



SuperPetExpo™ I.COM

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

March 13-15, 2026

Manassas Mall *(Formerly the At Home store)*
Manassas, VA

EXHIBITOR SERVICE KIT

Super Pet Expo – Manassas, VA
Produced by All Show Services
301-564-4050

www.superpetexpo.com



Super Pet Expo™ .COM

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

March 13-15, 2026

Dear Exhibitor:

Welcome to Super Pet Expo in Manassas... DMV's Largest Pet Shopping Extravaganza.

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

Be sure to note all the show rules, regulations and deadlines (substantial discounts are offered for advance orders).

Within this packet, you will find the following:

- Move-in and Move-out Schedule & Details
- Exhibiting Details & Rules & Regulations
 - Including required insurance and animal permit information
- Exhibitor Admission Details – Retail Booths
- Exhibitor Admission Details – Non-Profits (rescues and shelters)
- Exhibitor Information and Rules & Regulations
- 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 magazine advertising. You can also take part in promoting the event - simply use your current social media and share our sites to let your customers know where you will be.

Facebook <https://www.facebook.com/SuperPetExpo/>
Instagram <https://www.instagram.com/superpetexpo/>
TikTok <https://www.tiktok.com/tag/superpetexpo>

All exhibitors MUST USE THE MALL ENTRANCE to enter the show during Show Hours. Parking will be coned off for exhibitors, and it is on a first-come, first-served basis. DO NOT USE THE FRONT ENTRANCE DOOR. [Here is a map so you know exactly where to go.](#)

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

Sincerely,

Gail Schell

Gail Schell
Operations Manager
gschell@allshowservices.com
502-376-8728



Super Pet Expo™ .COM

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

MOVE-IN, SHOW HOURS and MOVE-OUT NEW THIS YEAR – VEHICLES CANNOT ENTER THE BUILDING

SET-UP	Thursday, March 12	NOON – 6 PM	NO ACCESS FOR VEHICLES – PLEASE BRING YOUR OWN HAND CART
	Friday, March 13	8 AM – 2 PM	
EXHIBIT HOURS	Friday, March 13	3 PM – 8 PM	Booth Must Be Complete By 2 PM and vendors will need wristbands after 2PM. Vendor check in is located at the entrance to the hall from the MALL. SEE MAP
	Saturday, March 14	10 AM – 7 PM	Exhibitors Allowed at 9 AM
	Sunday, March 15	10 AM – 5 PM	Exhibitors Allowed at 9 AM
BREAKDOWN	Sunday, March 15	5 PM – 9 PM	No Early Breakdown Booth Must Be Open Until 5 PM Bring your own hand truck for move-out.

**NO MINORS ARE ALLOWED ON THE SHOW FLOOR
DURING MOVE-IN OR MOVE-OUT**

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

Early breakdown could result in loss of booth space in all future events.



SuperPetExpoTM.COM

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

MOVE-IN and MOVE-OUT DETAILS

ATTENTION: NO VEHICLES ALLOWED IN THE BUILDING. THERE IS NO ACCESS. YOU MUST BRING YOUR OWN HAND TRUCK.

March 12 – Thursday

MOVE-IN & SET-UP BOOTH DISPLAY FROM 12 PM UNTIL 6 PM

NO MINORS ON THE SHOW FLOOR DURING MOVE-IN

- **NO VEHICLES ON SHOW FLOOR – THERE IS NO ACCESS**
- PLEASE BRING YOUR OWN HAND TRUCK

March 13 – Friday

MOVE-IN & SET-UP BOOTH DISPLAY. 8 AM - 2 PM.

March 15 – Sunday

SHOW BREAKDOWN 5 PM TO 9 PM (NOT BEFORE 5 PM)

NO MINORS ALLOWED ON THE SHOW FLOOR DURING MOVE-OUT

- No booth breakdown permitted prior to 5 PM on Sunday. Be considerate of late day shoppers.
- No booth materials or merchandise will be permitted to be removed from the Hall prior to 5 PM.
- When you move-out, your booth space must be **completely cleared of all trash and materials upon leaving.**

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

Early breakdown could result in loss of booth space in all future events.

