



PRESENTED BY
PET SUPPLIES PLUS®

October 10-12, 2025

S SUBURBAN COLLECTION
SHOWPLACE
Novi, Michigan 48374

Contact Jackie McMahon, Show Director

Info@novipetexpo.com

248.348.5600

www.NoviPetExpo.com

Dear Exhibitor:

Welcome to the Novi Pet Expo Presented by Pet Supplies Plus!

This is your official Exhibitor Service Kit with all the information to insure a successful show.

Be sure to note all rules, regulations, as well as insurance requirements.

Marketing is a key ingredient for a successful event. We have a comprehensive campaign including radio, television, online, social media and magazine advertising. You can also take part in promoting the event - simply use your current social media and share our sites to let your customers know where you will be.

Facebook <https://www.facebook.com/novipetexpo>

Instagram <https://www.instagram.com/novipetexpo/>

DISCOUNTED ADMISSION:

Promote the show to your customer or adoptees and they can save on admission by purchasing tickets online at www.novipetexpo.com using the promo code **WELOVEPETS** – good for \$2.00 off per ticket.

Interested in having your own unique promo code (such as PETSUPPLIESPLUS)? Email us at info@novipetexpo.com

We are excited to host this event with a “Halloween or Fall” theme this year so if you decorate your booth to fit this theme, we would love your participation!

1st place Rescue will receive \$100 off their 2026 space

2nd place Rescue will receive \$75 to apply towards their 2026 space

3rd place Rescue will receive \$50 to apply towards their 2026 space

We appreciate your business and look forward to seeing you. If you have any questions, or need our help in any way, contact me at info@novipetexpo.com

Sincerely,

Jackie McMahon
Show Director

Rescue Organization Rules & Guidelines

- You may choose to attend **all three days** for the lowest booth rate or opt for a **one-day** participation. **One-day spaces are limited** to ensure the Rescue Adoption Area remains full throughout the weekend.
- **Early move-out is NOT permitted.** If you adopt out all your animals before the show ends, you **must remain in your space** for the duration of the event. While finding forever homes for your animals is fantastic, an empty adoption area affects the overall experience for attendees. If you signed up for three days, you must stay until the show ends each day. If you signed up for one day, you must stay until the end of that day.
- If all your animals are adopted, we encourage you to place a sign at your booth stating "**We Adopted Out All of Our Animals!**" You can use this time to **share information about your organization, accept donations, or sell items** to support your rescue. If you expect new animals to arrive, consider adding "**Coming Soon**" signs with photos.
- **Pet Supplies Plus**, our **Rescue Adoption Sponsor**, will be distributing freebies to event attendees from their booth. **They are not selling anything.** At the end of the event, any remaining giveaway items will be donated to a selected rescue.

INSURANCE: YOU MUST provide a copy of general liability insurance or event insurance to participate in our event, no exceptions. See more information on insurance requirements within the contract. Please make sure your insurance is up to date & Expo Productions, LLC is listed as the certificate holder. YOU MUST provide a copy of your certificate in order to participate in our event.

VOLUNTEERS WORKING THE EVENT:

Rescue organizations participating in the **Novi Pet Expo** will receive **tickets** to sell at their discretion to help recoup their booth space fee.

Each rescue will also receive **three-day wristbands** for volunteers working the booth. These wristbands are **strictly for volunteers** and must be worn to enter the event each day. **Tickets must be redeemed at the Main Entrance of the Expo.**

If additional wristbands are needed for volunteers, they may be purchased. Volunteers must enter through the **back of the facility** and **must have their wristband securely on** to gain entry.

To maintain a professional presence, **all volunteers working in your booth must wear some form of identification representing your rescue** throughout the event.

If you have any questions about these new regulations, please contact us at info@novipetexpo.com.

PARKING:

Rescue spaces will receive **three (3) parking passes** for the weekend. **Parking is NOT free**—there is a fee. Additional weekend parking passes can be purchased for **\$15.00** using the parking pass form in this packet, on **Friday from the parking attendant**, or at the **Service Desk during setup hours**.

If you do not purchase a parking pass, you will be required to pay **\$10.00 per day** for parking. **Once the show begins, parking passes will no longer be available for purchase.**

Please quickly unload your vehicles and move them out of the building to accommodate others trying to load in. Organizations that prefer to set up early have a much easier time on event days.

