

GLOBAL PET EXPO
Orange County Convention Center, Orlando, FL
March 25-27, 2010

Welcome to the 6th Annual Global Pet Expo. The information in this bulletin will help make your set-up easier. PLEASE READ IT CAREFULLY!

Show Dates

Thursday, March 25
Friday, March 26
Saturday, March 27

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 ½ hour after the close. Buyers are only permitted in the exhibit hall during official show hours. Please do not schedule meetings with Buyers in the exhibit hall other than scheduled show hours as they will not be permitted in the hall.

Key Locations

Show Office –	Room 315B	407-685-4100	
Press Office –	Room 314B	407-685-4031	
FedEx Kinko's –	Hall C Lobby	407-363-2831	
GES Servicecenter –	Rear of the 4600 Aisle	407-685-4035	407-685-4036 (fax)

Emergency/Security

For emergencies, dial extension 51119 from any house phone.
Dial 407-685-1119 from an outside line.

GES Exhibit Service Executives

GES Exhibit 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 Servicecenter. Your Exhibitor Service Executives are:

Mandy Rollins	407-467-0810	Booths	200 - 599
Linda Emmons	407-467-0603	Booths	600 - 1399
Phil Burruss	678-409-2895	Booths	1400 - 2499
Janice Arcella	407-467-0598	Booths	2500 - 3699
Brenda Carter	678-776-9682	Booths	3700 - 4699

GES Exhibitor Servicecenter

The GES Servicecenter is located in the Rear of the 4600 Aisle. Centerplate, Floral Expositions, GES, Lead Retrieval, Orange County Convention Center, PRG Hi-Tech, the Photo Group and SmartCity will have representatives present in the Servicecenter.

Deadline for Booth Set-up

Exhibitors must complete set-up by 6:00 p.m., Wednesday, March 24th to ensure that the exhibit hall is ready for the buyers at 9:00 a.m. on Thursday, March 25th. Aisle carpet installation will begin at 6:00 pm and all aisles must be clear by this time. Any materials left in the aisles after this time will be removed to storage.

Hand-Carry Only

Exhibitors can transport small items to their booth by hand through the front doors.

Food Service at the Convention Center During Move-In

Tuesday, March 23, 2010

Zaza Cuban Coffee	Hall C Lobby	7:30 a.m. – 1:00 p.m.
Pita Hut Gyros	Hall C Lobby	10:30 a.m. – 2:30 p.m.
P.H. Move-in Cart	Dock 8	10:00 a.m. – 5:00 p.m.

Wednesday, March 24, 2010

Zaza Cuban Coffee	Hall C Lobby	7:30 a.m. – 1:00 p.m.
Pita Hut Gyros	Hall C Lobby	10:30 a.m. – 2:30 p.m.
Taste of the East	Hall C Lobby	10:30 a.m. – 2:30 p.m.
Ezra's BBQ	Level II B4	10:00 a.m. – 3:00 p.m.
P.H. Move-in Cart	Dock 8	10:00 a.m. – 5:00 p.m.

FedEx Kinko's

Hall C Lobby (407) 685-4035

Tuesday, March 23	8:00 a.m. – 5:00 p.m.
Wednesday, March 24	8:00 a.m. – 5:00 p.m.
Thursday, March 25	8:00 a.m. – 6:00 p.m.
Friday, March 26	8:00 a.m. – 6:00 p.m.
Saturday, March 27	8:00 a.m. – 6:00 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 or boxes. Hiring a booth guard is another option.

If you see something that doesn't seem right, report it to Show Management or Security.

Storage Behind Booths

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

Empty Container Storage

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 insure that your multiple empty cartons and boxes arrive back at your booth together.

Please label cartons and crate 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.

