



# SuperPetExpo™

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

## EXHIBITING DETAILS & SHOW FACTS

**SHOW LOCATION:** New Jersey Convention & Exposition Center at Raritan Center  
97 Sunfield Avenue  
Edison, NJ 08837  
732-417-1400  
[www.njexpoctr.com](http://www.njexpoctr.com)

**SHOW DETAILS HERE:** <https://www.superpetexpo.com/exhibit>

### **DEADLINE FOR DISCOUNT SERVICES – ELECTRICAL, WIFI, TABLES, CHAIRS, SHIPPING, ETC. December 26, 2025.**

- The New Jersey Convention and Expo Center offers significant discounts when ordering electrical, Wi-Fi, etc. in advance. <https://marketplace.njexpoctr.com/>
- General Exposition Services offers significant discounts when ordering tables, chairs, etc. Deadline is **December 26, 2025**. Please contact them at [info@generalexposition.com](mailto:info@generalexposition.com) or 610-495-8866.
  - Click here to order: <https://www.generalexposition.com/online-servicekit.php>
  - Use Exhibit code: **SUPERPET26**

### **SHIPPING DIRECT TO THE CONVENTION CENTER:**

- Any exhibitor materials that are shipped to the facility arriving on Thursday, January 8 or Friday, January 9 will be accepted by Show Management. Shipping label should include:
  - New Jersey Convention & Exposition Center at Raritan Center – Super Pet Expo  
**Company Name and Booth Number**  
97 Sunfield Avenue  
Edison, NJ 08837
- We are not responsible for loss of materials since we simply accept shipments and deliver boxes to your booth. Check your insurance to make sure you are covered in case of theft. Exhibitors wishing to ship materials arriving prior to January 8, 2026, should work directly with General Exposition Services. There will be material handling fees if you work directly with them.

### **AUTOMOBILES IN BOOTHS**

- Companies having any type of vehicle in their booth must notify Show Management at least 2 weeks prior to Move-In. A vehicle is only allowed ¼ tank of gas or less, the battery must be disconnected, and gas cap must be taped or locked. Keys are to be held in the Show Office. The Edison Fire Marshal checks all vehicles prior to show opening.

**NO EARLY BREAKDOWN – YOU MUST WAIT UNTIL 5 PM ON SUNDAY**

# EXHIBITING DETAILS & SHOW FACTS continued...

## NEW JERSEY DIVISION OF TAXATION REQUIREMENTS:

- The New Jersey sales tax rate is 6.625% and must be collected on all retail transactions. All exhibitors selling products must submit a NJ Tax Form NJ-REG to collect sales tax. **You must complete the NJ-REG at least 15 days before you begin business in New Jersey.** <https://www.nj.gov/treasury/revenue/gettingregistered.shtml>
- You can register your business online in New Jersey here: <https://www.njportal.com/DOR/BusinessRegistration/>
- Frequently asked questions and answers can be found here: <http://www.state.nj.us/treasury/taxation/vendorpromoter.shtml>
- If you need help completing the Business Registration Application ([Form NJ-REG](#)) or have any registration questions: Call the Division of Revenue and Enterprise Services' Business Registration Services Office at 609-292-9292 (Option #1). Its hours are 8:30 a.m. to 4:30 p.m., Monday through Friday (excluding State holidays).
- The New Jersey Division of Taxation often canvasses shows. Please be prepared to avoid on-site challenges.

## BOOK YOUR HOTEL ROOM:

Courtyard Edison Woodbridge  
3105 Woodbridge Ave.  
Edison, NJ 08837  
732-738-1991

\$99/night – Pet Friendly for Dogs & Birds only (no cats) with \$75 non-refundable deposit towards cleaning fee. \$150 refundable deposit in the event no damage is done to the room.

