

EXHIBITOR MANUAL

Maryland - 2027



JANUARY 29 - 31, 2027

IMPORTANT! Please read this Exhibitor Manual thoroughly. It includes important information essential to a smoothly run and successful show. Thank you for your cooperation.

EXHIBITOR INFORMATION

SHOW MANAGEMENT:

Premier Events, Inc.

P.O. Box 926

Westminster, MD 21158

Telephone: 800-882-9894

Telephone: 410-374-5964

Email: info@worldofpets.org

SALES, ATTRACTIONS & SEMINARS, OPERATIONS, BILLING & FINANCE:

Jeanne M. Emge

P.O. Box 926

Westminster, MD 21158

800-882-9894

410-374-5964

SHOW LOCATION:

Maryland State Fairgrounds

2200 York Rd.

Timonium, Maryland 21093

EXHIBITOR'S MOVE IN SCHEDULE:

Thursday, January 28, 2027 10:00 am – 8:00 pm

Friday, January 29, 2027 9 am – Noon, **no drive in unloading on Friday**

SHOW DAYS AND HOURS:

Exhibitors may enter the show at 9:00 am on Friday, Saturday & Sunday

Friday January 29, 2027 2:00 pm - 8:00 pm

Saturday January 30, 2027 10:00 am - 7:00 pm

Sunday January 31, 2027 10:00 am - 5:00 pm

EXHIBITOR'S MOVE OUT SCHEDULE:

Sunday January 31, 2027 5:00 pm - 11:00 pm (once public is cleared from building)

Monday February 1, 2027 9:00 am - Noon

Exhibitors must be moved out completely by Noon on Monday

SHOW OFFICE:

Show management will have an office in the Cow Palace adjacent to the Vendor Lounge.

SECURITY:

In addition to perimeter security provided by the Maryland State Fairgrounds, Premier Events, Inc. will provide continuous interior security from Thursday, January 28, at 10:00 am until Midnight on Sunday, January 31.

LIABILITY:

The Exhibitor is responsible for the booth area assigned and agrees to pay for any damage caused to the floor, walls, doors, etc. during the time he has contracted for the space (move in and move out included).

All curtains, draperies, streamers, surface coverings, etc. used as booth decoration **MUST BE FLAME PROOF.**

Insurance Certificates: Exhibitors are advised to see that their regular company insurance includes an extension of coverage for off premises, and that they have their own theft, public liability and property damage insurance. **Premier Events, Inc. General Liability Insurance policy does not provide this coverage for exhibitors. Insurance certificates need to be provided by Jan. 1, 2027.** The certs must list the entities below as Additional Insured for the dates of the show.

Premier Events Inc
PO Box 926
Westminster, MD 21158

MD State Fair & Agricultural Society
2200 York Rd
Timonium, MD 21093

If you need coverage:

Veracity Insurance:

ACT – will cover all exhibitors who need general liability except for those using live animals

ACT - <https://app.actinsurance.com/events/6970> starting at \$49

FLIP - <https://app.flipprogram.com/events/6971> Food related

PCI - <https://app.petcareins.com/events/6972> (for businesses in the Pet Service Industry)

<https://app.insurancecanopy.com/policy/buy/vendorevent/ai/MTQxODk=> This is for booths just handing out info and not selling anything.

BOOTH COURTESY:

Included in this Exhibitor's Information Package is a page titled "Be A Good Neighbor" which contains suggested guidelines for the operation of all booths. Please review this material to ensure that your booth is in compliance. Best practice is to work in agreement with your neighbors. **All exhibitor activities and products must be confined to the assigned spaces.**

BOOTH EQUIPMENT:

Display booths (except for bulk space) are 10 feet x 10 feet and consist of an 8 feet high back drape, 3 feet high side wall drapes and a 7" x 44" sign with the Exhibitor's company name. **Tables, chairs, and carpet are NOT included with any booth, but may be supplied by the exhibitor or ordered from the decorating company; an order form is on our website.**