LOADING/UNLOADING:

- Please enter through the back of the Suburban Collection Showplace and look for the sign marking Move-In Door #7.
- On **Thursday only**, you may drive your vehicle into the facility and up to your booth space after checking in. **No vehicles will be permitted inside the venue from Friday through Sunday** until move-out begins.
- For identification purposes, please display your parking pass on the driver's side windshield throughout the event.
- If you are bringing animals, please ensure they are securely restrained when removing them from your vehicle to prevent any unexpected escapes during setup.
- We appreciate your patience as we coordinate vehicle movement and assist volunteers in the limited loading and unloading area.
- Tables and chairs are available for rental at a discounted rate in the Show Office. If you would like to rent them, please indicate your request on your application. **Pre-ordered rentals will be placed in your designated booth space once you arrive and check in.**

TABLE RENTAL PRICES

- 6' - Uncovered table (Table cloth not provided) \$10
- 8' - Uncovered table (Table cloth not provided) \$12
- 6' - Covered table Covered and skirted table \$17
- 8' - Covered and skirted table \$20

Please note that if you rent or bring your own uncovered non-skirted table, we ask that you provide a nice, clean table cloth to use as a cover.

- You may request a 3 ft. back drape to separate your booth from neighboring spaces. If you'd like one, please visit the Show Office.
- For everyone's safety, please do not stack crates.
- To maintain a professional and polished appearance, we ask that all exhibitors uphold proper show-floor etiquette. Your booth should be clean, organized, and reflective of the high standards we strive for at this event. Additionally, all staff members should present themselves in a professional manner.
- Upon arrival for move-in, you'll find your booth space marked with white floor markings. If you have any questions about setup, please visit the Show Office at the front of the hall.

ANIMAL PREPARATION:

- Keep some form of proper identification on your animals at all times.
- Have current proof of vaccinations for all animals on site to include in your adoption kits.
- We strongly suggest that all animals are altered prior to adoption at this event.
- Do not perform any medical procedures on location including but not limited to, vaccinating and micro-chipping.

- **DO NOT leave any dogs on the premises overnight.** Cats are allowed, as long as they have an adequate amount of food, water and a clean litter box. If any show staff see this privilege being abused, we will ask you to take your cats home at the end of the show each night.
- Please do not adopt an unsterilized animal without first collecting a sterilization contract and a minimum \$25.00 refundable deposit from the adopter (state requirement).

DESIGNATED AREA

- Please stay inside your chalked/taped area reserved for your organization and keep aisles open and clear.
- Please wear the designated name wristbands provided to you for all staff and volunteers.
- Make certain that all volunteers are professional and courteous to the public and other volunteers.
- Make certain your area is kept tidy during the event. Please NO wire bottom or cardboard bottom cages.
- You must bring your own office supplies, animal food, cleaning products, temporary carriers, leashes for adopted animals and water jugs (a main water supply will be available).
- Do not bring petitions of any kind or share your booth space with other organizations.
- No balloons of any kind are allowed at the Suburban Collection Showplace.
- Smoking area is designated in the back of the building.
- Do not leave the event on either day before it is scheduled to end.
- Do not remove any signage placed throughout the adoption areas.
- Do not leave without making sure your designated area has been cleaned and tables/chairs are broken down.

ADOPTIONS/ADOPTERS:

- Make certain that all potential adopters are aware of your organization's policies and procedures prior to filling out adoption paperwork. No surprises for adopters.
- Provide every adopter with your organization's contact information.
- Interact with potential adopters to give your adoptable animals the most amount of visibility.
- Please make certain that ALL dogs are secured with proper collars/harnesses and felines are in protected carriers prior to leaving the Novi Pet Expo. No "escape artists"
- Do not allow any animal to be outside of its kennel without being properly leashed.
- Do not bring any animal less than 8 weeks of age for adoption.
- Do not bring any animal that may be sick or aggressive in any way. In order to prevent any incidents, animals will need to be removed from the event should they become animal reactive or aggressive upon arrival. It will be in everyone's best interest, especially the animal.

ANIMAL "POTTY AREA":

- Utilize the designated "potty" areas in the rear of the building when walking your dogs
- Please bring your own "poop pick up" or use our pet potty baggies supplied (while supplies last) and clean up all fecal matter your dogs have left.

