



Where **GLOBAL PET FOOD** meets

APRIL 28-30, 2025 • Kansas City, Missouri, USA

Petfood Forum 2025 Exhibitor Rules and Regulations

Thank you for registering for exhibitor booth space at Petfood Forum 2025, by selecting the “AGREE” button on the registration page you agree to abide by the following rules. Please review the information then sign and return to ExhibitorInfo@wattglobal.com, within 10 days of submitting your application. We recommend you also save a copy for your files.

1. **OPENING STATEMENT:** The Petfood Forum event is produced by the organizer for the pet food industry to facilitate the education and information about the manufacturing, packaging, distribution and marketing of pet food and pet treats.
2. **MANAGEMENT:** The following rules and regulations have been established by Petfood Forum Management to provide equal opportunity, regardless of booth size, to each exhibiting company to present its products or services at Petfood Forum 2025. The term “**SHOW MANAGEMENT**” refers to WATT Global Media, Petfood Industry and/or Petfood Forum 2025 Staff.
3. **ATTENDEE ELIGIBILITY REQUIREMENT:** Petfood Forum is not open to the public. Show Management reserves the right to determine eligibility for admission to the event. Attendees must be properly attired and display the official show badge at all times while being at the event facility and all general areas that are part of the Petfood Forum event. Admission is open to adults affiliated with the industry served by the Petfood Forum. Management reserves the right to refuse admission to anyone who cannot prove service in or to the industries represented. Show Management reserves the right to remove any person whose interests are contrary to the representing good practices of that industry.
4. **PERMISSIBLE EXHIBITS:** Participating firms with Exhibit Space will be limited to those who display products and/or services that support the manufacturing of food or treats for companion animals.
5. **RIGHT OF SHOW MANAGEMENT TO RESTRICT EXHIBIT:** Show Management reserves the right to restrict any exhibit which, because of noise or other reason, may become objectionable, and reserves the right to prohibit or remove any display which, in the judgment of Show Management, may detract from the general character of the Petfood Forum. This reservation includes persons, things, conduct, printed material, or anything of a character that might be detrimental to the Petfood Forum as a whole.
6. **EXHIBITOR RELOCATION BY MANAGEMENT:** Show Management reserves the right to relocate the exhibitor’s booth if it is deemed to be in the best interests of the Petfood Forum event; however, no change of location shall be made without prior disclosure to Exhibitor.
7. **SOUND/MUSIC:** In general, Exhibitors may use sound equipment in their booth so long as the noise level does not exceed 95dbs and does not disrupt the activities of neighboring exhibitors. This includes excessively loud equipment or marketing videos. **Speakers and other sound devices should be**



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positioned so as to direct sound into the booth rather than into the aisle.

8. **PHOTOGRAPHY & VIDEOGRAPHY:** Photography and videography are strictly prohibited except for booth photography and videography contracted through the Official Show Photographer. An Exhibitor or Attendee may not photograph or video the exhibits or products of other Exhibitors without their written permission, which should be arranged in advance of the event. This includes video for social media postings and Facebook Live Videos. Persons in violation of this activity will be removed from the show floor.
9. **COST OF SPACE INCLUDES:** Each 10-foot by 10-foot booth costs \$45.50 per square foot prior to January 13, 2025. On or after January 14, 2025, booth cost will be \$50.50 per square foot. Inline booth price includes: One 8-foot-high show colored pipe and drape curtain, 36-inch-high side rail curtain dividers, one (1) 7-inch x 44-inch two-line identification sign; one (1) listing in the printed edition of the Petfood Forum 2025 Show Program, one (1) year Super Showcase in the Petfood Industry online buyers guide, and one (1) complimentary Full Access Conference registration badge. Additional Exhibitor registration badges can be purchased online. Island booths will receive a floor tape outline of their assigned space. All necessary deco items are the responsibilities of the exhibitor. If booth application submitted after March 3, 2025, company may not be listed in the Petfood Forum 2025 Show Program due to publication schedule.
10. **LIABILITY EXCLUSION:** Uniformed guards will be stationed at the entrance to the Petfood Forum during exhibition hours. Show Management will employ perimeter security during non-exhibit hours, from Move-in through Move-out. Show Management will not guarantee exhibitors against, nor shall it be responsible for exhibit material loss or damage of any kind. Exhibitor agrees to indemnify and hold harmless Show Management and Kansas City Convention Center and its officers, directors, employees, and members from any and all liability to any person or persons for or by reason of any condition, defect or otherwise, of any apparatus, equipment or fixtures furnished by the exhibitor in connection with his exhibit. Exhibitor further agrees to hold harmless Show Management, its officers, directors, and employees from any and all liability to any person or persons for or by reason of any act or omission of said Exhibitor, or any of his/her agents, servants or employees. Indemnity includes but is not limited to, claims of copyright, trademark or patent infringement, unfair competition, and products liability. The Exhibitor, on signing the contract, expressly releases Show Management and individuals from any and all claims for such loss, damage or injury. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save Petfood Forum Show Management, its officers, directors, and employees, the Kansas City Convention Center, its officers, directors, employees, and agents, Aramark, its officers, directors, employees, and agents, and Viper Tradeshows, its officers, directors, employees and agents harmless against all claims, losses and damages to persons or property, governmental charges, taxes or fines and attorneys' fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or any part thereof, excluding any such liability caused by the sole negligence of the Kansas City Convention Center, its employees and agents or Viper Tradeshows, its employees, and agents. In addition, Exhibitor acknowledges that Show Management does not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business



