those services at the event.

Any animals attending the event with an exhibitor, rescue or accompanying any volunteers working within an exhibitor booth are prohibited from wearing any aversive devices as well.

There are no exceptions to this policy and it is strictly enforced. If you have any questions about our stance on aversives, please don't hesitate to contact us and we'll be happy to provide further information.



GUIDELINES FOR ANIMALS

Important: these guidelines refer to any pet(s) attending the event under your care and control - whether he/she is your personal pet companion or one who's available for adoption.

As you may know, we always allow our exhibitors and the general public to bring pets to each of our events (with select stipulations). However, what you may *not* know is that a number of the venues where our events are held across the country make exceptions for us alone as a result of our strict pet guidelines and our six year track record of safety oversight, event team training, emergency procedures, vaccination/ waiver requirements and veterinary-grade hygienic waste cleanup policies.

It's this track record which has allowed us to facilitate more than 30,000 on-site pet adoptions at our events since 2009 (this doesn't include applications for adoptions completed after the event or by non-profits which require home visits and reference checks); there are no words that could possibly express our gratitude to those who make adoptions like these possible and we're incredibly proud to host our events in the communities we serve.

With that said, if you plan to bring any pet(s) to the event - whether he/she is your personal pet companion or one who's available for adoption - we urge you to please make careful note of the rules and regulations below to ensure a smooth experience for us all.

Our guidelines, which are designed to maintain a safe environment for each and every person and pet, are what helps ensure our continuing ability to support the adoption efforts (and community outreach) which are so desperately needed by our participating non-profits.

We anticipate large crowds at this event - and by "large crowds," we're referring to both pets AND people. Please bring pets along only if they are well-behaved, non-aggressive and don't get stressed-out in crowded, stimulating and noisy situations. At this event, there will be hundreds of other animals (including birds, reptiles and other pets which may excite or frighten another animal), small children who often move quickly and unpredictably, individuals in motorized wheelchairs and other people from all walks of life. Your pets will be exposed to dogs barking, people speaking loudly on microphones, crowds clapping and attendees cheering. You know your pet(s) best, so please use your best judgment to make sure that any animals in your care aren't unduly stressed.

However, in the event that any of the pets in your care can get stressed or overwhelmed, we've set aside a private quiet area for exhibitor pets (both personal pets or adoptable animals) to decompress in a non-stimulating and quiet environment. Any member of our events team can direct you to this area (See map for reference). There are also pet potty areas and watering stations located throughout the event areas, both indoors and outside. Please note that there will a private pet potty area and watering station exclusively for exhibitor animals. (See map for reference)

RULES & REGULATIONS

FOR ATTENDING THE EVENT WITH ANY ANIMAL(S)

In order for an exhibitor or non-profit to bring any animal to the event - whether he/she is your personal pet companion or one who's available for adoption - we must be provided with the following:

1. **A *PET WAIVER FORM SIGNED BY AN AUTHORIZED REPRESENTATIVE** of the exhibiting business, non-profit or organization who's duly authorized to accept responsibility for any animals under the exhibitor's care and control. In the case of a personal pet attending with an exhibitor, the pet waiver must be signed by the pet's legal guardian.

*** Any rescues or non-profits planning to bring multiple adoptable animals only need to complete one pet waiver form; simply provide us with a copy of your current adoption procedures, along with an itemized list of the animals attending the event and their individual images with records attached to the waiver.**

2. **A COPY OF EACH ANIMAL'S PROOF OF AGE-APPROPRIATE IMMUNIZATIONS TO INCLUDE A PHOTO** of the associated pet attached to the signed waiver. By "age-appropriate," we mean that we don't expect that a 12-week-old puppy will have been vaccinated against rabies yet. In addition, we only require proof of immunizations for dogs, cats, cattle and horses; all other animal species (such as birds, reptiles, etc.) are exempt from our vaccination requirements.

We recognize that the issue of vaccinating healthy pets can be controversial to those who choose not to vaccinate; our requirements are dictated by the Department of Public Health (DPH) and our own insurance requirements - this is not intended to be a public statement for *or* against the immunization of pets or people. Core vaccines are commonly considered vital to all pets based on risk of exposure, severity of disease and/or transmissible to humans and it's this fact that underscores our vaccine requirements.

FOR DOGS, we require documentation for these age-appropriate core vaccines: canine parvovirus, distemper, canine hepatitis and rabies. While we don't require non-core vaccines such as those that protect against Bordetella bronchiseptica, Borrelia burgdorferi and Leptospira bacteria, we do urge all dogs who participate in any public activities with other dogs be vaccinated against Bordetella bronchiseptica, an extremely contagious respiratory infection commonly known as "kennel cough." Of course, you should check with your veterinarian to confirm that this vaccine would be a good fit for your particular pet(s).