SHOW HOURS & RULES & REGULATIONS

LOCATION:

Suburban Collection Showplace

46100 Grand River Avenue

Novi, Michigan 48374

Phone: 248.348.5600

www.SuburbanCollectionShowplace.com

MOVE-IN HOURS:

Thursday, October 9th: 9:00am – 6:00pm

Friday, October 10th: 9:00am – 1:00pm

*All move-in MUST be complete on Thursday, October 9th if possible. Vehicles will only be allowed within the facility on Thursday, October 9th. **Absolutely NO vehicles will be permitted to drive into the facility on Friday, October 10th.**

ALL load-in must occur through the rear of the facility. Exhibitors should enter through the door #7 along the back of the building and check-in with Novi Pet Expo staff in the service desk before moving into their booth space. They will receive exhibitor badges and additional information. During this time, ArtCraft Display, BoCo Enterprises and Show Management will be available for assistance.

Vehicles will be allowed into the venue on a first come, first serve basis to unload. Venue staff will coordinate vehicle movement and do so in a manner that ensures safety.

ACTIVE HOURS:

Friday, October 10th: 2:00 pm – 8:00 pm

Doors will open for Exhibitors at 9:00 am

Saturday, October 11th: 10:00 am – 7:00 pm

Doors will open for Exhibitors at 9:00 am

Sunday, October 12th: 10:00 am – 5:00 pm

Doors will open for Exhibitors at 9:00 am

MOVE-OUT HOURS:

Sunday, October 12th: 5:00pm – 10:00pm

All booths must be moved out completely on Sunday, October 12th by 10:00pm.

INSURANCE:

All exhibitors are required to submit proof of liability insurance or they will not be allowed to exhibit. If you do not have insurance you will need to obtain it. You **MUST** have this in order to set up your booth space.

ARTCRAFT DISPLAY – DECORATOR:

ArtCraft Display, Inc is the exclusive decorator of the Novi Pet Expo and should be contacted for additional furnishings, labor, and freight. ArtCraft Display, Inc forms can be found online <https://www.artcraftdisplay.com/> or call 248-380-0843.

LABOR:

Vendors shall provide their own labor to set up, unload and dismantle. Vendors must also provide their own dollies and carts to do so. Additional labor can be hired through ArtCraft by calling (248) 380-0843.

DISCOUNTED ADMISSION FOR YOUR CUSTOMERS:

Promote the show to your customer and they can save on admission by purchasing tickets online at www.novipetexpo.com using the promo code **WELOVEPETS** – good for \$2.00 off per ticket.

Interested in having your own unique promo code (such as PETSUPPLIESPLUS)?

Email us at info@novipetexpo.com

SALES TAX:

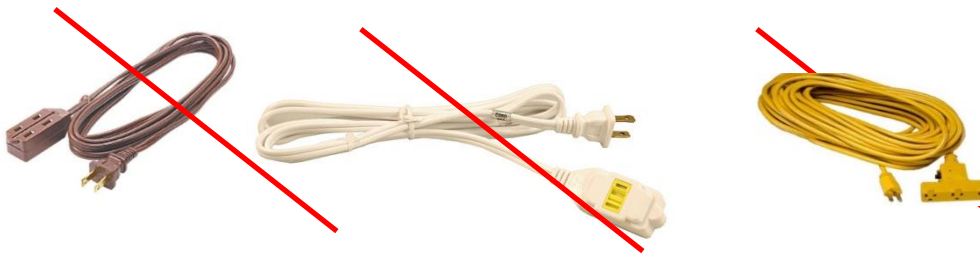
The Novi Pet Expo does not collect taxes on behalf of the State of Michigan and it is the Exhibitor's responsibility to understand all tax regulations as it applies to them. Show Management is not allowed to answer questions about taxes for Exhibitors. To apply for a State Tax Identification number for sales tax on merchandise sold, collecting, and remitting at your booth, contact the Department of Treasury, Treasury Building, Lansing, MI 48922 or call 517-373-3200. You can also find more information at www.michigan.gov/taxes/.

BoCo ENTERPRISES – (WIFI & ELECTRIC):

WIFI and Electric for your booth is NOT included as it is run through the building. BoCo Enterprises is the exclusive provider of all phone, internet, electrical and utilities for the Suburban Collection Showplace. The facility has strict electrical requirements that need to be followed. The Fire Marshall will check every booth to ensure that these regulations are followed. Please look over this information below so that you can make sure that your booth is up to fire code. We will have to charge if we need to come around and fix your electrical set up due to the Fire Marshall concerns.