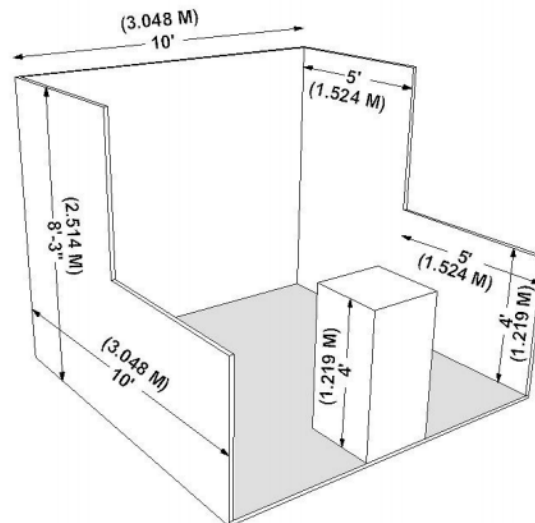
View map here:

[PARKING FOR VENDORS/EXHIBITOR ENTRANCE DURING SHOW HOURS](#)

BOOTH GUIDELINES & SET-UP

Standard 10x10 booths are defined with drapes over pipe frames; 8-foot-high back wall with 3-foot-high side walls. All linear booths have a booth identification sign that includes your Company Name and Booth number.

- All drape is black.
- Linear booths (10x10, 10x20, etc.) will have an eight (8) foot draped back wall. On each side, a 32" draped side rail will extend from the back of the booth to the front of the booth.
- Pipe and drape is not provided for 20x20 or larger island booths. It is provided for 20x20 and larger peninsula booths and will be 8' high and 10" across centered in the middle – sides backing up to 10x10 booths will drop to 3' for the remaining 5'. Build your backdrop appropriately.
- DO NOT pin, staple or tape to the drape – violations could result in fines.
- With a linear booth (10x10, 10x20, etc.) exhibitors are allowed to build their booth to the maximum height of 8 feet. This includes back walls. Sidewalls MUST drop to 4' in height once it extends beyond 5' from the back wall. If the height of your display exceeds 8 feet, or you have questions, please notify Gail Schell at gschell@allshowservices.com for approval.
- Solicitation/Sales Literature: **No sales solicitation or distribution of literature outside of your booth space.**
- **DISPLAYS:** Displays placed along the side drapes that are over 4 feet high should not extend more than 5 feet from the back wall. This will insure a clear line of sight of the neighboring booths.



- **DEMONSTRATIONS:** When sampling, demonstrating and/or entertaining attendees, booths must be arranged so that attendees coming into your exhibit do not block aisles or overlap into neighboring exhibits. If you expect many attendees to congregate in one area at one time, you must leave space within your own exhibit area to absorb the majority of the crowd.
- **AISSLES:** The aisles are the property of show management; therefore, show management requires each exhibitor to assure proper flow of traffic through the entire exposition. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights. Aisles must not be obstructed at any time.
- **SOUND:** Police your own booth so the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with other exhibits and must be discontinued.
- **GADGETS AND GIMMICKS:** The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise making devices are restricted to within the booth. Balloons, horns and odors are not allowed. Show Management reserves the right to determine when such items become objectionable.

GARDEN AREAS:

- Absolutely no power strips or extension cords can be in or on the mulch unless it is in conduit because it is quite flammable. The fire marshal will be checking this.
- You must place visqueen or a similar material on the floor before you place anything on the floor in your booth.
- Bring your own skid steer to move your pallets in and out of the hall.



Super Pet Expo™ .COM

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

March 13-15, 2026

EXHIBITING DETAILS

LOCATION: Manassas Mall (Formerly the AT HOME store.)
8358 Sudley Road
Manassas, VA 20109

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

DEADLINE FOR DECORATOR DISCOUNT SERVICES: WEDNESDAY, MARCH 4, 2026

For tables, chairs, carpet, other: Go to [PREMIER ORDER](#) to order online.

Premier Exhibit & Event Services, L.L.C.

PO Box 9986

Henrico, VA 23228

Phone: 804.338.5329

email - info@premiereeservices.com

[ORDER FROM PREMIER HERE](#)

BOOK YOUR HOTEL ROOM: [BOOK ONLINE HERE](#)

Official Show Hotel

Tru by Hilton Manassas

10550 Gateway Blvd, Manassas VA 20110

703-420-1500

\$115/night – [BOOK ONLINE HERE](#)

Deadline: February 10, 2026

Pet friendly for dogs and cats with a \$50 pet cleaning fee

Note: Rate includes breakfast

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 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 kpeterston@allshowservices.com.

SHIPPING DIRECT TO THE MANASSAS MALL:

- PLEASE CONTACT GAIL (gschell@allshowservices.com) or RICK (rick@allshowservices.com) if you need to ship product. Delivery must be made on Thursday, March 12 or Friday, March 13.



