



GLOBAL PET EXPO
Orange County Convention Center, Orlando, FL
March 22-24, 2017

Thank You to our Exhibitors

APPA & PIDA would like to thank you for your participation at Global Pet Expo 2017. Complimentary coffee will be available in the exhibit hall from 7 a.m. - 8:30 a.m. on Wednesday morning.

Message from Show Management

Show Management would like to remind exhibitors of the rules regarding *early breakdown of booth space*. Rules will be strictly enforced.

Per the Exhibit Space Application and Agreement Terms and Conditions, all exhibitors must be open for business during exhibit hours and no dismantling or packing may be started before the official close of the Show at 5:00 pm on Friday, March 24. **Exhibitors in violation of this rule are subject to a \$1,000 penalty.** Show Management and our floor managers will be monitoring the show floor on Friday, March 24 and writing violation notices to those exhibitors who break down early. Your cooperation is appreciated.

Move-In Dates

Monday, March 20
Tuesday, March 21

Open

8:00 a.m.
8:00 a.m.

Close

6:00 p.m.
6:00 p.m.

Show Dates

Wednesday, March 22
Thursday, March 23
Friday, March 24

Open

9:00 a.m.
9:00 a.m.
9:00 a.m.

Close

6:00 p.m.
6:00 p.m.
5:00 p.m.

Exhibitors and manufacturers' representatives are allowed on the show floor 2 hours before the show opens and 30 minutes after the close. Buyers are only permitted in the exhibit hall during official show hours. Please do not make arrangements to meet with buyers in your booth outside of the official show hours.

<u>Key Locations</u>	<u>Room</u>	<u>Phone</u>
Show Office –	Room W206	407-685-4100
Press Office –	Room W205	407-685-4005
Exhibitor Registration	Registration B Lobby	407-685-4060
FedEx Office –	Hall WC Lobby	407-363-2831
GES Servicenter –	Rear of the 300 Aisle	407-685-4055 & 407-685-4056 (fax)
GES Servicenter -	Rear of 4300 Aisle	407-685-4057 & 407-685-4058 (fax)
OCCC Service Desk	Rear of the 300 Aisle	407-685-5015
	Rear of 4300 Aisle	407-685-5018
Smart City Service Desk	Rear of the 300 Aisle	407-685-2076
	Rear of 4300 Aisle	407-685-2077
Centerplate Service Desk	Rear of the 300 Aisle	407-685-5087
	Rear of 4300 Aisle	407-685-5089

Emergency/Security

For emergencies, dial 911.

Trolley Service

The Global Pet Expo Trolley will run on the main cross aisles during scheduled move-in hours.

Exhibitor Servicenter

The Exhibitor Servicenter is located in the Rear of the 400 Aisle. CNTV Photography, Centerplate, GES, Lead Retrieval, Orange County Convention Center (rigging, water and electrical), Organized Jungle, PRG and Smart City (internet and telephone) will have representatives present in the Exhibitor Servicenter.

A second Servicenter is located in the Rear of the 4300 Aisle. Empty container labels will be available at both locations.

GES Information Kiosk & Mobile App

GES will staff an information kiosk at the main entrance of the exhibit hall during scheduled move-in hours Monday, March 20th and Tuesday March 21st. Get oriented with floorplans indicating Servicecenter locations and download the GES Espresso Mobile App. All the features on Espresso are now available on the mobile app. You may download the Espresso App by going to the app store and entering the key word “Espresso”.



GES Exhibitor Service Executives

GES Exhibitor Service Executives will be in the exhibit hall to assist exhibitors. They will be able to provide you with the same information that is available at the GES Servicenter and can come to your booth if needed. Your Exhibitor Service Executive will leave a flyer and business card with contact information in your booth on the first day of move-in.

Hand-Carry Only

Exhibitors can transport small items to their booth by hand through the front doors. Exhibitors are not permitted to park in the dock area. Any vehicle left unattended on the dock will be towed immediately. Cartload service at the dock will be available through GES.