Deadline: December 12, 2025

### [BOOK HERE](#)

Hilton Garden Inn Edison/Raritan Center  
50 Raritan Center Parkway  
Edison, NJ 0883  
732-225-0900

\$119/night – Pet friendly with \$50 pet room fee

Deadline: December 28, 2025

### [BOOK HERE](#)

## DIGITAL ADS

- Our most successful exhibitors promote their presence at the show. This type of pre-show promotion will benefit everyone. We have created several different digital files that can be used on websites, in email, social, etc. Tag us from your socials and let the fun begin. Contact Annmarie Kennick for additional information - [honeybakedam@gmail.com](mailto:honeybakedam@gmail.com). Get your free digital ads through the Super Pet Expo Website: <https://superpetexpo.com/promotional-materials/>
  - Facebook - <https://www.facebook.com/SuperPetExpo>
  - Instagram - <https://www.instagram.com/superpetexpo/>
  - TikTok - <https://www.tiktok.com/@superpetexpo>

# EXHIBITING DETAILS & SHOW FACTS continued...

**NO EARLY BREAKDOWN – YOU MUST WAIT UNTIL 5 PM ON SUNDAY**

## INSURANCE:

All exhibitors must have a commercial general liability policy of not less than \$1,000,000.00 naming Super Pet Expo (SPE) as an additional insured (Super Pet Expo, 11121 Rosemont Dr., Rockville, MD 20852)

- Exhibitor agrees to carry adequate personal and property damage liability and workers' compensation insurance. Certificates of insurance must be furnished by Exhibitor if requested by SPE and must be available on-site during the event. Failure by SPE to request proof of insurance shall not relieve Exhibitor from carrying proper coverage. Exhibitor understands that SPE does not maintain insurance covering Exhibitor's property or person and it is the sole responsibility of Exhibitor to obtain such insurance.
- If you do not already have insurance, you can purchase it for \$65 plus tax from Total Event: Go to: [Total Event Insurance - Exhibitor Application](#)
- Email your certificate of insurance for liability and workman's compensation to [info@allshowservices.com](mailto:info@allshowservices.com)

## FOOD & BEVERAGE (Human Food) – SALES & SAMPLING GUIDELINES

- Companies selling or sampling consumables are allowed on a case-by-case basis. Companies selling consumables (anything that can be consumed while at the show – popcorn, pickles, jerky, candies, chocolate, pastries, cookies, pretzels, coffee, smoothies/slushies) must be approved by Annie Daidone with Featured Catering. She can be reached at [adaidone@featuredcatering.com](mailto:adaidone@featuredcatering.com) or 201-815-0827.
- Note: Food and beverage items that are consumed onsite are subject to a 35% commission on total sales to Featured Catering. Beverages such as bottled water and soda are not permitted to be sold.
- All food vendors including those sampling anything are required to have an Edison Health Department temporary food permit. Cost is \$75. <https://edisonnj.rja.revize.com/forms/44>

## REVIEW AND PREPARE THE NJ HEALTH REQUIREMENTS GOVERNING ANIMALS (excluding dogs and cats):

- It is the responsibility of the Exhibitor to provide "Proof of Certification" on-site for certain animals. Health Certificates must be available for all animals other than dogs and cats. (See links below) Questions? Contact Katherine Szostak, Assistant Biologist, New Jersey DEP Fish and Wildlife, [Katherine.Szostak@dep.nj.gov](mailto:Katherine.Szostak@dep.nj.gov), 609.223.6055. **If you are mailing in your permit information, please put SUPER PET EXPO on the first page so it can be expedited.**
  - NJ Exotic and Nongame Permit Regulations: <https://dep.nj.gov/wp-content/uploads/njfw/possession-of-nongame-and-exotic-wildlife-regulations.pdf>
  - [Exotic & Nongame Animal Exhibit Permit – Renewal Application](#) (if you need the initial application)
  - If you are selling exotic and nongame species a Pet Shop – Retail Sales permit is required. [Exotic and Nongame Pet Shop Retail Sales – Initial Application](#) (PLEASE CONTACT [Katherine.Szostak@dep.nj.gov](mailto:Katherine.Szostak@dep.nj.gov))
  - [To view ALL Permits – NJ Fish & Wildlife Permits](#)

## DISCOUNTED ADMISSION FOR YOUR CUSTOMERS:

- Promote the show to your customers and they can save on admission by purchasing tickets online at [www.superpetexpo.com](http://www.superpetexpo.com) using the promo code LOVEYOURPET – good for \$3 off per ticket.
- Interested in having your own unique promo code (such as ABCPETS), email Kate Peterson at [kpeterson@allshowservices.com](mailto:kpeterson@allshowservices.com).

**NO EARLY BREAKDOWN – YOU MUST WAIT UNTIL 5 PM ON SUNDAY**