



GLOBAL PET EXPO
Orange County Convention Center, Orlando, FL
March 20-22, 2019

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 22. **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 22 and issuing violation notices to those exhibitors who break down early. Your cooperation is appreciated.

Move-In Dates

Sunday, March 17
Monday, March 18
Tuesday, March 19

Open

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

Close

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

Show Dates

Wednesday, March 20
Thursday, March 21
Friday, March 22

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 W315	407-685-4100
Show Office Kiosk	Room W206 Lobby	
Press Office	Room W205	407-685-4005
Exhibitor Registration	Registration B Lobby	407-685-4060
	Registration C Lobby	407-685-4020
FedEx Office	Hall WC Lobby	407-363-2831
GES Servicenter	Rear of the 300 Aisle	407-685-4027
GES Servicenter	Rear of 4300 Aisle	407-685-4031
OSCC Service Desk	Rear of the 300 Aisle	407-685-5010
	Rear of 4300 Aisle	407-685-5018
Smart City Service Desk	Rear of the 300 Aisle	407-685-2000
	Rear of 4300 Aisle	407-685-2000
Centerplate Service Desk	Rear of the 300 Aisle	407-685-5085
	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 on Monday and Tuesday.

Exhibitor Servicenter

The Exhibitor Servicenter is located behind the 400 Aisle. Centerplate, GES, Lead Retrieval, Orange County Convention Center (rigging, water and electrical), Organized Jungle, PRG, the Photo Group 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

GES will staff an information kiosk at the Hall A/B entrance of the exhibit hall during scheduled move-in hours Monday, March 18 and Tuesday March 19.

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 19 to ensure that the exhibit hall is ready for the buyers at 9:00 a.m. on Wednesday, March 20. **Aisle carpet installation will begin at 6:00 p.m. on Tuesday 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

Sunday, March 17, 2019

Hill of Beans Café	Level 2 B1	8:00 a.m. – 3:00 p.m.
Gary Sain – Walk Up	Level 3 Central Lobby	9:00 a.m. – 2:00 p.m.
Move-In Cart	Dock 10	9:00 a.m. – 4:00 p.m.
Move-In Cart	Dock 7	10:00 a.m. – 4:00 p.m.
Ezra's BBQ	Level 2 B4	10:00 a.m. – 4:00 p.m.

Monday, March 18, 2019

Move-In Cart	Dock 10	8:00 a.m. – 4:00 p.m.
Hill of Beans Café	Level 2 B1	8:00 a.m. – 2:00 p.m.
Gary Sain – Walk Up	Level 3 Central Lobby	9:00 a.m. – 2:00 p.m.
Cubano – Walk Up	Central Lobby	9:00 a.m. – 2:00 p.m.
Move-In Cart	Dock 7	10:00 a.m. – 4:00 p.m.
Ezra's BBQ	Level 2 B4	10:00 a.m. – 4:00 p.m.

Tuesday, March 19, 2019

Move-In Cart	Dock 10	8:00 a.m. – 4:00 p.m.
Hill of Beans Café	Level 2 B1	8:00 a.m. – 3:00 p.m.
Cubano Coffee	Level 1B	8:30 a.m. – 4:00 p.m.
Gary Sain – Walk Up	Level 3 Central Lobby	9:00 a.m. – 2:00 p.m.
Cubano – Walk Up	Central Lobby	9:00 a.m. – 3:00 p.m.
Move-In Cart	Dock 7	10:00 a.m. – 3:00 p.m.
Ezra's BBQ	Level 2 B4	10:00 a.m. – 4:00 p.m.
P.H. Pizza	Level 1A	10:00 a.m. – 3:00 p.m.
Ezra's BBQ	Level 1A	10:00 a.m. – 3:00 p.m.
Inka House	Level 1A	10:00 a.m. – 3:00 p.m.

Business Center – FedEx Office

Sunday, March 17	8:00 a.m. – 5:00 p.m.
Monday, March 18	8:00 a.m. – 5:00 p.m.
Tuesday, March 19	8:00 a.m. – 6:00 p.m.
Wednesday, March 20	8:00 a.m. – 6:00 p.m.
Thursday, March 21	8:00 a.m. – 6:00 p.m.
Friday, March 22	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 unattended or overnight. Global Pet Expo is not responsible for lost or stolen items.

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 & Return

Empty container storage labels are available at the GES Servicenter. 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.

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 22:

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.

New Products Showcase

If you are participating in the New Products Showcase, you must drop off your product on Tuesday, March 19. 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 22 between 5:00 p.m. - 6:00 p.m. Items not retrieved by 6:00 p.m. will be discarded.

Please remember that when exhibitors go to place their products in the New Products Showcase area on Tuesday, March 19th, a tent card will be provided to display with each product as well as a receipt tent card 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/Video

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, W315A. 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 22, 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 Room W102B.

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 Monday, March 20 at Noon 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.

PIDA Member Services – Booth #2301

Members are invited to stop by the PIDA booth during show hours to connect with staff and see what's new. Hear about the latest updates to Pet Store Pro, the industry's best training program for pet retailers, and tools to promote this free resource to your customers. Learn more about how to put the Power of D to work for your organization. Get information about the annual Pet Industry Leadership Conference, the University of Innovative Distribution, and discover benefits including surveys and publications available to you as a PIDA member.

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. Come and learn about your membership benefits for 2019 and meet with your benefit providers including representatives from the APPA National Pet Owners Survey, APPA Government & Regulatory Affairs, Blue Tiger International Export-Import Services, UBS Financial Services, Food Export USA, Euromonitor International, Packaged Facts, Export-Import Bank of the U.S., APPA Membership Sales 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 2020!

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 19 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 will also be available. Our DC consultants offer expertise in numerous areas, and has on staff experts in food and pesticide law, international trade, 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.

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

The Orange County Convention Center will be collecting products for local donations. Product donation will be accepted at the conclusion of the Show. Volunteers in branded Pet Alliance of Orlando shirts are permitted to pick up donations in the exhibit hall. Exhibitors can also bring products to the Hall C lobby for donation beginning at 5:01, Friday, March 22, 2019.

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 procedures:

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 unpackage 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 2020 will be *February 26-28*. We look forward to seeing you there!

Priority Assignment DEADLINE will be *July 12, 2019*. Be sure to submit your booth space agreement prior to this date to take advantage of the 50% deposit and priority points’ assignment! Applications must be received with the 50% deposit in order to be assigned. Visit Globalpetexpo.org for more information on the Priority Points system.

Housing registration for Global Pet Expo 2020 will open *April 12, 2019*. Visit globalpetexpo.org to reserve your room!

Thanks for Exhibiting. Have a Great Show!

GLOBAL PET EXPO

GUIDE TO BADGE COLORS

ATTENDEE TYPE

BADGE STRIPE COLOR

DISTRIBUTOR/
WHOLESALER

DARK BLUE

MULTI-UNIT
RETAILER

LIGHT BLUE

SINGLE-UNIT
RETAILER

LIGHT BLUE

EXHIBITOR/
MANUFACTURERS
REPRESENTATIVE

ORANGE

PRESS

PURPLE

INDUSTRY VISITOR

YELLOW

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.