Deadline for Booth Set-Up

Exhibitors must complete set-up by 6:00 p.m., Tuesday, March 21 to ensure that the exhibit hall is ready for the buyers at 9:00 a.m. on Wednesday, March 22. Aisle carpet installation will begin at 6:00 p.m. and all aisles must be clear by this time. **NOTE: ALL empty containers must be tagged for storage by this time.**

Food Service at the Convention Center During Move-In

Monday, March 20, 2017

Move-In Cart	Dock 10	8:00 a.m. – 4:00 p.m.
Lil Orbit Donuts & Coffee	B4 Concourse	8:00 a.m. – 3:00 p.m.
Cubano Coffee	Level 1B Registration	8:00 a.m. – 3:00 p.m.
Sandwich Zone	Level 1B Registration	10:00 a.m. – 3:00 p.m.
Habana Grill & Cafe	Level 1B Registration	10:00 a.m. – 3:00 p.m.
Smokin BBQ	Dock 7 Basin	10:00 a.m. – 3:00 p.m.

Tuesday, March 21, 2017

Move-In Cart	Dock 10	8:00 a.m. – 5:00 p.m.
Lil Orbit Donuts & Coffee	B4 Concourse	8:00 a.m. – 4:00 p.m.
Cubano Coffee	Level 1B Registration	8:00 a.m. – 4:00 p.m.
Gary Sain – Walk Up	Level 3 Central Lobby	8:00 a.m. – 1:00 p.m.
Hill of Beans Café	Level 2B	9:00 a.m. – 3:00 p.m.
Sandwich Zone	Level 1B Registration	10:00 a.m. – 3:00 p.m.
Habana Grill & Cafe	Level 1B Registration	10:00 a.m. – 3:00 p.m.
Smokin BBQ	Dock 7 Basin	10:00 a.m. – 3:00 p.m.
Ezra's BBQ	Level 2B	10:00 a.m. – 3:00 p.m.
Pita Hut Greek	Level 2B	10:00 a.m. – 3:00 p.m.
Ezra's BBQ	Level 1B Registration	11:00 a.m. – 6:00 p.m.
Papa John's Pizza	Level 1B Registration	11:00 a.m. – 6:00 p.m.

Complimentary Coffee Service for Exhibitors

The Orange County Convention Center and its Service Partners would like to welcome the Global Pet Expo exhibitors by sponsoring a complimentary coffee service on the **DAY BEFORE SHOW, Tuesday, March 21** from 8:00 a.m. to 12:30 p.m. For the convenience of the exhibitors, the coffee service will be placed near the exhibitor service desk area in W-A1 at the back of the hall near main Exhibitor Servicer.

Business Center – FedEx Office

Monday, March 20	8:00 a.m. – 5:00 p.m.
Tuesday, March 21	8:00 a.m. – 6:00 p.m.
Wednesday, March 22	8:00 a.m. – 6:00 p.m.
Thursday, March 23	8:00 a.m. – 6:00 p.m.
Friday, March 24	8:00 a.m. – 7:00 p.m.

Security

Global Pet Expo has taken steps to prevent pilferage by hiring professional guards on a 24-hour basis; however, no show can be completely protected. We urge you not to leave valuable materials or irreplaceable samples in your booth overnight.

Remember the following security tips:

- Keep purses, bags and other packages in a safe place.
- Wear your badge at all times and do not give your badge to anyone.
- Cover your display with a cloth or run masking tape across the front of your booth when you leave for the day.
- Store valuable items in locked cages. Hiring a booth guard is another option.
- If you see something that doesn't seem right, report it to Show Management or Security.

During Move-out, do not leave your booth unattended until all of your materials are packed and your shipping containers are sealed.

Storage Behind Booths

Storage of any kind is forbidden inside the display area, behind the drape, or behind the display wall. The Fire Marshal will remove any items found.

Empty Container Storage

Empty container storage labels are available at the GES Servicer. These are color coded by area so please check to make sure you pick up the correct color. ***Complimentary Shrink Wrap is also available to consolidate your multiple empty cartons onto a pallet.*** This will help speed up the return of your empty containers and also help ensure that your multiple empty cartons and boxes arrive back at your booth together.

Please label cartons and crates with "empty" labels as soon as possible. Keeping containers until the end of move-in DOES NOT ensure that you will receive your containers first during move-out. If you are planning to discard your containers, you may mark them as trash. Any empty cartons left in the middle of the aisles after set up is over will be discarded as trash. Cartons must either be labeled for empty storage or placed securely inside your booth. Please do NOT leave empty, unmarked cartons in the aisles if you plan to keep them.