FOR CATS, we require documentation for these age-appropriate core vaccines: panleukopenia (feline distemper), feline calicivirus, feline herpesvirus type I (rhinotracheitis) and rabies. We don't require that cats be vaccinated against the feline leukemia virus, Bordetella, Chlamydomyces felis and feline immunodeficiency virus.

FOR CATTLE, we require that any female cattle over four months of age have proof of a Brucellosis vaccination.

FOR HORSES, we only require proof of age-appropriate rabies vaccines.

These required documents can be submitted prior to the event via email to team@peteventpros.com. If you haven't submitted the required documentation in advance, exhibitors can provide their pet's required paperwork at one of the check-in desks during load-in or at one of the information desks once the check-in desks have closed (see map for reference).

PLEASE NOTE: Our insurer requires that we must keep a copy of all pet waivers and related paperwork on file for a minimum of one calendar year. So if you plan to provide us with physical copies during check-in, please be aware that we'll be unable to return any document copies or photos after the event and we will not have the ability to make copies on-site.

In terms of what can be submitted as proof of current immunizations, we accept:

- A veterinarian-issued rabies certificate,- a city/county license application dated and signed by a veterinarian,
- A city/county license form dated and signed by a veterinarian,- a rabies tag which lists the current year (2018) with the city/county agency's phone number,
- Non-expired vial boxes or empty vials with intact labels and serial numbers (for those who self-vaccinate) with proof of purchase,
- A veterinary receipt which itemizes a payment for immunizations and includes the pet's name and basic description (i.e. male, black mixed breed, estimated DOB 4-1-2012),
- Adoption paperwork which confirms an immunization date (only applicable for personal pets accompanying an exhibitor; a non-profit may not submit its own self-generated adoption paperwork),
- A legible Brucellosis vaccination tattoo (applies to cattle only),
- Serological titer results issued from a veterinary clinic,
- A veterinarian-signed and dated application for rabies exemption with details, or
- A state-issued certificate of rabies exemption with details.

All veterinarians and veterinary clinics referenced here must have a current license to practice veterinary medicine/ be in active practice, be in good standing with their local municipality and the American Veterinary Medical Association (AVMA), and must be located within the United States or its Territories.

3. ADHERENCE TO THE RULES, REGULATIONS AND GUIDELINES DETAILED BELOW.

We require pets coming from a shelter or other rescue environment - meaning those who are newly rescued with undocumented and unknown medical histories - to have been vaccinated and in the rescue's care for more than 14 days prior to the event; this is to ensure that an adoptable pet has adequate time for vaccinations to come in effective and to make sure that symptoms of parvovirus or distemper haven't developed after possible exposure in an unknown environment.

All pets must be older than eight weeks of age; all puppies and kittens (and any other mammals requiring vaccinations per local ordinances) must have had a minimum of one set of boosters. It goes without saying that we strongly urge our rescues to severely limit any interactions with other animals, not allow puppies or kittens to drink from communal water bowls (please note that we provide individual recyclable bowls at each water station) or use common pet potty areas. We also recommend limiting such young animals' exposure to the stimulation of the event, allowing them to spend time in the dedicated quiet area detailed above for every X-minutes spent at your organization's booth space. We also recommend using these guidelines if bringing an elderly pet to the event.

Further, in consideration of the health and welfare of new animal mothers, mammals who've recently given birth and are still actively nursing any offspring may not attend the event; not only could the event cause undue stress to such a new mother, but we will not provide a means (albeit unintentional and however unlikely) in which a new mother could potentially introduce a possible contagion to her babies, having been exposed to one at the event.

Pets in heat or "in season" are prohibited from attending the event.

Any pets adopted at the event must be spayed or neutered or, if unaltered, must remain in the rescue group's care until spay/neuter procedures have been completed. If there are extenuating circumstances related to a specific animal (such as a medical issue), please discuss this with a member of our events team. Spay/neuter adoption deposits or vouchers/certificates cannot be utilized as a substitution for this requirement.

All animals must remain under the complete care and control of their guardian for the duration of the event. Dogs and other applicable pets must be on a fixed lead no longer than six feet in length at all times; "flexi" or flexible leads are expressly prohibited, even if used in a locked position. Any other animals must be in a wagon, stroller, crate, cage, carrier or other means of humane and comfortable secure containment at the event. At no time should any

animal be off-lead or out of containment without strict guardian supervision and is only permissible on a case-by-case basis when extenuating circumstances allow (i.e. during a canine agility demonstration).

Additional free space for adoptable animals will be available in the Petfinder.com Mega-Adoption Area. Choosing this extra space is always on a first-come, first-serve basis at our events and the space is limited, however, we've implemented new steps to make sure that the process for securing the extra space is fair for everyone. Please see our check-in staff during set-up to demarcate your group's spot in this area; any space must be chalked out and specifically designated for your non-profit by a member of our events team in order to confirm the space. If a member of our events team has not outlined and confirmed your chosen space in this area during check-in, we will not consider the space to be yours. (Please note that this extra space is strictly for adoptable animals to meet and greet potential pet parents and may not be used for rescue group fundraising, items for sale, kissing booths, games, prize giveaways, raffles, etc.)