Per the rules and regulations, here are the electrical requirements:

These types of electrical extension cords below are NOT allowed. All extension cords MUST have 3 prongs. ****Multi-plug cords can only be used if they have a fused breaker* ***



Outdoor rated extension cords are a good way to determine if a cord is acceptable. Also, computer type power strips are recommended and encouraged to plug many items into the end of the extension cords.



ELECTRICAL:

Vendors must follow these electrical rules:

- No cords allowed on the ground in foot traffic areas or under carpet
- Cords without a ground are not permitted
- All cords must have 3 prongs and may not be damaged
- Fusible cord strips must be used in any multi plug situation
- No cube taps are allowed
- Any display that uses water must have a G.F.I.

Please contact our Utilities Manager, Terri Freytag, with any further questions you may have at 248-348-5600 ext. 205 or tfreytag@suburbanshowplace.com.

CLEANING:

The cleaning personnel will remove all bulk trash, crates, pallets, and packing materials/lumber prior to the initial show opening and following move out. They will empty trash containers and small trash cans placed in the aisles by Vendors during the non-open hour cleaning. It is the responsibility of the Vendor to mark any cartons, literature, and similar items they wish to save. The Suburban Collection Showplace and the Novi Pet Expo are not responsible for removing unmarked materials as trash. BOCO Enterprises, INC is the exclusive contractor for all cleaning services at the Suburban Collection Showplace.

The Exhibitor is responsible for the removal of all oil, grease, liquids and hazardous materials from your booth space. The removal and disposal must be in accordance with all city, state and federal regulations. Exhibitors may request large trash containers in their booth on an individual basis only and will be met as Suburban Collection Showplace's inventory permits.

CLEANLINESS:

We take the appearance of our buildings and grounds seriously at the Novi Pet Expo, and to keep our facility in top shape we must have your cooperation. All Exhibitors are responsible for keeping their booth and area immediately adjacent to them clean and trash free. Each night immediately after closing, each booth should be thoroughly cleaned. For your convenience, trash may be swept into the aisles or left on the roadway for pickup by the night cleanup crews. Empty boxes must be collapsed. For security reasons, cleanup crews are not permitted to enter or clean the inside of any booth, this is your responsibility.

If a booth requires cleanup (other than at night after closing), the persons manning the booth are responsible for cleaning and placing the trash directly into available trash receptacles.

HELIUM:

The Suburban Collection Showplace does not allow helium tanks within the building or on the premises. Exhibitors with prior approval can have helium balloons to decorate their booth, but may not hand balloons to attendees. A charge will be applied to retrieve balloons from the ceiling.

VEHICLES:

Exhibitors who will have a display vehicle within their booth must adhere to the following:

Combustion Vehicle Displays

- All GASOLINE fuel powered vehicles openings shall be locked and sealed in an approved manner to prevent the escape of vapors. Gasoline fuel tanks shall not contain in excess of one-quarter their capacity or contain in excess of 5 gallons of fuel, whichever is less.
- All DIESEL fuel powered vehicles fuel tank shall be locked and sealed in an approved manner to

prevent the escape of vapor. Diesel fuel tanks shall not contain in excess of one-half their capacity or contain in excess of 20 gallons of fuel, whichever is less.

- Fueling or de-fueling of vehicles is prohibited inside the building.
- At least one battery cable shall be removed from the batteries used to start the vehicle engine. The disconnected battery cable shall then be taped.
- Batteries used to power auxiliary equipment shall be permitted to be kept in service.
- Vehicles shall not be moved during exhibition hours.

Electric Vehicle Displays

- All electric vehicles battery state of charge SHALL be no more than 30%.
- An emergency plans for an electric vehicle that starts to off gas.
- Dedicate an area outside in the parking lot to put an electric vehicle that is off gassing.
- All main aisleways SHALL be wide enough to allow the forklift that Suburban Collections has or a wrecker vehicle to drive down to remove the electric vehicle that is off gassing to the burn area out in parking lot.

