



# Pet Tech Center Information

Product submission deadline: June 1

**Through technology, we can better the lives of our pets and pet owners.**

**SuperZoo is unveiling an exclusive area that will showcase the most innovative products in the Pet Industry!**

**Space is limited, submit your product for consideration right away.**

**\*\*\*\*\*Tuesday, June 26 at 8:00 am – one hour prior to show opening, the Press will be invited to attend a private viewing of our new Pet Tech Center. All exhibitors with product in the Pet Tech Center are invited for an opportunity to talk with the press and introduce your new innovative product.**

Product must be brought to the Pet Tech Center on Monday, June 25<sup>th</sup> between 10:00 am and 4:00 pm. There will be no on-site submissions or changes. Product should be picked up on Thursday, June 28<sup>th</sup> at 3:00 pm. Exhibitor 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 5:00 pm on Thursday will be donated to a local Shelter.

A committee will look at the submissions and decide if the product is technological and innovative. The following criteria will be considered:

- Product is Bluetooth activated using 3.0 or higher
- Product is remote control activated
- Product is pet activated
- Product is robotic
- Product is WiFi activated
- Product is smart device activated
- Product uses new technology, meaning innovative technology and not just improvements on old technology (example – a camera that offers more pixels than last year's model is not new technology)
- Product is not a consumable item
- Product is no older than 3 years

## **1. Basic display information:**

\$375.00 - Basic Display (without plexi cube) – Display Case Counter - (Show management reserves the right to assign Pedestal Counter Display instead)

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## **2. See samples of displays and choose any upgrades here**

\$200.00 - Upgrade #1: Step Display (one of four levels, to be assigned by Show Management)

\$200.00 - Upgrade #2: Pedestal Display Case with Plexiglass sides

\$300.00 - Upgrade #3: Platform Display for extra-large items

\$500.00 - Upgrade #4: Vertical Display Case with multiple shelves and lighting

\$100.00 - Upgrade #5: Electricity

\$400.00 - Upgrade #6: Plexiglass security cube for a basic display case (display case counter)

\$800.00 - Upgrade #7: You may provide one of your staff to demonstrate your product at your display, all show days/hours

All displays without Plexiglass Security cube will have the option of attaching a security cable and small lock. If your product cannot be secured in this way, please consider an upgrade with Plexiglass Security cube.

Pamphlets, flyers, iPads or any marketing materials are not allowed in your display. Your product will be displayed with a product card that names the product, your company, a brief explanation of what your product is, how it works, and your booth number. Orders may not be written in the Pet Tech Center, please take your customers to your booth.