



Super Pet ExpoTM.COM

*The Premier Shopping Event...
Everything for Every Pet Owner!*

January 9-11, 2026

Dear Exhibitor:

Welcome to Super Pet Expo in Edison ... New Jersey's Largest Pet Shopping Extravaganza.

This documentation is your official Exhibitor Services Manual with all the information to insure a successful show.

Be sure to make yourself aware of all the deadlines and the show's rules and regulations. A checklist regarding all the pertinent information is included in this manual which includes deadlines for discounts on electric, tables, chairs, carpet, etc.

Within this manual, you will find the following:

- Move-in and Move-out Schedule & Details
- Exhibiting Details & Show Facts
 - Including required insurance and animal permit information
- Exhibitor Admission Details – Retail Booths
- Exhibitor Admission Details – Non-Profits (rescues and shelters)
- Exhibitor Rules & Regulations
- Booth Behavior
- Tips for a Great Show

Marketing is a key ingredient for a successful event. We have a comprehensive campaign including radio, television, online, social media and outdoor/billboard advertising. We also encourage you to promote the event and your booth number through any social media you use.

We appreciate your business and look forward to seeing you in Edison. If you have any questions or need our help in any way, contact me directly at gschell@allshowservices.com.

Sincerely,

Gail Schell

Gail Schell
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