All rescues - or other non-profits with adoptable pets - must adhere to their current adoption policies at the event. For example, a rescue group which normally requires veterinary references and home visits before approving an adoption application may not alter their policies to allow on-site adoptions just for the event. Based on the location for the expo we must adhere to any laws regarding restriction on pets and animals. As a result some pets will not be allowed to attend the event with any of our exhibitors. Please, check your local regulations and restrictions on pets to find out more.

No animals of any kind can be sold at the show, with the exception of 501c3 rescue-group-based pet adoptions. In addition, we prohibit the promotion, marketing or display of any materials which may advertise - either directly or indirectly - possible animal sales or breeding programs for profit.

Our events prohibit the participation of animal dealers, pet wholesalers, pet breeders, laboratory animal dealers, laboratory animal breeders, animal brokers, animal auction operators, promoters that offer animal prizes, exotic animal dealers, suppliers of animal specimens (whether from animals dead or alive), retail pet stores which sells exotic birds, puppies or kittens, dealers in a non-regulated species, transporters of non-regulated species, roadside zoos, petting zoos, entertainment companies that exploit animals, animal-fighting ventures (whether staged or real), rodeos, circuses which utilize captive animals, shows of non-regulated animals, cosmetic companies that test on animals, travel-related companies which include sport or canned-hunting expeditions as part of their offerings, animal rights groups which utilize illegal actions and violence to further their cause(s), organizations, businesses, members of the media or other groups working in direct opposition to our company platforms (such as educating about and opposing Breed Specific Legislation (BSL) or eliminating and outlawing the use of aversives in animal training or pet behavioral therapy) and other companies or organizations which we feel are in direct contradiction to our mission as a company, and which exploit or abuse animals and undermine the general interests of the local and national animal welfare community. We cannot allow the promotion, marketing, or display of any materials which may advertise - either directly or indirectly - any of the above prohibited types of entities.

Also, in the unlikely event that there were to be a bite or similar issue involving an animal under your care and control, we recommend that you have copies of your certificate of general liability insurance, your business license, proof of non-profit status and federal or state registration (as applicable) available on hand.



HOST HOTEL PARTNER

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and use **VP#621995** to receive your discount.

BOOK NOW

Restrictions may apply based on availability. Not valid with any



HOST HOTEL PARTNER

There are 3 Red Roof Inn properties within the Greater St. Louis area.

Red Roof Inn St. Louis – St. Charles (2.5 miles from the Convention Center)
2010 ZUMBEHL ROAD, SAINT CHARLES, MO 63303
(636) 947-7770

Red Roof Inn St. Louis – Westport (8.6 miles from the Convention Center)
11837 LACKLAND ROAD, SAINT LOUIS, MO 63146
(314) 991-4900

Red Roof PLUS+ St Louis – Forest Park/Hampton Avenue
(21.6 miles from the Convention Center)
5823 WILSON AVENUE, SAINT LOUIS, MO 63110
(314) 645-0101

Book online at [HERE](#) or call 1-800-RED-ROOF (1-800-733-7663)
use VP#621995 to book your stay.

*Some black-out dates may apply. May not be combined with other discounts or offers.
Subject to availability at participating properties.

Prizes & Prize Packages Needed

LET'S MAKE A TRADE



Unique Opportunity

As a valued exhibitor, we would like to offer your organization a unique and fun **opportunity** to **increase exposure!**

Contests at Events

The contest stage is packed with exciting and fun competitions throughout the event including popular events such as Pet Talent, Pet Costumes, Pet Guardian Musical Chairs, etc. And we are asking that you help reward the winners with a promotional gift or two.

How to get in on it

If you are interested in this additional exposure for your organization and your booth please bring your items to the information desk on Friday during set-up or on Saturday morning prior to the show.

In Return...

In return for your generous gifts **we will announce your name/brand on the stage or course for the activity** that the prize is awarded for. Be sure to include a business card or brochure with the gift so that everyone knows who it's from!

Bright Ideas

Excellent gift ideas include gift certificates, treats, collars, toys, t-shirts, bags, pet food, or anything that is animal related and represents your organization!

Questions?

Ask us anything!

team@peteventpros.com



AS A VALUED EXHIBITOR

We would like to offer your business an opportunity to increase exposure.

ADD-ON ITEM AVAILABLE:

Social media posts / Bag Inserts
Web Banner Ads / Email blasts
Handouts / PA Announcements

Design Services available for an additional \$50 fee.

For more information on these add-ons please contact your exhibitor reservations specialist.

800.977.3609