ELECTRIC:

Electric is included for 1 single 500 watt outlet per booth. Please bring an extension cord as your electrical outlet may be up to 40 feet from your booth. All pre-wired exhibits must conform to local and State code. Exhibitors requiring additional power must contact show management at least 10 day prior to the first set-up day of the show. **SHOW MANAGEMENT DOES NOT FURNISH EXTENSION CORDS.**

EXHIBITOR PASSES:

All Exhibitors must have and wear an Exhibitor name badge to enter the Cow Palace, including move in and move out. Exhibitor badges will not be mailed. You must pick up your badges at the INFO Booth when you set up your exhibit. Badges are **NOT** transferable, and are honored only for the person in whose name it is issued. Show management will issue up to three (3) Exhibitor name badges per 10' x 10' booth or each 500 square feet of bulk space. Additional badges are available (for booth employees only) at a cost of \$5.00 each. Additional badges are limited to a maximum of three (3) per 10' X 10' booth.

Please fill out the enclosed Exhibitor Sign and Badge Form and mail or email to:

Premier Events, Inc.
P.O. Box 926
Westminster, MD 21158

IN ORDER FOR US TO HAVE YOUR EXHIBITOR NAME BADGES AND SHOW SIGN PREPARED PRIOR TO YOUR ARRIVAL, IT IS MANDATORY THAT EXHIBITOR SIGN AND BADGE FORMS BE RETURNED TO OUR OFFICE NO LATER THAN DECEMBER 31, 2027. It is recommended that you arrive early and avoid lines that form for badges immediately prior to the show opening. Also, please remember that Exhibitor Name Badges are for the use of persons working the booth and are not to be used by customers, friends and relatives for gaining admission to the show.

FORMS FOR ADDITIONAL DECORATING (OPTIONAL):

If you require services beyond that included with your booth (tables, chairs, carpet), forms for ordering these items from our decorating department are available on line. You are welcome to bring your own.

LOADING/UNLOADING:

Premier Events, Inc. does not provide labor, handcarts or other equipment for exhibitor's use in loading and unloading.

LODGING:

Exhibitors have a choice of hotels offering special rates for **World of Pets Expo** exhibitors. **Check our website for details.**

PARKING BY EXHIBITORS:

Parking is not permitted directly in front of the Cow Palace or in other fire lanes or areas designated NO PARKING. In the past the local Fire Marshal has temporarily closed shows where vehicles were parked in fire lanes. We also ask that exhibitors not park in the main parking lots which will be used by show patrons. There are ample parking areas away from the building on all sides. Additionally there is a fenced lot to the right at the north end of the building.

RETAIL SALES TAX LICENSES:

We are required by Maryland law to provide to the Maryland Retail Sales Tax Division the name and address of all out of state exhibitors selling tangible personal property at the **World of Pets Expo**. The Retail Sales Tax Division will forward the 30-day Temporary Permit forms to those exhibitors for their use in reporting and remitting sales tax collected at the show. If you do not receive the appropriate forms prior to the show, a fairly common occurrence in the past, it is your responsibility to remit the appropriate sales tax to the Maryland Retail Sales Tax Division after the show. If necessary, you may contact the Retail Sales Tax Division at the Special Events Section 410-767-1543.

GAS TANKS AND BATTERIES:

Vendors displaying any vehicles using gasoline and/or batteries are required to empty all gas tanks, tape closed all gas fill caps and disconnect all batteries. Vehicles will be inspected prior to the opening of the show for compliance.

SHIPPING INFORMATION:

Items shipped to the Fairgrounds should be clearly marked **HOLD FOR PET EXPO**. The shipping address for the Maryland State Fairgrounds is 2200 York Road, Timonium, Maryland 21093. The telephone number for the administration building at the Fairgrounds is (410) 252-0200. Neither Premier Events, Inc. nor the Maryland State Fairgrounds is responsible for the security and safekeeping of any items shipped to the Fairgrounds. It is suggested strongly that all such shipments be insured for the full replacement value.