New Products Showcase

If you are participating in the New Products Showcase, you must drop off your product on Wednesday, March 24th in the New Products Showcase at the end of the 4000 aisle. Entries can be dropped off between the hours of 12:30 - 5:30 p.m. If you plan to retrieve your entry, you must pick it up on Saturday, March 27th between 5:00 - 6:00 p.m. Any product that is not claimed will be donated to the SPCA of Central Florida.

Photography

Taking photographs or videotaping for any purpose is prohibited on the Trade Show floor except by the official show photographer or members of the press with Press Badges. Please report violators to show management immediately.

“Reps Wanted” Board

If you’re looking for a rep, simply complete a “Reps Wanted” form available at the Show Office, Room W315B. We will post it for you. Reps will be able to check the board and will 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 one hour before the opening of the show and continues until one-half hour after the closing of the show. Schedules will be posted in the convention center, at participating hotels and in the Official Trade Show Map and City Guide.

Luggage and Coat Check

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

Press Office – Room W314B

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 by Thursday, March 25th 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 #2347

Stop by the APPA Member Services Booth anytime during the Show to visit with our staff and your service providers. You will find information and special guests from Wells Fargo Insurance Services, APPA National Pet Owners Survey, APPA Government & Regulatory Affairs, American River International, Freightquote.com, UPS, Staples Business Advantage, APPA Scholarship Program, UBS Wealth Management, Food Export USA, Packaged Facts and APPA Member Relations. Drop in to find out how you can win a free booth in 2011!

Regulatory Compliance Assistance - Booth #2347

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. 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 McKenna Long and Aldridge will also be available. McKenna offers expertise in various areas, and has on staff experts in food and pesticide law, international trade, including a China specialist, 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 (#2347) during the Show to discuss your products, labels, or other regulatory issues that affect your business.

Return of Empties

The return of empty crates will take place as follows:

Saturday, March 27:

5:01 p.m. - Begin removal of aisle carpeting.

6:00 p.m. - Begin return of empty crates, cardboard boxes, fiber cases and containers.

12:00 a.m. - Anticipated return of all empty containers.

Product Donation

Save money and do a good deed: don't ship your product samples back to your warehouse...donate them to the SPCA of Central Florida. At the conclusion of The Show, representatives from the SPCA will be available in the GES Servicenter. Product donations will be processed from 5:00 p.m. – 8:00 p.m. on March 27th. Please do not give product to people soliciting in the aisles.

There are tax advantages to your product donations. Fill out the Receipt Request form that you will receive with your Dismantling Bulletin and attach it to your donation. The SPCA of Central Florida will mail a receipt to you after the show that can be used to identify your donation as a tax deduction. If you have any questions, please contact Marian Thielsen in the Global Pet Expo Press Office, Room W314B.

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	YELLOW
MULTI-UNIT RETAILER	RED
SINGLE-UNIT RETAILER	RED
EXHIBITOR/ MANUFACTURERS REPRESENTATIVE	PURPLE
PRESS	BLUE
INDUSTRY VISITORS	ORANGE
STAFF	CLEAR
INDUSTRY GUEST	GREEN
VENDORS-APPA	GRAY

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 60 days prior to the Show.
- Photography is prohibited.
- 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, see the January 2007 and January 2009 editions of the APPA Advisor which are archived on the APPA website www.americanpetproducts.org. You can also speak with an APPA staff attorney in the APPA Booth #2347 during show hours.