New Products Showcase

If you are participating in the New Products Showcase, you must drop off your product on Tuesday, March 21. Entries can be dropped off between the hours of 9:00 a.m. – 4:00 p.m. If you plan to retrieve your entry, you must pick it up on Friday, March 24 between 5:00 p.m. - 6:00 p.m.

Please remember that when exhibitors go to place their entries in the New Products Showcase area on Tuesday, March 21, they will be given a tent card to display with each entry **as well as a receipt for each entry**. The receipt will be required in order to retrieve your product at the close of the Show. This policy is designed as an added check to make sure that all products leaving the New Products Showcase belong to the exhibitor. **Please make sure to hold on to the receipt as there are no replacements.**

Photography

Taking photographs or video of exhibitor booths without the exhibitor's permission is prohibited. No photography or video is permitted in the New Products Showcase.

“Reps Wanted” Board

If you're looking for a rep, simply complete a “Reps Wanted” form available at the Show Office, Room W206A. We will post it for you. Reps will be able to check the board and visit you in your booth if they are interested in carrying your line.

Shuttle Buses

Global Pet Expo will provide complimentary shuttle buses from select hotels in the Global Pet Expo block. Service begins two hours before the opening of the Show and continues until 30 minutes after the closing of the Show. On Friday, March 24, shuttles will run until 6:30 p.m. Schedules will be posted in the convention center, at participating hotels and in the Official Trade Show Floor Plan and City Guide.

Luggage and Coat Check

A luggage and coat check will be available during show days in the Registration Lobby A.

Press Office – Room W205A

One of the most important stops you should make when you arrive at Global Pet Expo is the Press Office. This is where the media will check-in, stop by for information, and where many will go to collect press kits. Plan to drop off 20-25 press kits beginning Tuesday, March 21 and check in periodically to see if your supply needs to be replenished. This is a great opportunity for you to get information to the media directly and for Global Pet Expo's Public Relations staff to have your information easily accessible for potential media inquiries. Quick tip: Make sure to include your booth number on the front of your press kits to ensure interested media can easily find you on the Show floor.

APPA Member Services – Booth #2401

Stop by the APPA Member Services Booth anytime during the Show to visit with our staff and your service providers. You will find Membership Benefit information and special guests from Wells Fargo Insurance Services, APPA National Pet Owners Survey, APPA Government & Regulatory Affairs, Blue Tiger International Export-Import Services, UBS Financial Services, Recall Infolink, Food Export USA, Packaged Facts and APPA Member Relations. Drop in to learn how to take best advantage of your membership benefits, tell us how your membership is working for you and enter to win a free booth in 2018!

Regulatory Compliance Assistance - Booth #2401

Let APPA's Government & Regulatory Affairs staff help you navigate the maze of regulatory requirements. Dr. Dave Dzanis, APPA's Pet Food Consultant and former Pet Food Nutritionist with the FDA, will offer assistance to members on pet food regulatory issues. Dr. Dzanis can answer questions on pet food labeling requirements, pet food nutrition and formulation, and ingredients allowed under state regulations and AAFCO guidelines. Dr. Dzanis will present an informal discussion group on set up day, Tuesday, March 21 at Noon in room W202C.

In addition, APPA's in-house legislative staff will provide compliance information for other products. APPA's Washington DC legal consultants and advocates from the law offices of Dentons US LLP will also be available. Dentons offers expertise in numerous areas, and has on staff experts in food and pesticide law, international trade (including China specialists), intellectual property, Homeland Security, nonprofit association expertise, lobbyists and staff in many other areas in which members face regulatory issues. Come to the APPA Member Services Booth (#2401) during the Show to discuss your products, labels, or other regulatory issues that affect your business.

Return of Empties

When the Show closes, please keep the aisles around your booth clear. This will expedite the removal of carpet and return of empty containers. Keep in mind that the return of empty containers is a lengthy process and your understanding and cooperation is appreciated. The return of empty containers will take place as follows:

Friday, March 24:

5:01 p.m. – GES begins removal of aisle carpeting.

6:00 p.m. – GES begins return of empty crates, cardboard boxes and fiber cases/containers.

11:59 p.m. - Anticipated return of all empty containers.

Please note that a detailed schedule of the targeted empty return is included at the end of this document and posted at the Servicenter. Make sure you check this schedule and plan accordingly.

