



## Made in the USA Price & Information

SuperZoo 2018 • The National Show for Pet Retailers™  
June 26-28, 2018 • Mandalay Bay Convention Center

**Deadline: May 21, 2018\***

**All products and/or point of purchase displays must have verbiage indicating that the product is “Made in the USA” on the product/packaging/display in order to be allowed in the showcase.**

Location assignments are **via lottery selection**. All entries must be submitted by 5:00pm Pacific Time, May 21, 2018\* or until all spaces are filled, to be entered in the **Made in the USA**.

All company item entries will be placed side by side per space type (Table Top or Floor Display).

If you purchase a Made in the USA space and your item does not fit within the size allowed per space, you must purchase additional space to accommodate item(s). If you do not purchase the necessary amount of space for your display and it is shown to not fit the requirements when you arrive at the show, you will be required to reduce your display or forfeit your original space and will be assigned the next available space to place your item, if space is available.

**Item Check In:** You must bring your product to the Made in the USA anytime between 10am and 4pm on Monday June 25 only. If you arrive after this time, you may forfeit your assigned space. No refunds will be granted. **There will be no onsite entries.**

Exhibitors will receive a Product Placement ID Card that will be placed with each item entry. Placement ID Card will contain Product Name, Company Name and Booth Number.

**If your item does not fit within the required space, you must purchase additional space to accommodate your product.**

<b>TABLE TOP DISPLAYS</b> <b>24”W x 24”D x 36”H</b> <b>MAX. 70 LBS PER SPACE</b> (Not a locked case)	<input type="checkbox"/> <b>\$200 EACH PRODUCT</b> <b>This is a single item display on a table top.</b> <i>Exception:</i> Same item offered in different sizes/colors/flavors (up to 3 allowed).	<input type="checkbox"/> <b>\$300 POINT OF PURCHASE DISPLAY</b> <b>This is a multiple item display, on an exhibitor provided display, on a table top.</b>
<b>FLOOR DISPLAYS</b> <b>40”W x 40”D x 6’ H</b> <b>PER SPACE</b> (Set directly on the floor)	<input type="checkbox"/> <b>\$370 EACH PRODUCT</b> <b>This is a single item or point of purchase display, on the floor. Item or point of purchase display must fit within the required space of 40”W x 40”D.</b>	
<b>ELECTRICITY</b>	<input type="checkbox"/> <b>\$99.00</b> If your display requires electricity	

### RESTRICTIONS/RULES – The following are NOT allowed in the Made in the USA area:

“Samples/Giveaways” ▪ Stacks of cards, brochures, flyers, etc. ▪ Double-sided printed display backboards ▪ NO conducting of business in the Made in the USA area; product placement only ▪ Once item is placed, it may not be moved, exchanged or removed from Made in the USA area

**Additional Rules:** ▪ A Product brochure/flyer may be placed but must be affixed to display, taped or in acrylic holder ▪ Items may be touched by attendees while on display, if you do not want items to be moved please secure them to your table top/floor area ▪ Exhibitors may straighten up display, turn on/off monitors before & after show hours only ▪ Although security and monitors are stationed in the area, WPA/SuperZoo assume no responsibility for any loss, damage or vandalism of any kind to the individual items/displays.

### Made in the USA Orders are to be made only through Exhibitor Registration on the SuperZoo website

**Item Pick Up:** Made in the USA will close Thursday, June 28 at 2:30pm.

Products will be available for pick up beginning on **Thursday at 3:00pm** until 5:00 pm.

Must have Exhibitor Badge to enter and item/Placement ID Card must match company.

EAC’s picking up items will need to have a work order with the corresponding company name.

Items left after the scheduled pick up hours on Thursday will be donated to a local Shelter.

Produced by:



World Pet Association, Inc.

Producers of SuperZoo, Atlanta Pet Fair, America’s Family Pet Expo, and Aquatic Experience

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