Super Pet Expo™ .COM

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

EXHIBITING DETAILS

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

FOOD VENDORS (Human Food): **Deadline is March 5**

- All food vendors, including those sampling anything, are required to have a Prince William Health District temporary food permit. [CLICK HERE FOR THE PERMIT](#)
- If you have a temporary food permit from a Health Department within Virginia, you would just fill out the form and provide a copy of your temp permit, otherwise, there is a fee of \$40.

COMMONWEALTH OF VIRGINIA DEPARTMENT OF AGRICULTURE REQUIREMENTS FOR EXHIBITORS: (Pet food/treats)

Deadline is February 28 – COMMERCIAL FEED LICENSE

- Any exhibitor that sells pet foods, treats or animal remedy products must be licensed in the Commonwealth of Virginia. You are required to have a Commercial Feed License and registrations for all packaged products. Go to <https://www.vdacs.virginia.gov/pdf/req-feed.pdf>. BEFORE offering your product for sale, you must obtain a license or written verification from the Commonwealth of VA office that they have received your application. Failure to do so can result in withdrawal of distribution orders.
- Additional information is available at: <http://www.vdacs.virginia.gov/plant-industry-services-agricultural-commodity-inspection.shtml#feed>

VIRGINIA DEPARTMENT OF TAXATION REQUIREMENTS

- Virginia sales tax is 6% and must be collected on all retail transactions.
- The Virginia Department of Taxation often canvasses shows. Please be prepared to avoid on-site challenges.
- For more information visit: <https://www.business.tax.virginia.gov/tax-eforms/st9-withschedule.php>

Electric Order Form



Super Pet Expo
.COM

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

ELECTRIC: March 5th is advanced rate deadline

IMPORTANT: Electrical service is not available at all locations in the hall. Vendors who previously indicated their need for power were placed in booths where power is available. Please use the form below to place your order. Orders prior to March 5th have an advanced rate of \$95 for a 10 AMP outlet. After March 5th, there is no guarantee you will be able to get electric. [FORM ONLINE](#)

NOTE: If you did not previously indicate the need for power but now wish to have it, please contact Rick Dobson at 301-564-4050 x104 or send the order form below to rick@allshowservices.com. He will advise if power can be delivered to your booth.

PORTABLE POWER SUPPLY: Please be aware that portable power supplies may be used in lieu of electrical service. If you are interested, www.jackery.com is one excellent source.

We highly encourage vendors who need power to use portable power supplies. If you are interested, www.jackery.com is one excellent source.

Company Name: _____

Contact: _____

Phone: _____

Email: _____

Booth Number: _____

Basic Power

Outlets available as listed below are stated according to wattage or amperage (10 Amps = 1,100 watts). Electrical outlets are typically run to the back center of a booth. Please note that electrical cords cannot be run under carpet or flooring.

Advance Rates indicates orders prior to March 5, 2026

10 Amp outlet		20 Amp Outlet	
Advanced Rate	\$95	Advance Rate	\$190
After March 5	\$150	After March 5	\$245

Email this form to Rick Dobson at rick@allshowservices.com.

We will invoice you for your electrical charges.



Super Pet Expo™ .COM

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

TENT RESTRICTIONS/RULES

There is a clear trend among local counties to ban the indoor use of tents and canopies – basically, any structure with a roof. These are deemed hazards by Fire Marshals across the country because, in the event of a fire, the building's sprinkler system would be unable to reach the contents beneath them. The Manassas Mall is located in Prince William County, VA, and they are implementing strict policies regarding the use of tents.

Although we cannot guarantee that any waivers or exceptions will be granted, if the Fire Marshal is willing to consider such requests, we want to be prepared for that possibility.

If you were planning to erect a tent or canopy in your booth at the upcoming Super Pet Expo in Manassas, you must provide us with the following information no later than February 25th.

- **Your Company Name**
- **The type (tent or canopy) and size** (if over 10x10, it will not likely be allowed under any circumstances)
- **Confirmation that the structure's material is certified to be fire retardant.** All tents must have a tag affixed to the tent that states it is NFPA701 fire retardant (a label to that effect would have been permanently attached at the factory).
- **Feel free to add any additional information you feel would be helpful to the building in their evaluation.**



Super Pet Expo™ .COM

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

DEADLINES & INFORMATION TO KNOW

HOTEL: February 10th

Tru by Hilton Manassas

10550 Gateway Blvd

Manassas VA 20110

703-420-1500

\$115/night

Deadline: February 10, 2026

Pet friendly for dogs and cats with a \$50 pet cleaning fee

Note: Rate includes breakfast

TENTS: February 25

- Please see page 8 for submitting permission for a tent. Not all tents are guaranteed to be accepted.