RECREATIONAL VEHICLE FACILITIES AT THE FAIRGROUNDS:

A limited number of spaces are available for overnight RV use. RV facilities are available for the nights of January 28 - 31, 2027 only. The cost for this service (electric only) is \$25.00 per night and spaces are rented on a first come first served basis. Fairgrounds' security guards will collect the use fee. If you have additional questions, please call the Fairgrounds at 410-252-0200. Price is subject to change.

ADVERTISING:

Beginning as soon as possible, please make plans to include the **World of Pets Expo** in your television, radio, newspaper, newsletter and magazine advertising. Cooperative advertising is extremely beneficial and helps everyone.

STORAGE OF EXTRA STOCK:

All extra stock will need to be stored in your booth or outside the building in your vehicle. We do not have any extra secure areas to offer to store the stock for you.

BE A GOOD NEIGHBOR

IMPORTANT SHOW GUIDELINES

These are neighborly suggestions, chat with your neighbor to see what works best for both of you.

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' high should not extend into the booth more than 5' from the back. This will insure not obstructing the view of neighboring booths. Anyone who's booth will vary from this policy may be asked to rearrange their booth to adhere to this policy. If your neighbor agrees then we will leave it between the two of you.

DEMONSTRATIONS — When sampling, demonstrating and/or entertaining the 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.

The aisles are the property of all exhibitors; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire ex-position. 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, odors and congestion are subject to the individual exposition's rules. Show Management reserves the right to determine when such items become objectionable.

The exposition is an amalgamation of many diverse selling and promotional activities. To be fair to all exhibitors, the use of sound, gadgets and gimmicks where permitted by exposition rules must not interfere with other exhibitors.

NO HELIUM BALLOONS, LIT CANDLES OR OPEN FLAMES OF ANY SORT ARE PERMITTED BY ORDER OF THE FIRE MARSHALL.

Air filled balloons are allowed.

At no time will any vendor place any product or display in any travel aisle.



Exhibit

Right



Wrong

(THIS FORM IS NOT FOR RESCUES OR SHELTERS WITH VOLUNTEERS - CONTACT US FOR YOUR FORM)

EXHIBITOR SIGN & BADGE FORM - WORLD OF PETS EXPO

1. **THIS FORM MUST BE RETURNED NO LATER THAN DECEMBER 31, 2026.** Please fill out this form and return to:

Premier Events, Inc.
P.O. Box 926
Westminster, MD 21158

Exhibitor or Firm name as you want it to appear on your sign: (please type or print clearly)

NAME: _____

2. Please list the names of individuals manning your exhibit at the show.

BADGES must be shown in order to be admitted to the show during move in, show hours and move out.

BADGES are valid only for the person in whose name it is issued.

BADGES will be issued up to three (3) per 10' x 10' booth. Additional badges are available (for booth employees only) at a cost of \$5.00 each. Please make payment for extra badges when you return this form. **EXTRA BADGES WILL NOT BE MADE IF PAYMENT DOES NOT ACCOMPANY THIS FORM.**

BADGES may be picked up at the Show Office during move in. Badges not picked up during move in will be available daily at the show entrance. Please arrive early to avoid long lines that form for badges immediately prior to the show opening. **NO BADGES WILL BE MAILED.**

**PLEASE RETURN AS SOON AS POSSIBLE: (PLEASE TYPE OR PRINT CLEARLY)
USE REVERSE SIDE OF THIS PAGE IF MORE BADGES ARE NEEDED**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

PLEASE NOTE: Tables, chairs, carpeting, etc. are NOT provided with your booth; please bring your own or rent them from our decorating company. Order forms are in the Decorator Package on our website www.worldofpets.org. Your booth DOES include one 500 watt electrical outlet. If you have electrical needs greater than one 500 watt outlet, please contact Premier Events, Inc. for rates and ordering information. The advance rate pricing deadline for additional electric is December 31, 2026.