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



DISPLAY RULES

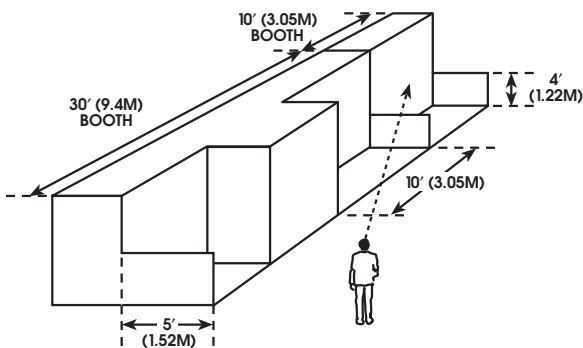
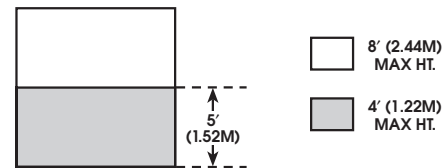
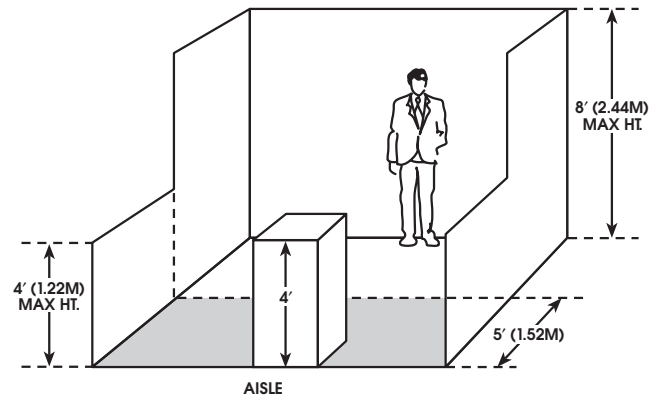
LINEAR BOOTH

Definition

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10' (3.05m) has become the *de facto* standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10' (3.05m) wide and 10' (3.05m) deep, i.e., 10' x 10' (3.05m x 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.



Use of Space

Regardless of the number of Linear Booths utilized, e.g., 10' x 20' (3.05m x 6.10m), 10' x 30' (3.05m x 9.14m), 10' x 40' (3.05m x 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' (2.44m) is allowed only in the rear half of the booth space, with a 4' (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Hanging signs are not permitted in linear booths.

Note: When three or more Linear booths are used in combination as a single exhibit space, the 4' (1.22m) height limitation is applied only to that portion of exhibit space which is within 10' (3.05m) of an adjoining booth.

CORNER BOOTH

Definition

A Corner Booth is a Linear Booth exposed to aisles on two sides.

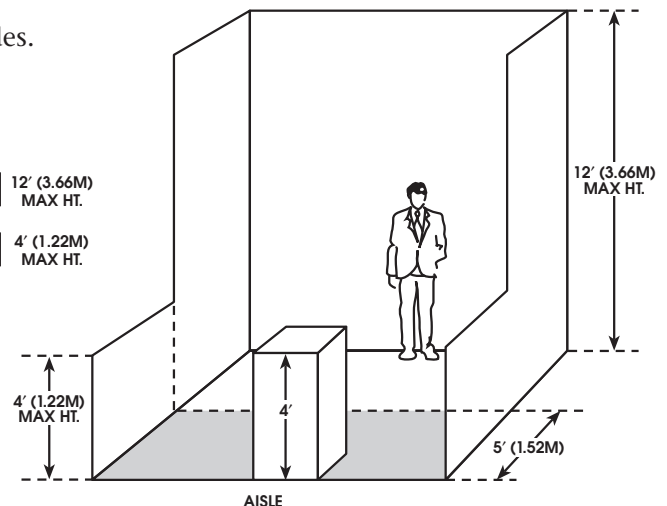
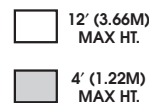
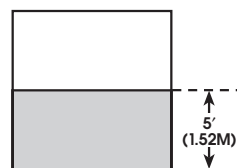
PERIMETER BOOTH

Description

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to perimeter booths except that the typical maximum back wall height is 12' (3.66m).



