



Atlanta Pet Fair 2015

Hilton Atlanta Airport

March 5-8, 2015

General Information

ANNOUNCEMENTS – Announcements will only be made for emergencies and show management information. Please arrange a meeting place, should you be separated from the rest of your party.

ATM – There is an ATM located in the hotel lower lobby.

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.

AUDIO VISUAL – provided by PSAV. Please see their form in hotels portion of the Exhibitor Service Kit.

BADGES - You will receive an email with your registration barcode included about 10 days before the show. **Bring this with you to the show!!!** This bar code will be scanned, on-site, and your badge will be automatically printed.

BALLOONS – The use of balloons are allowed as long as they are secured to the booth. Balloons are not to be handed out. Helium tanks must be in an approved safety stand or cart and require prior written approval from the hotel. There is a \$75.00 clean up fee for the use of helium balloons.

BANNERS/SIGNS – are not permitted from the ceiling. Signs and banners may be hung on the pipe and drape behind your booth. Please make sure the signs are within the height limit allowed (see Booth Set-Up Diagram). These signs may NOT be affixed with tape, pins, etc. Please pick up “S” hooks from the Cherry service desk or show registration. There is no charge for these hooks and it is the only way signage may be hung from the pipe/drape.

BOOTHS – Standard booth includes 8' high draped back panel, 36" high draped side rails and company ID sign. You may also order (1) 6' x 18" table with table cloth, (2) folding chairs and a trash can (for each 8' of space) at no additional charge. You will only be provided with these additional furnishings if you order ahead of time – see Exhibitor Service Kit for order form. Any additional booth furnishings must be ordered through Cherry Convention Services (see their portion of the Exhibitor Service Kit). No part of any booth shall project as to obstruct the view of adjacent booths. All displays, materials, demonstrations must be kept within the confines of your assigned booth space. No booth, display or its contents may exceed height limitations as outlined in the Exhibitor Service Manual. Raw wood, cardboard, or similar material for wings to booths must be covered or painted if they are visible to adjacent booths. 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.

Exhibit Management reserves the right to decline, prohibit or expel an exhibit which, in its judgment, is out of keeping with the character of the exhibition; this contract being all inclusive as to persons, things, printed matter, product, conduct, sound level, etc. Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the Exhibitor's booth. No part of an Exhibitor's exhibit, or their product, may extend beyond the limits of the Exhibitor's booth or into any aisle. No Exhibitor shall so arrange his/her exhibit so as to obscure or

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Producers of America's Family Pet Expo,
SuperZoo, Atlanta Pet Fair and Aquatic Experience
135 W Lemon Avenue, Monrovia, California 91016
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prejudice adjacent Exhibitors in the opinion of Exhibition Management. No Exhibitors shall assign or sublet any part of his assigned space without the consent of Show Management in writing.

Any space not occupied by the time set for completion of installation of displays will be reassigned at the discretion of Show Management. Deposits will be forfeited unless management has approved special arrangements.

Exhibitor will keep their exhibit open and staffed at all times during the show days and hours.

Failure to comply with the rules and regulations of this Contract and as stated in the Exhibitor Service Kit will result in the alteration or removal of the booth at the Exhibitor's expense. Rental fees for services and exhibit space are non-refundable.

Exhibitor shall be bound by all pertinent laws, codes and regulations of municipal or other authorities, having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.

BOOTH SET UP RULES – Atlanta Pet Fair uses the IAEE Guidelines for Display Rules and Regulations. These rules can be found in the show management portion of this Exhibitor Service Kit.

BUSINESS CENTER SERVICE – The Hilton Atlanta Airport Hotel has a 24 hour self-service Business Center located on the Lobby level.

CAMERA – All camera photographers (still and video) must get 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.

CARPENTERS – Cherry Convention Services Inc. is designated as the official carpenter contractor. If you need any special exhibit or display constructed, repaired and/or renovated, please contact them for services.

CHECK IN/OUT (HOTEL) – Check in is at 3:00 pm and checkout is at 12:00 pm.

CHILDREN – **SHOW DAYS:** Must be badged and if under 16, must be with their parents at all times. We ask that parents not allow their children under sixteen to walk the aisles without adult supervision. Lost children announcements will not be made, please make arrangements to meet them at an agreed upon location, should you be separated.