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interruptions and property damage insurance covering such losses by Exhibitor.

11. **INSURANCE:** Exhibitors must carry and maintain during the period of Petfood Forum 2025, including set-up and teardown days, and at its sole cost and expense, personal injury, and property damage coverage under a policy of general public liability insurance. The policy must have limits of at least **\$2,000,000.00** combined single limit for bodily injury and property damage, and name WATT Global Media/Petfood Forum 2025, 401 E. State Street, Rockford, IL 61104, as Certificate Holder and an additional insured. Exhibitors must furnish a copy of its Certificate of Insurance meeting the above stated requirements by March 3, 2025 to Show Management via email to ExhibitorInfo@wattglobal.com The Exhibitor understands that neither Show Management nor the KCCC maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such Insurance.
12. **SHOW CANCELLATION/POSTPONEMENT:** If Show Management is prevented from holding Petfood Forum 2025 due to circumstances beyond its control, including, but not limited to strike, civil disobedience, and/or acts of God, Community disease or the decision by local, state, or federal governments to close the convention center, which will make it impossible for the Organizers to open the event to exhibitors and attendees, Show Management shall have the sole and absolute right to cancel or postpone Petfood Forum 2025. If Petfood Forum 2025 is canceled, Show Management will refund to the Exhibitor the amount of the booth registration Exhibitor, less a proportionate share of expenses. If Petfood Forum 2025 is postponed, the Exhibitor's obligations will remain the same under the Exhibitor Agreement in place. Whether Petfood Forum 2025 is canceled or postponed, Show Management shall have no further obligation or liability to the Exhibitor.
13. **EXHIBIT CANCELLATION POLICY:** Cancellation or downgrade requests received after January 13, 2025, will not receive a refund, credit, or price adjustment. Requests for refunds must be made in writing. Refunds dates are as follows: On or before January 13, 2025, a refund minus the \$500 cancellation fee will be provided. On or after January 14, 2025, no credit or refund is provided, and you agree to forfeit any fees paid up to this time.
14. **EXHIBITS: Petfood Forum uses IAEE Standards for booth layout and Line-of-sight format.** For more information see: https://www.oah.org/site/assets/files/14336/iaee_booth_guidelines_2019.pdf Exhibits will be arranged so as **not to obstruct the general view nor hide the exhibits of others**. A plan for specially built displays, not in accordance with Petfood Forum 2025 regulations, must be submitted to Show Management at least *90 days prior to the start of Petfood Forum 2025* (February 3, 2025). Show Management will attempt to accommodate the Exhibitor's request for a specially built display, but Show Management retains sole discretion whether to permit a specially built display. Exhibits shall not have any equipment, signage or materials that extend outside of their assigned booth space. Booths must have sufficient space within the booth to conduct business without having attendees stand in the aisles.



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All booths larger than 10 X 20 must submit their booth designs, including measurements, to exhibitorinfo@wattglobal.com for approval by February 3, 2025, regardless if it is the same or similar booth as 2024. Please contact Show Management for necessary forms to complete.