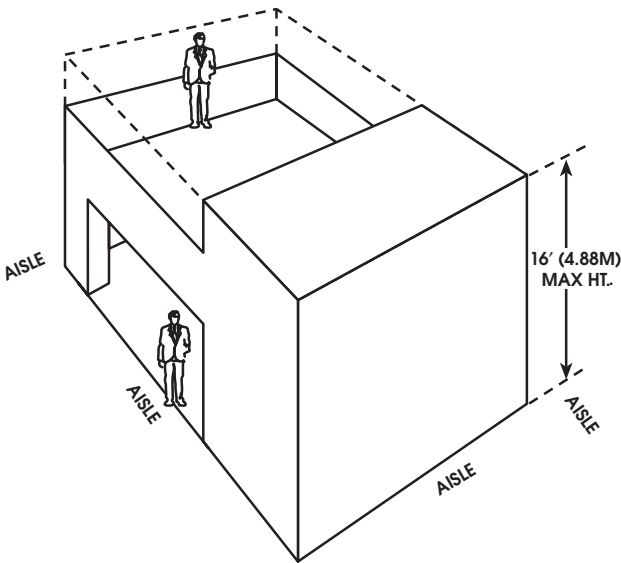
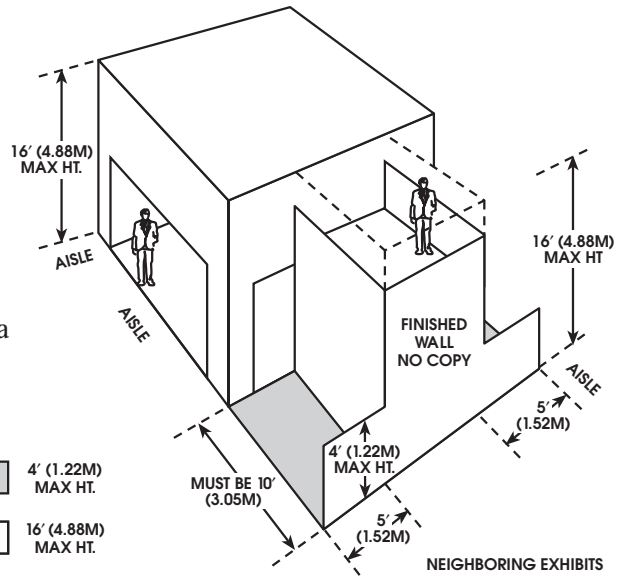
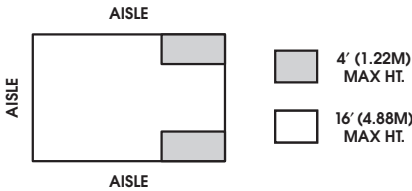
PENINSULA BOOTH

Definition

A Peninsula Booth is exposed to an aisle on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as “split island booth.”

Dimensions

A Peninsula Booth is usually 20' x 20' or larger. When a Peninsula Booth backs up to two linear booths, the backwall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is a typical maximum height allowance, including signage for the center portion of the backwall.



ISLAND BOOTH

Definition

An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

An Island Booth is typically 20' x 20' or larger.

