



New Product Showcase Price & Information

SuperZoo 2016 • The National Show for Pet Retailers™

August 2-4, 2016 • Mandalay Bay Convention Center

Deadline: July 22, 2016

Showcasing innovative products introduced to the Pet Industry since July 2015

Location assignments are per category **via a lottery selection**. All entries must be submitted by 5:00pm Pacific Time, July 22, 2016 to be entered in the **New Product Showcase**.

This process avoids having to wait in line on setup day allowing you to bring your product to the NPS anytime between 10am and 4pm on Monday August 1. After 4:30pm the area will be open for onsite entries to sign up. You may forfeit your original assigned space if you arrive after this time.

By default, company items will be placed side by side per category and space (Cat, Dog, Bird, etc. and Table Top, Floor, etc.) unless requested otherwise.

If you purchase a NPS 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.

All entries are grouped by "category" for attendee voting for New Product Awards regardless of table-top, floor display, gondola or glass tower. Categories are listed below. Be sure when selecting "Showcase Location" when registering, you choose the location "category" you wish your product or display to be judged within.

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

TABLE TOP DISPLAYS 24"W x 24"D x 36"H MAX. 70 LBS PER SPACE (Not a locked case)	<input type="checkbox"/> \$175 EACH PRODUCT (Cost on-site is \$250.00) This is a single item display on a table top. Exception: Same item offered in different sizes/colors/flavors (up to 3 allowed).	<input type="checkbox"/> \$300 POINT OF PURCHASE DISPLAY (Cost on-site is \$400.00) This is a multiple item display, on an exhibitor provided display, on a table top.
FLOOR DISPLAYS 40"W x 40"D x 6" H PER SPACE (Set directly on the floor)	<input type="checkbox"/> \$350 EACH PRODUCT (Cost on-site is \$450.00) 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.	
OTHER	<input type="checkbox"/> \$425 GLASS TOWER DISPLAY (Cost on-site is \$525.00, if available) Limited number available. This is a multiple item display in its own display case	<input type="checkbox"/> \$425 GONDOLA ENDCAP DISPLAY (Cost on-site is \$525.00, if available) Limited number available. This is an unlocked multiple item display.
	<input type="checkbox"/> \$97.00 If your display requires electricity	
ELECTRICITY		

CATEGORIES – ☐ Aquatics ☐ Bird ☐ Cat ☐ Dog
☐ Equine ☐ Grooming ☐ Reptile ☐ Small Animal

RESTRICTIONS/RULES – The following are NOT allowed in the NPS area:

"Samples/Giveaways" ▪ Stacks of cards, brochures, flyers, etc. ▪ Double-sided printed display backboards ▪ Any conducting of business in the NPS area ▪ Photography (unless Press/Media) ▪ Once item is placed, it may not be moved, exchanged or removed from NPS area ▪ A Product brochure/flyer may be placed but must be affixed to display, taped or in acrylic holder ▪ Exhibitors may straighten up display, turn on/off monitors before & after show hours only.

NPS Orders are to be made only through Exhibitor Registration on the SuperZoo website

Produced by:



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