NOTE: Booths which are set up on the exhibit floor that do not comply with these regulations or have a written waiver will be asked to take down the portion of the booth that is obstructing adjacent booths and their line of sight:

- a. **Linear Booth:** Unless expressly written permission to the contrary is secured from Show Management in advance, regular and specialty built back walls, including signs, flags, standup banners, table banners, and any flooring modifications, may not exceed an overall height of 8 ft and must be freestanding. Low side dividers between exhibits should not exceed 3 feet in height. If a high divider is desired, it shall not exceed 8 feet in height or extend from the back wall by more than 5 feet.
- b. **End Cap Booth:** End-Cap booths are not available at Petfood Forum 2025.
- c. **Peninsula Booth:** A Peninsula Booth is exposed to aisles on three (3) sides and comprised of a minimum of four hundred square feet. Peninsula Booths back up to two Linear Booths. Booth structures must be Display fixtures over 4 feet (1.22m) in height must be confined to the booth area outside the 5-foot by 5-foot (1.52m) area directly adjacent to neighbor and aisle. Identification signs are permitted to a maximum height of 14 feet if supported from floor structure and must be 5 feet (1.52m) from adjacent booths.
- d. **Island Booth:** An Island booth consists of a minimum of four hundred square with aisles on all four sides. **An Island Booth does not include any back or side walls.** If your booth needs a back wall, a Peninsula Booth shall be assigned. Island space exhibits must not exceed the height restriction of 14 feet established by Show Management without an expressed written waiver. Hanging signs are allowed. Island Booths must maintain a perimeter of 10 feet around the entire structure per KCCC Fire Marshall Regulations.
- e. **Hanging Signage:** Ceiling-suspended signage is permitted for 10-foot by 20-foot booths or larger, to a maximum height of 33 feet (10.05m), should be set back 5 feet (1.52m) from adjacent booths, and be directly over contracted space only. Sign height is limited to 5 feet (1.52m) from top of sign to bottom of hanging sign. Due to the airwall track and ceiling structure limitations, aisles 1100, 1200, and 1300 will not be able to have a hanging sign. *If your booth is a double decker booth, you will not be able to also have a hanging sign, due to the lower ceiling height.*



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15. **UNOCCUPIED SPACE:** Show Management reserves the right, should any Exhibitor' space remain unoccupied without prior written approval after 6:00pm on April 28, 2025, to utilize the space as they desire including renting space to another Exhibitor.
16. **EXHIBIT HOURS AND EARLY TEARDOWN:** Exhibit hours are from 9:00am until 6:30pm on Tuesday, April 29, 2025, and 9:00 am to 3:00pm on Wednesday, April 30, 2025 (central time zone).

Early booth breakdown is STRICTLY PROHIBITED

Petfood Forum 2025 is committed to eliminating these practices from the show floor on the final day of the trade show. The exhibitor is in violation of early breakdown if they start to break down their booth, remove products from their shelves, box up product and are unable to conduct business in their booth **PRIOR TO 3:00pm** on the last day of the show. Show Management will notify first time violators and warn them that they are in violation of the Exhibitor Agreement if they continue. Companies in violation of this policy are jeopardizing their participation and booth location for future shows.

Please keep teardown requirements in mind when determining your travel schedules and staffing needs for Petfood Forum 2025.

17. **FIRE, SAFETY, AND HEALTH REGULATIONS:** Exhibitor agrees to comply with local, city, and state laws, ordinances and regulations and the regulation of the owner of the KCCC and/or Show Management covering fire, safety, health, and all other matters. All exhibit equipment and materials will be located within the booth and protected by safety guards and devices where necessary. Only fireproof materials should be used in the displays and all necessary fire precautions must be taken by the Exhibitor.
18. **ANIMALS:** Animals in the facility, for reasons other than assisting disabled persons, must have prior approval from Show Management, the KCCC Facilities Manager, and must be permitted through Animal Control. Special forms may be requested through Show Management (Health Department and Convention Center forms) and must be filed with any fees associated with the request within 60 days of opening day.
19. **FOOD AND BEVERAGE GUIDELINES:** All alcoholic beverages, concessions, booth sales and novelty sales must be arranged through the in-house caterer/ concessionaire who is the exclusive provider of these services. **Serving alcohol in your booth without authorization and participation with Aramark is illegal and will be reported to the local authorities.** Please contact Show Management for the appropriate In-booth Catering or Health Department Forms.
20. **DAMAGE/CLAIMS:** All damage and claims that occur on site must be reported to Show Management prior to leaving the facility.



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21. **EXHIBITOR BADGES:** Exhibitor Badges are non-transferable. Any exhibitor seen by show management without their own badge or loaning it to another person without prior written consent from show management will be escorted from the premises and lose access to *Petfood Forum 2025*

22. **SUITCASING:** Any unregistered person who is observed to be soliciting business in the aisles or other public spaces under contract by the Organizer, or in violation of any portion of the Exhibition Policy will be asked to leave immediately.

By signing below, you agree to the Rules and Regulations above as it pertains to Petfood Forum 2025.

Agreed to: _____ Date: _____