



Exhibit Design Guidelines

Guidelines apply to all booths at the Atlanta Pet Fair & Conference

Cubic Content Definition: Using the perimeter lines of a booth as a guide, the exhibitor may install a booth up to these lines and utilize all the volume of space within these lines up to the maximum height permitted depending on the type of booth.

- **Linear, corner and end-cap booths have a maximum height of 10 ft including any product, signage and/or booth component.**
- **Perimeter booths along the wall have a maximum height of 15 ft including any product, signage and/or booth component.**
- **Island booths which are considered 400 square feet or larger have a maximum height of 20' including any product, signage and/or booth component.**
- **All exhibit components along with the sidewalls and back wall extending above pipe and drape must be completely finished, painted, and with no exposed wires or framing visible.**
- **Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.**
- **Banners, flags, and pull-ups are allowed but may not exceed 10 ft in height for all linear, corner and endcap booths, except for perimeter booths (against the building walls) which may not exceed 15 ft in height. Banners and flags in island booths may not exceed 20' maximum height.**
- **Hanging banners or signs above booths are reserved for island booths that are 400 sq. ft and larger. Signage for any non-perimeter In-Line, End-cap or Peninsula Booths may not exceed 10'. Hanging banners for any non-island booths are not allowed.**
- **Canopies/awnings will only be allowed with show management pre-approval. If you feel you need a canopy in order to display your product you must obtain approval. Without prior approval your canopy or awning will not be allowed on show site. Please call WPA office at (800) 999-7295 and ask for Sales Dept for approval or e-mail at confirmation@atlantapetfair.org.**
- **Storage of any crates, cartons, boxes or other show materials within or behind your booth is strictly prohibited due to fire codes.**



World Pet Association, Inc.

Producers of SuperZoo, Atlanta Pet Fair & Conference, and America's Family Pet Expo

135 W Lemon Avenue • Monrovia, California 91016

Phone: 626 447-2222 / 800 999-7295 • Fax: 626 447-8350 • E-Mail: info@AtlantaPetFair.org • www.AtlantaPetFair.org

- **Violators of fire codes are subject to fines and confiscation of materials.**
- **A vehicle in your booth may be allowed but must meet the Fire Marshal requirements. You must return the Vehicle Placement Order Form in the GES portion of the Exhibitor Service Kit. Booth displays or product may not be brought into the show hall inside your vehicle. If your vehicle does arrive with your booth or product inside, it will be unloaded and charged as drayage. In addition, please notify WPA office at (800) 999-7295 and ask for Sales Dept for vehicle approval or e-mail at confirmation@atlantapetfair.org.**

Exhibit Display Rules & Guidelines

AUDIO - If audio is used inside the exhibit booth, all speakers must face into the booth and not into the aisles or into neighboring booths. Any complaints regarding audio will be mentioned two times to the offending exhibitor and on the third complaint the audio may be pulled for the duration of the show.

BOUNDRIES/GUIDELINES - If you have a corner booth and would like the side drape removed, you may request this with GES. Please make sure your display stays within the boundary of your booth space. No part of any booth shall project outside of your booth as to obstruct the view of adjacent booths. No booth, display or its contents may exceed the following height limitations (10' max height limit for linear, corner and end-cap booths; 20' max height limit for island booths; and 15' max height limit for perimeter booths along the wall). Raw wood, cardboard, or similar materials that are visible to adjacent exhibitors must be covered or painted. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of Show Management. All materials used in the construction of the booth and all decorative materials within exhibitor booths must be non-combustible or made flame retardant.

CAMERAS – All camera photographers (still and video) must receive exhibitor permission before taking a picture or filming. Anyone who is caught taking pictures or filming without permission will have their camera (including cell phones with cameras) held by Show Management until they leave the exhibit hall.

CHILDREN – Children are permitted at Atlanta Pet Fair. Children of walking age must be registered and badged while on show site. Children 15 and under must always be under adult supervision and will not be permitted on the exhibit hall show floor during exhibitor move-in or move-out hours. Children must be 16 or older and registered to attend seminars. Lost children announcements will not be made.

CONTRACT – Each exhibitor is responsible for understanding and abiding by the terms and conditions on your Application & Contract for Exhibit Space. This application properly executed by Applicant (Exhibitor) shall upon written acceptance by Atlanta Pet Fair / World Pet Association (WPA) acting as show management constitutes a valid and binding contract. Show Management reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. It is further agreed that the conditions, rules and regulations as herein stated and as outlined in the Exhibitor Service Manual are made a part hereof as though fully incorporated herein, and that the said exhibitor agrees to be bound by each and every one thereof. Show Management reserves the right to manipulate the floor plan and to move exhibitors (with prior notice) to enhance and benefit the overall exhibition. Should you have any questions, please call our office at (800) 999-7295.

DECORATIONS – May **NOT** be affixed to the ceiling, painted surfaces, columns, fabric and decorative walls. All exhibitor materials must be flameproof. Decorations must be confined to your exhibit booth only and not extend into the aisles. This includes signs and easels as well. If you have a corner booth, you may not affix signs to your corner pole.



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FIRE MARSHALL REQUIREMENTS -

- Storage of any kind behind back drapes, display walls or inside the display areas is not allowed.
- All materials used in the construction of the booth and all decorative materials (drapery, table coverings, banners, foam board, signs, set pieces, etc.) within exhibitor booths and those used for special events must be non-combustible or made flame retardant. All packing containers and similar material must be removed from the exhibition area upon completion of the booth arrangement.
- Literature on display shall be limited to reasonable quantities. Reserved supplies shall be kept in closed containers and stored in a neat and compact manner.

FOOD SAMPLING/DISTRIBUTION – The serving of food/beverage by exhibitors is not permitted, unless advanced written permission is given by Show Management. All food/beverage must be provided by the Convention Center’s exclusive caterer, CulinAero by Proof of the Pudding ([access CulinAero menus and information here](#)). **NO OUTSIDE FOOD OR BEVERAGE IS PERMITTED.**

HAZARDOUS MATERIALS - Exhibitors are prohibited from possessing, storing, or bringing onto the property materials that constitute hazardous materials as defined by federal, state and local law.

INSURANCE – All Exhibitors must submit proof of insurance as per the Terms & Conditions in the Booth Space Contract. For more information, visit the Atlanta Pet Fair & Conference website: <https://atlantapetfair.org/insurance/>

SECURITY – Will be provided by WPA from move in through move out. However, neither WPA nor the Georgia International Convention Center is liable for any loss or damage of materials. We strongly encourage you to secure/lock up your valuable items overnight and to implement security measures in your booth during the day to ensure your items are not stolen.

SMOKING POLICY – Smoking/Vaping is **NOT** permitted inside any part of the convention center.

SOLICITATION POLICY – Solicitation by non-exhibiting companies is strictly against our rules and will not be tolerated. We ask that if you are bothered by a solicitor, or see someone else being bothered by a solicitor, please contact the Show Management immediately so that we can take care of this situation for you. Solicitations for employment by exhibitors to attendees are not permitted.



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