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.

CONTRACTORS (Official Contractors) – Please note that internet/phone, food service and electrical are exclusive services of the Hilton Atlanta Airport Hotel.

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

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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, as they could be dangerous to a passerby.

DECORATOR/OFFICIAL SERVICE CONTRACTOR –

Cherry Convention Services, Inc.
3866 Oakcliff Industrial Court
Atlanta, GA 30340
770 242-955
www.cherryconvention.com

DEMONSTRATIONS – Must be confined within the boundaries of your booth and may not extend into the aisles. Attendees must not block the aisles. Sound levels, grooming demonstrations, glaring lights or other distracting exhibitor's activities are subject to adjacent exhibitor and Show Management approval.

DISTRIBUTION OF PROMOTIONAL ITEMS – Must be within the confines of your booth, not in the aisles. This includes anything being distributed by costumed characters.

DOGS – See separate document "Rules and Regulations for Our 4 Legged Friends" in this Exhibitor Service Kit.

DRAPES – Your booth consists of 8' high back drape and 3' high side drapes. If you have a corner booth and would like the side drape removed, you may request this. With, or without a corner drape, please make sure your display stays within the boundary of your booth space.

DRAYAGE - See "Shipping"

ELECTRICAL - outlets are not included in the booth fee and should be ordered from the Hilton Atlanta Airport Hotel. If you need electricity, please pre-order, as long delays can be expected for on-site orders and will bear a \$100 surcharge, in addition to the cost of the electricity. Please see form in Hilton Atlanta Airport Hotel portion of the Exhibitor Service Kit to order electricity.

EMERGENCY PROCEDURES – The Hilton Atlanta Airport Hotel has an internal emergency number – 44. For immediate response, it is recommended that you call this number. The hotel has an emergency response team 24 hours a day. In the event of an emergency, calling number 44 or dialing 9-1-1 will initiate the appropriate response. Paramedics, Fire Department and the Police Department are all located approximately 5 minutes from the hotel. Hotel security, as well as a small number of other employees, are trained in CPR. Emergency evacuation routes and procedures are located on the inside of all guest room doors.

Nearest Emergency Room/Hospital: South Fulton Medical Center
1170 Cleveland Avenue
East Point, GA
406 466-1170

EXHIBIT AREA INFORMATION – Grand Salon: Entrance is 9'5" high, floor capacity is 100#/sq ft.
Freight entrance – 6' 11" high/5' 10" wide

Chattahoochee Salon: Entrance is 12' 6" high, floor capacity is 100#/sq ft
Maximum ceiling height is 15' 6"

Freight elevator – 7'6" deep, 4'1" wide, 7'1" high - 4,000# capacity

EXHIBITOR SERVICE KIT – can be found on our web site – <http://www.atlantapetfair.org/exhibitors/service-kit/>

FIRE MARSHALL REQUIREMENTS -

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- 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 – The serving of alcoholic beverages and/or foods by exhibitors is not permitted, unless advanced written permission is given by show management. All food/alcohol must be provided by the hotel.

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.

HOUSING INFORMATION – Our host hotel is the Hilton Atlanta Airport

1031 Virginia Ave Atlanta, GA 30354

Reservations: 1-800 HILTON

Hilton Direct: 404 768-0185

Standard King or Double - \$118.00 + tax

Towers King or Double - \$143.00 + tax

Room reservation deadline: Wed, February 11, 2015

HOTEL DIRECTIONS – The Hilton Atlanta Airport hotel is located five minutes from the Hartsfield-Jackson Atlanta International Airport and just ten minutes from downtown Atlanta. Complimentary shuttle service is available to the Atlanta Airport and to Atlanta's MARTA rail service providing public transportation to downtown Atlanta.

Shuttle Service from the Atlanta Airport: Follow the signs for ground transportation. Shuttle departs every 15 minutes from the hours of 4:00 a.m to midnight and is on call after midnight. Look for our blue and silver van.

Driving Directions:

From the North: Take I-85/I-75 South. When the interstate splits, stay on I-85 south to Exit 73 (Virginia Avenue). Turn left onto Virginia Avenue. The Hilton Atlanta Airport is approximately 3 blocks on the left.