RV PARKING:

RV Parking is permitted and is available on a first-come, first-serve basis. **Please contact show staff at 248.348.5600 to reserve your space PRIOR to your arrival on-site. If you need electrical for RV parking, please let them know when you call to reserve the space, there is an additional charge for electrical requirements.**

SIGNS & TAPE:

All signs and banners must be hung only by authorized personnel. At no time will exhibitors be allowed to adhere anything to the walls or columns. Exhibitors will be strictly prohibited from using any unauthorized style of tape or adhesive substance within the facility, including the “show floor”. Absolutely no tape will be allowed on the walls & columns, and only the specific, acceptable types are allowed on the floors. **Duct tape, plastic double-sided tape, and masking tape are strictly prohibited!** Only cloth backed, carpet tape will be allowed. Proper tape can be purchased from the service desk. Any damage caused by the use of unauthorized adhesive substances will be billed to the damager.

FLAMMABLES:

Exhibitors are prohibited from bringing in flammable advertising/ decorating materials to the facility. All such material to be used for decorative or advertising purposed must first be treated with a flame-retardant, and such use shall be in accordance with all applicable federal, state, and municipal fire and safety rules and regulations. All flammable liquids and gases are prohibited without prior written consent from the Suburban Collection Showplace.

INSPECTION:

The Suburban Collection Showplace reserves the right to inspect all cartons, packages, containers or coolers brought in or out of the facility at any time.

ALCOHOL:

Outside alcohol is strictly prohibited from being brought into Suburban Collection Showplace.

SMOKING:

Suburban Collection Showplace is a non-smoking facility. Smoking is allowed outside in designated smoking areas. No doors may be propped open for any reason, at any time, as it is a violation of the fire ordinance.

SECURITY:

It is to the benefit of the Vendors/Exhibitors to have their booths properly manned. Security in the booths is the responsibility of the Vendors/Exhibitors. The Expo Authority will in no way be responsible for the property of the Exhibitors. Valuable merchandise should be secured at night under lock and key or removed to a safe location by the Exhibitors. Exhibitors may want to purchase insurance against loss or damage. We will have Security on-site throughout the entire duration of the Expo. However, the Novi Pet Expo is not liable for items stolen or taken from your booth space.

EMERGENCY EQUIPMENT:

Any type of emergency equipment, entrances or exits shall not be blocked or obstructed under any circumstances.

FOOD SAMPLING IN YOUR BOOTH:

If you plan to sell any type of food item you must receive prior approval from the Suburban Collection Showplace. All food product and sampling items need to be stored in your booth space, please allocate enough space to ensure the storage of your products.

If you have any questions related to the food and beverage options or policies of Suburban Collection Showplace, please contact us at 248-348-6942.

FOOD & BEVERAGE:

Outside Food & Beverage is NOT allowed within the Suburban Collection Showplace at any time with the SINGLE EXCEPTION of move-in hours. Outside alcohol is strictly prohibited from the grounds, includes all indoor and outdoor areas. There are a variety of food options within the vicinity of Suburban Collection Showplace that are available during move-in hours. If you plan on having any type of food samples as part of your display you will need to call the Oakland County Health Department for a proper license. If you plan to sell any type of food item you must receive prior approval from the Suburban Collection Showplace. If you have any questions related to the food and beverage options or policies of Suburban Collection Showplace, please contact Mark Lyman at 248.348.5600 x 214.

