



GLOBAL PET EXPO

Orange County Convention Center, Orlando, FL

February 29 - March 2, 2012

Welcome to the 8th Annual Global Pet Expo. The information in this bulletin will help make your set-up easier. PLEASE READ IT CAREFULLY!

Move-In Dates

Monday, Feb. 27
Tuesday, Feb. 28

Open

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

Close

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

Show Dates

Wednesday, Feb. 29
Thursday, March 1
Friday, March 2

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 make arrangements to meet with buyers in your booth outside of the official show hours.

Key Locations

Show Office –	Room W206	407-685-4100
Press Office –	Room W205	407-685-4099
Exhibitor Registration	Reg. B Lobby	407-685-4060
Business Center –	Hall WC Lobby	407-363-2831
GES Servicenter –	Rear of the 600 Aisle	407-685-4028 407-685-4029 (fax)
GES Satellite Desks	Across from Booth 2525 Across from Booth 3167	

Emergency/Security

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

GES Exhibitor Servicenter

The GES Servicenter is located in the Rear of the 600 Aisle Centerplate, Floral Expositions, GES, Lead Retrieval, Orange County Convention Center, PRG, The Photo Group and SmartCity will have representatives present in the Servicenter.

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 Executives are:

Phil Burris	Booths 600-1191	Cell Number: 770-372-1600
Tonya Claytor	Booths 1200-1691	Cell Number: 678-614-3284
Diane Zellar-Margules	Booths 1700-2289	Cell Number: 407-467-0609
Christina Brown	Booths 2300-2789	Cell Number: 702-591-6494
Beth George	Booths 2800-3291	Cell Number: 407-467-0732
Amy Carver	Booths 3300-3790	Cell Number: 407-467-0565
Pete Kledaras	Booths 3800-4259	Cell Number: 301-399-2231

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.

Deadline for Booth Set-up

Exhibitors must complete set-up by 6:00 p.m., Tuesday, Feb. 28th to ensure that the exhibit hall is ready for the buyers at 9:00 a.m. on Wednesday, Feb. 29th. Aisle carpet installation will begin at 6:00 p.m. and all aisles must be clear by this time. Any materials left in the aisles after this time will be removed to storage.

Food Service at the Convention Center During Move-In

Monday, Feb. 27, 2012

Sandwich Zone	Level 1B Registration	8:00 a.m. – 2:00 p.m.
Habana Grill & Cafe	Level 1B Registration	10:00 a.m. – 2:00 p.m.
Ezra's BBQ	Level 1B Registration	10:00 a.m. – 2:00 p.m.
Pita Hut Cart	Dock 11	10:00 a.m. – 5:00 p.m.

Tuesday, Feb. 28, 2012

Hill of Beans Coffee	Level 2 Concourse	8:00 a.m. – 3:00 p.m.
Habana Grill & Cafe	Level 1B Registration	10:00 a.m. – 3:00 p.m.
Ezra's BBQ	Level 2 Concourse	10:00 a.m. – 3:00 p.m.
Ezra's BBQ	Level 1B Registration	10:00 a.m. – 3:00 p.m.
Sandwich Zone	Level 1B Registration	10:00 a.m. – 3:00 p.m.
Pita Hut Cart	Dock 11	10:00 a.m. – 6:00 p.m.

Complimentary Coffee Service for Exhibitors

The Orange County Convention Center and its Service Partners would like to welcome back Global Pet Expo exhibitors with a complimentary coffee service on Tuesday, Feb.

28th from 8:30 a.m. to 10:30 a.m. The coffee service will be placed near OCCC Desk in the GES Servicenter (Rear of the 600 Aisle).

Business Center – FedEx Office

Monday, Feb. 27	8:00 a.m. – 5:00 p.m.
Tuesday, Feb. 28	8:00 a.m. – 6:00 p.m.
Wednesday, Feb. 29	8:00 a.m. – 6:00 p.m.
Thursday, March 1	8:00 a.m. – 6:00 p.m.
Friday, March 2	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 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.

During Move-out, do not leave your booth unattended until all 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 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 Tuesday, Feb. 28th. 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 Friday, March 2nd between 5:00 - 6:00 p.m.

New Products Showcase – New Policy for Retrieving Product

This year, Global Pet Expo is instituting a new policy for all companies participating in the New Products Showcase. When exhibitors go to place their entries in the New Products Showcase area on Tuesday, February 28th, 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 tradeshow. This new 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.**

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 W206. 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 two hours 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 Registration Lobby B.

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, February 28th 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, American River International, Freightquote.com, UPS Freight and

Package, UBS Financial Services, Food Export USA-Northeast, Packaged Facts and APPA Member Relations. Drop in to find out how you can win a free booth in 2013!

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. Congress recently enacted the FDA Food Safety Modernization Act, which will increase safety requirements for pet food manufacturers. Dr. Dzanis can answer questions as to what safety requirements may be forthcoming to ensure compliance with the Act.

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 (#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. The return of empty containers will take place as follows:

Friday, March 2:

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.

11:00 p.m. - Anticipated return of all empty containers.

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

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 2nd. 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 Orlando 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 W205 or at 203-554-6121.

Thanks for Exhibiting. Have a Great Show!

GLOBAL PET EXPO

GUIDE TO BADGE COLORS

ATTENDEE TYPE

BADGE STRIPE COLOR

DISTRIBUTOR/
WHOLESALER

LIGHT ORANGE

MULTI-UNIT
RETAILER

YELLOW

SINGLE-UNIT
RETAILER

YELLOW

EXHIBITOR/
MANUFACTURERS
REPRESENTATIVE

GREEN

PRESS

RED

INDUSTRY VISITORS

PURPLE

STAFF

CLEAR

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, 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.