Protect Your Property During Move-Out

The process of breaking down a trade show can be chaotic. To protect against theft, do not leave your booth unattended while you are waiting for your empty containers to be returned.

Product Donation

In order to accommodate the growing needs of our Exhibitors and to ensure a smooth and more secure process post-show, there will be a change in how product donations are managed. There are many deserving organizations in the Orlando area and Global Pet Expo does not endorse one group over another. If you have selected a deserving charity to receive your leftover product and they plan to pick it up at the close of the Show, they need to follow the following procedure:

1) Pack up your product, label it, and turn in a bill of lading at the GES Servicenter. The consignee and the carrier you mark on the bill of lading and labels attached to the products will be the name of the charity. Leave the PACKAGED and labeled product in the booth and turn in the bill of lading at the GES Servicenter. Instruct the charity to check in at the guard shack entrance to the Orange County Convention Center Docks and they will be given a pass to enter the dock for loading by GES. Please give the charity whom you have designated the "exhibitor" copy of the bill of lading. (Please note, loose, uncrated, or unpackaged material will not be loaded).

2) If you are shipping product out to your designated charity via commercial carrier, the process is the same as above. When you turn in your bill of lading at the GES Servicenter, GES will route the shipment on an available carrier for delivery. You will need to indicate whether you or the charity will be paying the shipping charges.

NOTE: NO VEHICLES WILL BE ALLOWED IN THE DOCK AREA WITHOUT THE PROPER PAPERWORK.

Save the Date

Global Pet Expo 2018 will be March 21-23. We hope to see you there!

Priority Assignment deadline will be July 17, 2017. Be sure to submit your booth space agreement prior to this date to take advantage of 50% deposit and priority points' assignment!

Housing registration for Global Pet Expo 2018 will open March 31, 2017. Visit globalpetexpo.org to reserve your room!

Thanks for Exhibiting. Have a Great Show!

GLOBAL PET EXPO

GUIDE TO BADGE COLORS

<u>ATTENDEE TYPE</u>	<u>BADGE STRIPE COLOR</u>
DISTRIBUTOR/ WHOLESALER	BLACK
MULTI-UNIT RETAILER	RED
SINGLE-UNIT RETAILER	RED
EXHIBITOR/ MANUFACTURERS REPRESENTATIVE	BLUE
PRESS	PURPLE
INDUSTRY VISITOR	LIGHT GREEN
STAFF	WHITE

GLOBAL PET EXPO

Show Rules

- The official dress code is business casual.
- Badges with the attendee's name and company must be worn at all times.
- No one under 16 admitted, including infants and toddlers.
- Show Management shall have sole discretion over admission at all times.
- Animals are not permitted on the show floor without written permission from Global Pet Expo 15 days prior to the Show.
- Taking photographs or video of exhibitor booths without the exhibitor's permission is prohibited. No photography or video is permitted in the New Products Showcase.
- Suitcases with wheels are prohibited.
- Solicitation is prohibited on the Show floor except by exhibitors within their booths.
- Cash sales are prohibited.
- Product samples cannot be removed from the exhibit hall without Show Management's approval.
- These rules are subject to change.

Protecting Your Intellectual Property

As most Exhibitors are aware, attendance at trade shows can present problems of infringement and loss of intellectual property rights. Whether you have an innovative product, unique packaging or a fabulous logo design, you should take steps to help safeguard your intellectual property. As a practical matter, it is not realistic to try to prevent all public disclosure of your proprietary information, but there are some things you might want to consider.

- ❖ Don't give away samples of unique products.
- ❖ Don't leave valuable information or designs unattended.
- ❖ Don't let customers photograph your booth or displays, unless you have established a firm business commitment.
- ❖ Where applicable, mark your products with patent, trademark or copyright symbols.
- ❖ Advise employees working in your booth not to talk about sensitive business in public places, and provide employees with concrete examples of what you consider confidential.

For further information on intellectual property protection, you may view the following web pages that are on the APPA Products & Law Web Pages: [Protecting Your Intellectual Property at Trade Shows](#) and [Considerations in Intellectual Property and Licensing](#). You can also speak with an APPA staff attorney in the APPA Booth #2401 during show hours.

Protecting your rights takes positive action, so contact your attorney if you have specific patent, trademark or copyright concerns.