From the South: Take I-85 North. North on I-85 to Exit 73A (Virginia Avenue). Right onto Virginia Avenue off of exit ramp. The Hilton Atlanta Airport is approximately 3 blocks on the left.

Alternately, if traveling on I-75 North from Florida, continue on I-75 North to 285 West to I-85 North and continue on I-85 North to Exit 73A (Virginia Avenue). Right onto 20. Virginia Avenue off of exit ramp. The Hilton Atlanta Airport is approximately 3 blocks on the left.

INFORMATION – WPA/Atlanta Pet Fair Information Booth is located on the main level of the hotel, across from the Concierge Desk.

INSURANCE – Exhibitors must carry worker's compensation, commercial general liability including products and completed operations independent Contractors, personal injury and blanket Contractual liability insurance at limits of at least \$1 Million per occurrence, \$2 Million aggregate. These coverage's must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder naming World Pet Association, Inc., Atlanta Airport Hilton, Cherry Convention Services as additional insured. If requested by Show Management, they must be made available on show site. It is strongly recommended that Exhibitors also carry insurance to cover loss or damage to their exhibits or other personal property while such property is located at or is in transit to or from the

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exhibit site. Atlanta Pet Fair and WPA assume no liability for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever. While the exhibition may provide security guards, it is solely done as an accommodation to Exhibitors. The Exhibitor expressly agrees to save and hold harmless Atlanta Pet Fair and WPA, their management, agents and employees from any and all claims, liabilities and losses for injury to persons or animals (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of Atlanta Pet Fair or WPA

LOCATION - Hilton Atlanta Airport

1031 Virginia Avenue, Atlanta, GA 30354

Local Phone: 404-767-9000 Fax: 404-767-0844 www.atlantaairport.hilton.com

LOST & FOUND – Lost & found will be located at Atlanta Pet Fair Information Desk on the main level, across from the hotel concierge.

MARTA – The MARTA is a light rail system that operates throughout the city of Atlanta. The closest MARTA station is located at Hartsfield Jackson Atlanta International Airport via our complimentary shuttle vans.

Trains Frequency:

Monday–Friday 5 am – 1 am

Peak Hours: 6 – 9 am & 3 – 7 pm

Trains run every 10 min

Midday Service

Trains run every 20 minutes

Weekend & Holidays 5 am – 12:30 am

Trains run every 20 minutes

Train operates every 5 minutes from Lindbergh Station to the Airport

Trains may operate as frequently as every 5 minutes

For additional information, please visit MARTA online at <http://www.itsmarta.com>

MOVE-IN – is Thursday, March 5 from Noon to 9:00 p.m. for all exhibitors. Check the Rules & Regulations regarding booth decorations and obstructions. Exhibitors should obtain their badge prior to setting up their booth.

MOVE-OUT – Dismantling is Sunday, March 8 at 4:00 pm to 8:00 pm. Early dismantling (including packing-up of any part of your exhibit) violates Show Rules and more importantly, detracts from the professional appearance of Atlanta Pet Fair. Please note that early dismantling will not be tolerated. Move-out of exhibit materials or dismantling prior to the 4 p.m. closing of the show Sunday, March 8 may risk being excluded from future WPA shows.

Remember to remove valuable items from your booth on the first load. Do not leave briefcases, computers, printers, telephones, or product in an unattended booth. Show management cannot assume responsibility for the loss or damage. If you are leaving materials in your booth overnight, please use a security cage to store costly or smaller items. Atlanta Pet Fair management does not guarantee the safety of items left overnight. While we do provide over all security for the hall, the responsibility is the exhibitor's to safeguard exhibit materials.

PARKING – The APF discounted rate is \$3.00 per day, per vehicle. Off-site parking is also \$3.00/day and includes shuttle service. Hotel guests will have this fee added to their room charge. Non hotel guests will pick up a parking ticket at show registration. They will show this ticket when leaving the parking lot and be charged a discounted parking fee of \$3.00. The hotel also offers valet parking at a rate of \$14.00 per day. Exhibitors are asked to use the off-site parking lot so that more on-site parking is available for buyers.