COMMERCIAL FEED LICENSE - March 1

- Any exhibitor that sells pet foods, treats or animal remedy products. See page 6.

FOOD PERMITS (Human Food) – March 4

- Details:
 - All food vendors, including those sampling anything, are required to have a Fairfax County Health Department temporary food permit. [CLICK HERE TO APPLY FOR A TEMPORARY FOOD PERMIT.](#)

DECORATOR (carpet, tables, chairs) March 4

For tables, chairs, carpet, other: Go to [PREMIER ORDER](#) to order online.

Premier Exhibit & Event Services, L.L.C.

Phone: 804.338.5329

email - info@premiereservices.com

ELECTRIC – March 5 – [ORDER FORM ONLINE](#)

- If you have not previously indicated the need for power but now wish to have it, please contact Rick Dobson at 301-564-4050 x104 or by email rick@allshowservices.com. He will advise if power can be delivered to your booth.



SuperPetExpo™ .COM

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

EXHIBITOR ADMISSION DETAILS

EXHIBITOR ADMISSION POLICY – **RETAIL BOOTHS**

All exhibitors must use the entrance through the mall to enter the show during show hours. See Map on page 12 or visit [Parking for Vendors](#).

Super Pet Expo uses **WRISTBANDS** to identify Exhibitors.

This system is user-friendly and efficient regarding your arrival to the show each day. The wristbands will also aid SPE Staff to secure the Exhibitor Hall.

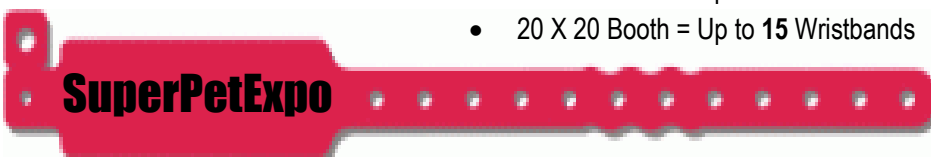
Exhibitor Check-In will be located near the mall entrance and open during set-up on Friday afternoon. It will be staffed throughout the show weekend.

As your personnel arrive to work the show, they will report to Exhibitor Check-In and receive a wristband from your allotment. Wristbands are valid all weekend, so only one visit to Exhibitor Check-in desk will be necessary. **Once your allotment of wristbands is gone, they are GONE.** Wristband distribution will be documented with signatures of those who pick up wristbands. Please note, due to Insurance Regulations, minors (under 16 years of age) may NOT wear wristbands.

Wristbands are VALID FOR ALL THREE (3) DAYS of the show. Therefore, the same wristband, which is durable and waterproof, is intended to be worn for the duration of the show. They must be worn and they are NOT transferable.

IMPORTANT:

- Minors (Under 16 Years of Age) May NOT Wear Wristbands
- Minors (Under 16 Years of Age) May NOT Work Show Booths and Must Have a Child's Ticket to Gain Entry
- Wristbands must be worn by exhibitors at all times
- Bands that have been cut or removed will not be valid
- Exhibitors will not be permitted into the Exhibit Hall without a **SECURED** wristband
- **NO** exceptions to these requirements
 - 10 x 10 Booth = Up to 7 Wristbands
 - 10 X 20 Booth = Up to 10 Wristbands
 - 20 X 20 Booth = Up to 15 Wristbands



Additional wristbands are \$10 each and can be purchased by contacting Kate Peterson at kpeterson@allshowservices.com.



Super Pet Expo™ I.COM

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

EXHIBITOR ADMISSION POLICY - **NON-PROFITS (INCLUDING RESCUES & SHELTERS):**

All exhibitors must use the entrance through the mall to enter the show during show hours. See map on page 12 or visit [PARKING for VENDORS](#).

Due to the high number of personnel changes throughout the show, all Rescue and Shelter organizations will receive a quantity of Wristbands to use at their own discretion.