CONTRACT

1. Deposits. All deposit money for Exhibit Space will be retained if the Exhibitor fails to fulfill, violates, or cancels Exhibit Space.
2. Payment. All charges for your Exhibit Space shall be paid in full with US dollars by the date specified in the Novi Pet Expo Exhibitor Contract. You agree that the Novi Pet Expo, Sponsors, and their agents, representatives, cannot guarantee by your exhibiting at the Novi Pet Expo any financial gain to you or your organization, nor can they guarantee attendance at the Expo.
3. Refunds; Liquidated Damages. No refunds will be made if Exhibit Space is unused or partially used. However, if Exhibitor gives Notice to Show Management that Exhibitor will not participate in the Novi Pet Expo and would like to cancel its Exhibit Space more than ninety (90) days prior to the Novi Pet Expo's occurrence, Show Management shall return any Payments made by Exhibitor. If Exhibitor gives Show Management Notice of its intent to cancel its Exhibit Space more than thirty (30) days, but less than or equal to sixty (60) days from the Novi Pet Expo's occurrence, Show Management will return fifty percent (50%) of any Payments paid by Exhibitor for Exhibit Space. No refunds shall be given if Exhibitor cancels its Exhibit Space thirty (30) days or less from the Novi Pet Expo.
4. Liability for Loss, Theft, Property Damage, or Personal Injury. Exhibitor hereby waives any and all claims against Sponsors, Show Management, their employees, agents, or representatives, relating to any loss, theft, damage, or destruction to its property, and from any and all claims for personal injuries relating to its operation of Exhibit Space at the Novi Pet Expo. It is recommended that Exhibitor take precautionary measures of their own to secure and safeguard property. Further, Exhibitor assumes entire responsibility, and hereby agrees to protect, defend, and hold harmless the Sponsors, Novi Pet Expo, and Show Management, and their respective employees, agents, and representatives, against all claims, losses, and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or in connection with Exhibitor's installation, removal, maintenance, or use of Exhibit Space. Exhibitor shall be held jointly and severally liable for any damage to Sponsors caused by Exhibitor, its employees, agents, or representatives.
5. Insurance. It is expressly acknowledged that Sponsors, the Novi Pet Expo, or Show Management, or their employees, agents, and representatives have not purchased insurance of any kind for the benefit of Exhibitor, nor is it under any obligation to do so. Exhibitor agrees to obtain the following insurance coverage during the Novi Pet Expo and shall furnish a certificate of insurance: Certificate holder – **Expo Productions, LLC 46100 Grand River Ave. Novi, MI 48374**
 - a. Comprehensive General Liability Insurance coverage including protective and contractual liability coverage with limits not less than \$250,000.00/\$500,000.00 for bodily injury and 50,000.00 property damage.
 - b. Employer's Liability Insurance with minimum limits of \$100,000.00 per accident.
 - c. Worker's Compensation Insurance coverage in full compliance with Federal and State laws.
 - d. Comprehensive General Automobile Liability Insurance covering owned, non-owned, and hired vehicles including loading/unloading hazards with bodily injury limits of \$250,000.00/\$500,000.00 and property damage limits of \$100,000.00.

6. Additional Insureds and Indemnities. See EXAMPLE CERTIFICATE COPY further within this packet for each and every of the above insurance policies, the following must be provided as Additional Insureds:

- (a) BoCo Enterprises, Inc. (46100 Grand River Avenue, Novi, MI 48374)
- (b) TBON, L.L.C. (46100 Grand River Avenue, Novi, MI 48374)
- (c) Epoch Hospitality, LLC dba Epoch Catering. (46700 Grand River Ave, Novi, MI 48374)
- (d) Lithia Motors, Inc. and its affiliated companies (150 North Bartlett Medford, OR 97501)
- (e) Avalon Hospitality Group (9555 Chesapeake Drive, Suite 202, San Diego, CA 92123)

7. Compliance with Facility Rules and Regulations. The Exhibitor agrees to abide by all rules and regulations of the Sponsors/Facility in which the Novi Pet Expo takes place. All rules and regulations are on file in the general office of the building. Advertising materials or signs of entities or people, other than those who have engaged space with the Novi Pet Expo, are prohibited. Exhibitors must be present at all active hours of the Novi Pet Expo. All Exhibitors must wait to dismantle Exhibit Spaces until show closing. SHOW MANAGEMENT WILL APPRECIATE BEING INFORMED OF ANY INFRACTION OF THIS RULE.

8. Exhibit Space Equipment. Exhibitors are responsible for providing all equipment necessary for their Exhibit Space. Motion picture projectors and other equipment must conform to state and city fire regulations. Electrical wiring must conform with state and local fire codes. Loud speakers, radios, television sets, or the operation of any machinery or equipment shall be subject to Show Management's discretion. Tables or platforms on which any monitor or equipment is placed cannot exceed a height of 42 inches. All display décor shall be fire retardant before entering into the Exhibit Space.

9. Expulsion and Right of Refusal. Show Management and/or Sponsors have the right to refuse an Exhibitor on the grounds of non-compatibility with the event, the absolute right to select whom may exhibit, and the absolute right to regain possession of any Exhibit Space for any reason whatsoever. Unethical conduct, uncooperative behavior, infraction or rules, sexually oriented material, or safety hazards deemed potentially dangerous to persons or property shall subject the Exhibitor to dismissal from the Novi Pet Expo. No refunds shall be given in the event of dismissal for a violation of any rules and regulations. Only registered exhibitors will be admitted to the Novi Pet Expo. All agents and representatives of Exhibitor must register with Show Management.

10. Floor Plan; Event Times. Sponsors and Show Management have the right to change the time and floor plan of the Expo. Exhibitor must be present during all active hours of the expo.