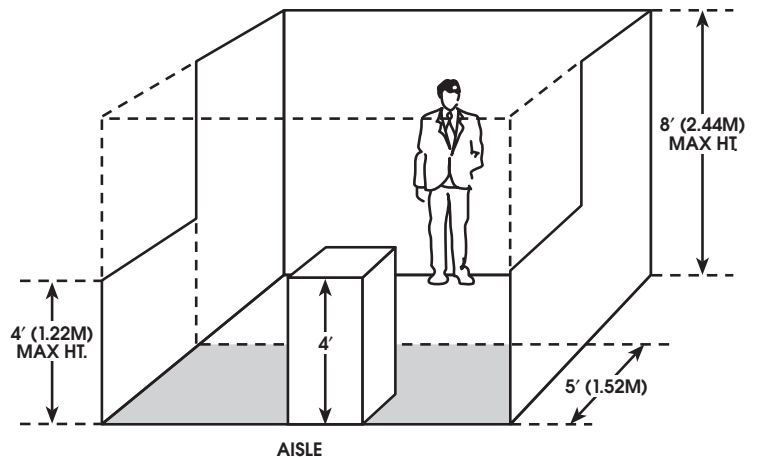
Use of Space

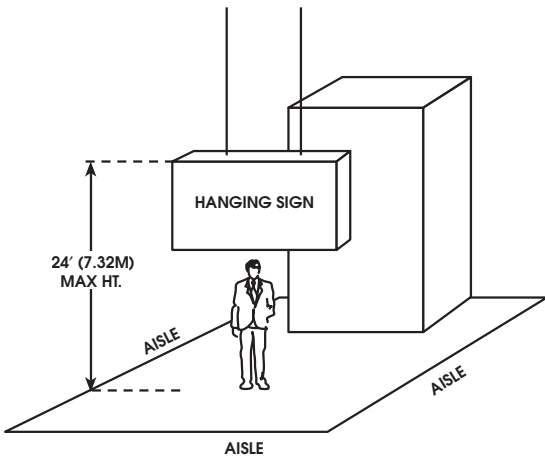
The entire cubic content of the space may be used up to the maximum allowable height, which is usually sixteen feet (16') including signage.

CANOPIES AND CEILINGS

Canopies, including ceilings, umbrellas and canopy frames can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with the line of sight requirements.

The base of the Canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings.





HANGING SIGNS AND GRAPHICS

Hanging signs and graphics are permitted in all standard Peninsula and Island Booths only, usually to a maximum height of twenty four feet (24'). Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type).

Hanging signs and graphics should be set back ten feet (10') from adjacent booths.

Requests for the use of hanging signs and graphics must be submitted to the exhibition organizer at least 60 days prior to installation. Drawings should be available for inspection.

TOWERS

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used.

Towers in excess of eight feet (8') should have drawings available for inspection. Fire and Safety regulations in many facilities strictly govern the use of towers. A building permit may be required.

ISSUES COMMON TO ALL BOOTH TYPES

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from Web site www.usdoj.gov/crt/ada/infoline.htm.

Structural Integrity

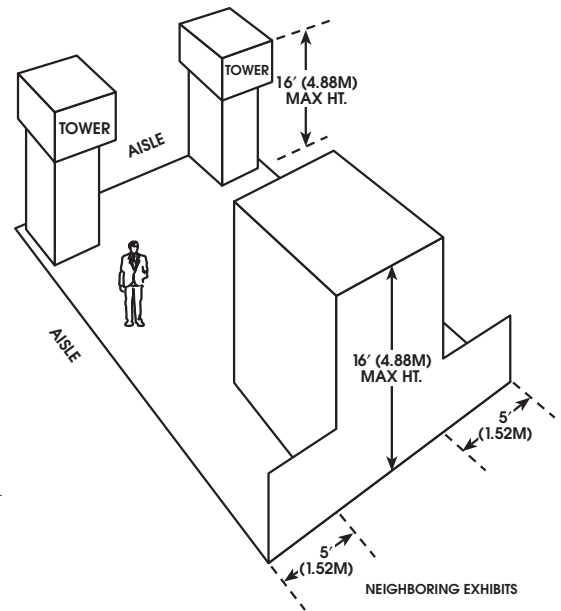
All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

Exhibits should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them.

Flammable and Toxic Materials

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flameproofing certificate should be available for inspection.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency with the facility.



Electrical

Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested:

- All 110-volt wiring should be ground three-wire.
- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.”
- Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps are not recommended and are often prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in-over-load protectors.

Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of exhibit space. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting that is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by Exhibition Management.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, as long as these items do not impede access to utility services, create a safety problem or look unsightly.

Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of three feet (3') and/or install hazard barriers as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed 85 decibels. Additionally, demonstrations should only be conducted by qualified personnel.

Sound/Music

In general, exhibitors may use sound equipment in their booth(s) as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels.

Exhibitors should be aware that music played in their booth(s), whether live or recorded, may be subject to laws governing the use copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.