Wristbands will be available for pick up at Exhibitor Check In located near the mall entrance. **Wristbands can be cut at vendor registration by Show Staff and a new wristband will be added back to your allotment for additional shifts to work your booth.**

- Wristbands must be cut at vendor registration in order to re-stock for your workers throughout the weekend. If you run out of wristbands, additional wristbands can be purchased for \$10.
- **Due to Insurance Regulations, Minors (under 16 years of age) will NOT be permitted to use a wristband and CANNOT work a booth. Minors must purchase a discount ticket.**
- **Minors are not allowed on the show floor during move-in and move-out. Minors MUST purchase a discounted ticket during show hours.**
- Instruct Employees / Volunteers to enter via the exhibitor check-in desk.
- Children may enter at exhibitor check-in - however, tickets must be purchased at the box office.
- **For organizations requiring additional wristbands, they can be purchased for \$10.**

Contact Kate Peterson at kpeterson@allshowservices.com to place your order.

- 10 x 10 Booth = 7 Wristbands
- 10 X 20 Booth = 10 Wristbands
- 20 X 20 Booth= 15 Wristbands

All exhibitors must use the entrance through the Mall to enter the show during show hours. See map page 12 or visit [PARKING FOR VENDORS](#).

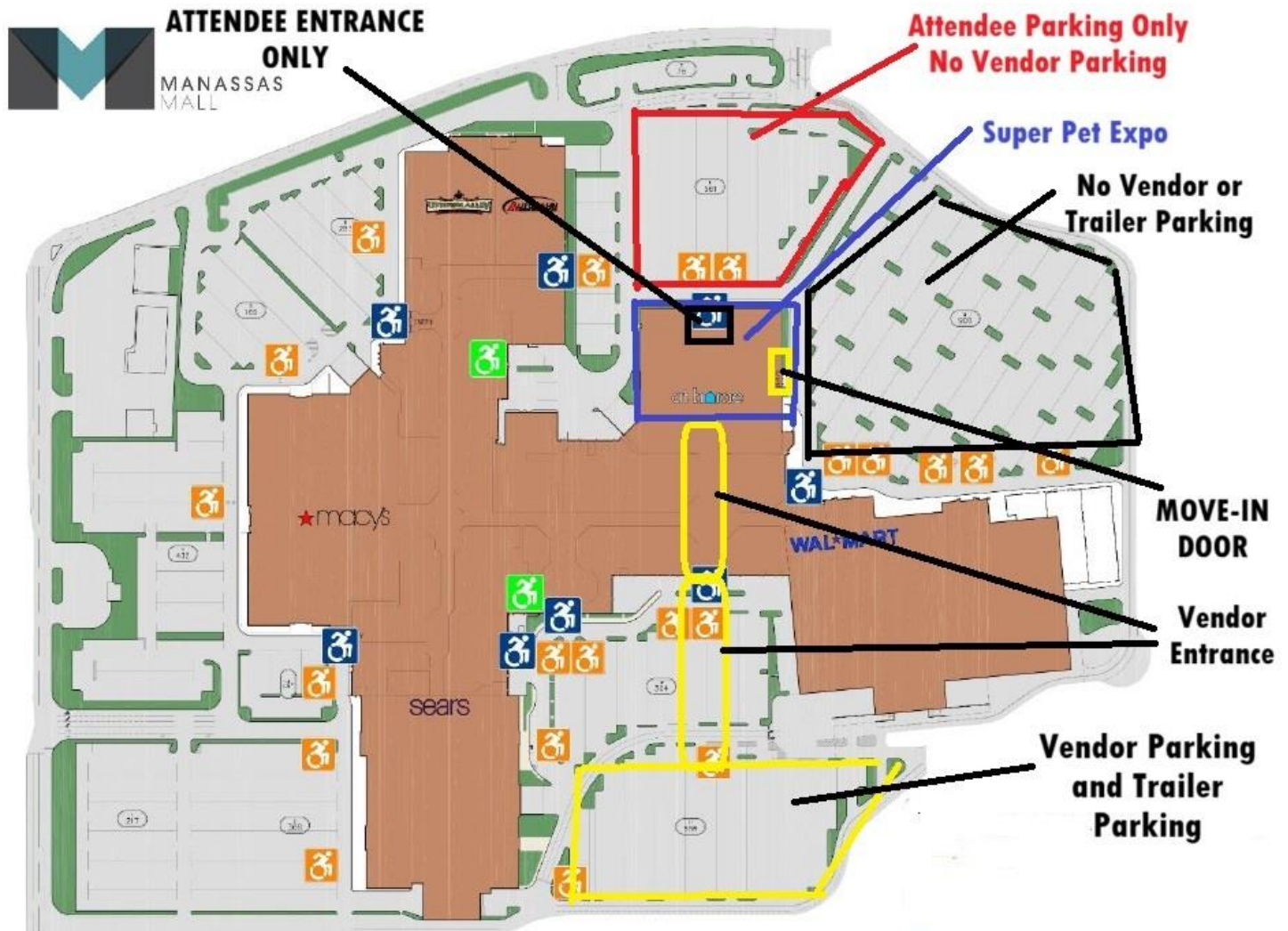


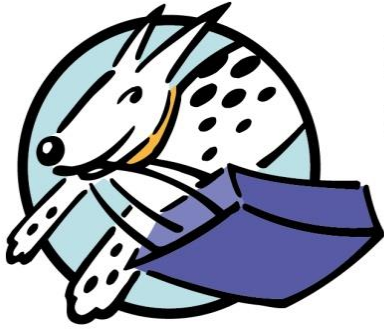
SuperPetExpo™ .COM

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

VENDOR PARKING

[MAP ONLINE](#)





SuperPetExpo™ .COM

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

EXHIBITOR INFORMATION AND RULES & REGULATIONS

- **Your booth cannot block the sight lines of neighboring Exhibitors.**
When within 5' of the aisle and 10' of a neighboring booth, your display needs to be under 4' high.
- **Exhibitors must be contained within the booth parameter.**
Merchandise, displays and/or animals must stay inside your booth space. Solicitation outside of booth space is not permitted - including the collection of donations
- **Tents – TENTS ARE PROHIBITED or MUST HAVE PRIOR APPROVAL.** Please refer to details on page 9.
- **Shelters and Rescues must keep all pets and cages / X-Pens within their Booth Space.**
Please act as a good neighbor to one another and keep pets and volunteers completely within your assigned booth space. This includes keeping the aisle in front of your space free and clear.
- **No affixing of any materials to the facility.**
Including materials such as paste, tape or other adhesive including duct tape, double-sided tape, or masking tape, etc.
- **No flammable materials may be used unless treated with a flame retardant.**
Including but not limited to bunting, tissue paper, crepe paper, etc.