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PARKING – OVERSIZED VEHICLES - You may reserve an oversized parking space for the purpose of restocking for \$30.00 per night, with room reservation at the Hilton Atlanta Airport. A surcharge of \$30.00 per night will be added if no guest room is reserved at the Hilton Atlanta Airport. These parking spaces will be assigned and you must park only in your assigned space. You will be given an oversized parking permit and are required to have it on the dash of your car at all times. Oversized vehicle parking spaces are limited and will be granted on a first come, first served basis. Please find a form for this in the Exhibitor Service Kit.

You may park your oversized vehicle at the off-site parking lot for \$3.00/day

PETS – Only pets utilized for demos or contest are allowed at the show.

RV PARKING – The Hilton Atlanta Airport does not allow RV parking on their premises.

Please consider the Atlanta RV South Resort
281 Mt. Olive Rd., McDonough, GA 30253
770 957-2610 www.atlantasouthrvresort.com

REGISTRATION – pre-show: www.AtlantaPetFair.org. On-site: on the lower level in the lobby.

SECURITY – Will be provided by WPA from move in through move out. However, neither WPA nor the Hilton Atlanta Airport is liable for any loss or damage of materials. Additional booth security may be ordered by exhibitor. See form/information in the Show Management portion of the Exhibitor Service Kit.

Do not leave expensive or personal valuables visible in your booth or in the seat of a car or truck. Remember the exhibitor has ultimate and sole responsibility of protecting his own materials.

SERVICE DESK (CHERRY) – Cherry Convention Services will have a service desk on Thursday, March 5 from 10:00 am to 5:00 pm. Location TBD.

SHIPPING - The Hilton Atlanta Airport Hotel will accept shipments 3 days prior to the show date. The hotel will charge a handling fee of \$2.00 per box and \$25.00 per pallet. If shipping directly to the Hilton, you will be responsible for making sure your shipment gets to your booth, or make arrangements with Cherry Convention Services by submitting a Material Handling form to them. If you are shipping direct to the hotel, packages must be addressed as follows: Guest Name

Company Name and Arrival Date
Atlanta Pet Fair
Hilton Atlanta Airport
1031 Virginia Avenue
Atlanta, GA 30354

If you are shipping a crate, tub or other large item, they will not fit into the freight elevator and will need to be moved into the building by the exhibitor or Cherry Convention Services. If you are shipping to APF through Cherry Convention Services, shipment must be shipped to arrive by February 23 to avoid off-target charges, and be addressed as follows:

Name of Company, Booth # _____
Atlanta Pet Fair
C/O Cherry Convention Services
3866 Oakcliff Industrial Court
Atlanta, GA 30340

Shipping information can be found in the Cherry Convention Services portion of the Exhibitor Service Kit

SHOW PROGRAM ADS – See Pet Product News “Ad Sell Sheet” in Show Management portion of this Exhibitor Service Kit

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SHOW SPECIALS – See information in Show Management portion of this Exhibitor Service Kit

SMOKING POLICY – Smoking is NOT permitted inside any part of the hotel

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 call the Atlanta Pet Fair information number (626) 840-0222 immediately so that we can take care of this situation for you.

Solicitations by exhibitors to attendees are not permitted. Employers sending their employees to APF should not have to worry about them being solicited for employment

STORAGE – Of empty boxes is available through the Hotel. Please contact Joyce Leaphart, Director of Events at the Hilton Atlanta Airport Hotel – 404 559-6890 to make arrangements.

SUB-LEASING BOOTHS – Is not allowed

TRANSPORTATION - the hotel provides a complimentary shuttle to/from Hartsfield-Jackson Atlanta International Airport approximately every 15 minutes from 5:00 am to 11:00 pm. For service outside these hours, please contact the Concierge at hotel extension 45 to make transportation arrangements or use the Airport Courtesy Phone located at Baggage Claim at the airport. The hotel will also extend complimentary transportation to nearby restaurants.

WHEELCHAIRS - The following company has wheelchairs for rent and will deliver to the Hilton Atlanta Airport Hotel:

Collier Pharmacy
5705 Buford Highway Doraville, GA
(770) 455-4433 Email collrx@bellsouth.net

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