11. Subletting of Space. Exhibitor shall not assign, sublet, or apportion the whole or any part of its assigned Exhibit Space. Nor shall Exhibitor allow any other organization or person within their own Exhibit Space without the written consent from Show Management. Exhibitor shall not assign or transferred its rights or privileges under this contract.

12. Legal Compliance. All exhibitors are required to comply with any and all federal, state, and local laws, rules, and regulations and to obtain any applicable licenses or permits (including, but not limited to, sales tax, raffles, etc.). Exhibitor is hereby charged with knowledge of all such laws, ordinances, and regulations pertaining to health, fire prevention, and public safety, while participating in the Novi Pet Expo and agrees to comply with said laws.

13. Intellectual Property. Exhibitor agrees to pay when due any and all royalties, license fees, or other charges accruing or becoming due all royalties, license fees, or other charges accruing or becoming due to anyone by reason of any music, either live or recorded, or other entertainment of any kind or nature, played staged or

produced by the Exhibitor, its agents, employees, or representatives, within the Exhibit Space. Exhibitor shall assume all costs and expenses arising from the use of patented, trademarked, or copyrighted material, equipment, devices, processes, or dramatic rights, used during or incorporated during the Expo by Exhibitor, and agrees to protect, indemnify, defend, and hold harmless, Sponsors, Show Management, and their respective agents, representatives, and assigns, from any damages, costs, or expenses relating to Exhibitor's activities at the Novi Pet Expo. Exhibitor authorizes Show Management to use Exhibitor's name and/or likeness to promote the Novi Pet Expo and to solicit other exhibitors for the Expo and future events.

14. Force Majeure. Sponsors and/or Show Management, their agents, or representatives shall not be liable for the fulfillment of this contract as to delivery of Exhibit Space if non-delivery is due to any of the following causes: by reason of Sponsors/Facility being destroyed or damaged as to reasonably not be usable for the Novi Pet Expo, acts of God, strikes, authority of law, or for any other reason beyond Sponsors or Show Managements control.

15. Official Trade Show Services Contractor. Sponsors and Show Management will make available to Exhibitor an official Trade Show Services Contractor for the purpose of providing utilities, furnishings, accessories, tables, draperies, signs, models, labor for erecting and dismantling exhibits, etc. Exhibitor may not employ any other contractor for these services without prior written permission from Show Management. It is expressly understood that such Trade Show Services Contractor is not the agent or employee of Sponsors, Show Management, or Novi Pet Expo and that none of the aforementioned shall be liable to Exhibitor or any other person for the acts or omissions of the Trade Show Services Contractor.

16. Disputes. Exhibitor agrees that Show Management has, and consents to, Show Management's authority to settle all disputes regarding issues not covered by this contract. All such disputes shall be brought to Show Management's attention immediately. Exhibitor agrees to abide by Show Management's resolution of said issue.

17. Joint and Several Liability. Exhibitor, its agents, or representatives shall be held jointly, collectively and individually responsible for any and all debts incurred for all Payments, exhibit costs, fees, or charges, due under this Contract.

18. Conduct of Vendors/Exhibitors. All Lessees are expected to engage with the public honestly and fairly. Any attempt at fraud, deception, or misrepresentation may result in the immediate termination of the Exhibitor's contract. Negative attitudes, excessive unfounded complaints, and disruptive behavior will not be tolerated. Exhibitors must operate strictly within their assigned space. Salespeople and demonstrators are prohibited from conducting activities in aisles or walkways. Violations may lead to contract termination.

Hawking, distributing handbills or promotional materials, and posting advertisements outside of an Exhibitor's designated space are strictly prohibited. Permanent modifications to Expo property, such as painting, drilling, or structural alterations, are not allowed.

Advertising and promotional materials must remain within the Exhibitor's space and should be professional, in good taste, and non-defamatory. Content that is obscene, vulgar, or otherwise inappropriate is strictly forbidden. Exhibitors may promote their own products but must not disparage others.

Roving vendors and solicitors, whether for profit or nonprofit purposes, are not permitted outside their rented space. All sales and solicitation activities must be confined to the Exhibitor's designated booth or contracted area. Unconsented physical contact is strictly prohibited.

Soliciting donations from within an Exhibitor's booth is not allowed unless expressly authorized in writing as part of the license agreement.

☐

Please check box to indicate you and have read and agree to all of the terms and conditions stated in this contract.

Name: _____

Signature: _____ Date: _