- **Please remember just one company is allowed per booth space. No sharing.**
- **No carts or dollies will be available for use or rent at the venue, so please bring your own if you need them.**
- **Use only the specified entrance and exit.**
Opening of other interior doors creates a security breach which endangers you and your merchandise.
- **DO NOT pack up your booth early!**
 - *No unsold merchandise will be permitted to be removed from the hall prior to 5 PM on Sunday. **Early breakdown could result in loss of booth space in all future events.***



Super Pet Expo™ .COM

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

Tips for a Great Show!

1. Promote your presence at the show in advance. Offer "SHOW ONLY" prices. Share those deals with us and we'll share via our large social media network. E-mail Annmarie at Honeybakedam@gmail.com with your promotions.
2. Remember that you are going to be spending long hours on your feet so wear comfortable shoes.
3. Order all booth needs early (See the deadline page for advance rate order deadlines.) You'll save money. Check when you arrive to make sure that you have everything that you requested, and bring copies of your order forms with you.
4. Set up early.
5. Be in your booth early. Doors will open promptly at 3 PM on Friday and 10 AM on Saturday and Sunday.
6. Never leave your exhibit unattended. There will *always* be someone at your booth wanting to buy the moment you walk away.
7. Make your booth inviting. Don't barricade yourself inside.
8. Do not allow your staff to read books or magazines or their mobile devices (and don't do it yourself) in your booth. Customers hate to disturb someone happily engrossed in reading.
9. People are more likely to visit you in your booth if you are standing up and looking attentive. Smile and invite them into your booth. Customers don't want to interrupt you if you are all sitting around engrossed in a conversation.
10. Offer service, advice and a friendly face – people always return to places they feel welcome.
11. Have a drawing for a special item – an excellent and easy way to develop a mailing list.
12. Come to the show prepared and plan to bring the following with you:
 - Hand truck or cart
 - A broom for sweeping out your space at night
 - An extension cord. Your power source is not always where you need it!
 - An electrical power strip
 - Sheets for covering your merchandise at night
13. Accidents Happen! With so many animals on the show floor all weekend, accidents will absolutely happen. While we work with a pooper scooping company to help clean-up messes in the aisles, we ask that you also come prepared with cleaning supplies to help take care of messes that may happen in the immediate vicinity of your booth. We are all in this together!