



GROOM'D 2024
Georgia International Convention Center
March 8 – 10, 2024
Exhibit Rules & Regulations

AUDIO

If audio is used inside the exhibit booth, all speakers must face into the booth and not into the aisles or into neighboring booths. Any complaints regarding audio will be mentioned two times to the offending exhibitor and on the third complaint the audio may be pulled for the duration of the show.

BANNERS AND SIGNS

Stand up banners, flags, signs, and pull-ups are allowed but may not exceed 10 ft in height for all linear, corner and endcap booths, except for perimeter booths (along the walls) which may not exceed 15 ft in height. Banners and flags in island booths may not exceed 20' maximum height.

Hanging banners or signs above booths are reserved for island booths that are 400 square ft and larger. Hanging banners or signs for any non-island booths are not allowed.

CAMERAS

All camera photographers (still and video) must receive exhibitor permission before taking a picture or filming. Anyone who is caught taking pictures or filming without permission will have their camera (including cell phones with cameras) held by Show Management until they leave the exhibit hall.

CANOPIES AND AWNINGS

Canopies and awnings will only be allowed with show management pre-approval. If you feel you need a canopy to display your product, you must obtain approval. Without prior approval your canopy or awning will not be allowed on show site. Please call WPA office at (800) 999-7295 and ask for Sales Dept for approval or send an e-mail to confirmation@groomd.org.

CARPET

Carpet is not included in the booth package. The flooring is cement, and the aisles will not be carpeted. It is optional for you to cover your floor. Carpet is available to rent from the official service provider.

CHILDREN

Children are permitted at GROOM'D. Children of walking age must be registered and badged while on show site. **Children 15 and under must always be under adult supervision and will not be permitted on the exhibit hall show floor during exhibitor move-in or move-out hours.** Children must be 16 or older and registered to attend seminars.



World Pet Association, Inc.
Producers of SuperZoo, GROOM'D, WPA365 and PGC
Phone: 626 447-2222 / 800 999-7295 • Fax: 626 447-8350 • E-Mail: info@groomd.org • www.groomd.org

CONTRACT

Each exhibitor is responsible for understanding and abiding by the basic terms and conditions included in your Booth Space Agreement. This application properly executed by Applicant (Exhibitor) shall upon written acceptance by GROOM'D / World Pet Association (WPA) acting as Show Management constitutes a valid and binding contract. Show Management reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition.

It is further agreed that the Exhibit Rules & Regulations as herein stated and as outlined in the Exhibitor Service Manual are made a part hereof as though fully incorporated herein, and that the said exhibitor agrees to be bound by each and every one thereof. Show Management reserves the right to manipulate the floor plan and to move exhibitors (with prior notice) to enhance and benefit the overall exhibition. Should you have any questions, please call our office at (800) 999-7295.

CRATE AND BOX STORAGE AND DISPOSAL

- Storage of any crates, cartons, boxes, or other show materials within or behind your booth is strictly prohibited due to fire marshal codes.
- All packing containers and similar material must be removed from the exhibition area upon completion of the booth arrangement.
- Violators of fire codes are subject to fines and confiscation of materials.
- Exhibitors may not dispose of empty boxes in the aisle or common areas. Empty exhibitor boxes must be placed in the dumpsters provided outside the back of the Exhibit Hall. Exhibitors throwing empty boxes in the aisle or common areas will be charged a porter fee from the official service provider.

DECORATIONS

May **NOT** be affixed to the ceiling, painted surfaces, columns, fabric and decorative walls. All exhibitor materials must be flameproof. Decorations must be confined to your exhibit booth only and not extend into the aisles. This includes signs and easels as well.

DECORATOR/OFFICIAL SERVICE PROVIDER

Freeman is the official service provider/show decorator for the event. Freeman offers equipment and services for rent such as tables, chairs, carpet, custom signage, booth labor, cleaning services, cart moving services, transportation services, etc. Freeman can be reached by phone at US or Canada: (888) 508-5054, International: +1 (817) 210-4869. Call or text, Monday – Thursday, 7:00 AM – 7:00 PM CT, Friday, 7:00 AM – 5:00 PM, CT. [Click here for the Freeman \(Exhibitor Services\) Website.](#)

EXHIBIT BOUNDRIES

If you have a corner booth and would like the side drape removed, you may request this with Freeman. Please make sure your display stays within the boundary of your booth space. No part of any booth shall project outside of your booth as to obstruct the view of adjacent booths. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of Show Management.



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EXHIBIT DESIGN & HEIGHT LIMITS

GROOM'D is a Cubic Content event. This style allows exhibitors to fully occupy the width, depth and height of the booth footprint. **Cubic Content Definition:** Using the perimeter lines of a booth as a guide, exhibitors may install a booth up to these lines and utilize all the volume of space within these lines up to the maximum height permitted depending on the type of booth:

- Linear, corner and end-cap booths have a maximum height of 10 ft including any product, signage and/or booth component.
- Perimeter booths along the wall have a maximum height of 15 ft including any product, signage and/or booth component.
- Island booths which are considered 400 square feet or larger have a maximum height of 20 ft including any product, signage and/or booth component.

EXHIBIT FINISHING & MATERIALS

All exhibit components along with the sidewalls and back wall extending above pipe and drape must be finished, painted, and with no exposed wires or framing visible. Raw wood, cardboard, or similar materials that are visible to adjacent exhibitors must be covered or painted. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.

All materials used in the construction of the booth and all decorative materials (drapery, table coverings, banners, foam board, signs, set pieces, etc.) within exhibitor booths and those used for special events must be non-combustible or made flame retardant.

FOOD SAMPLING/DISTRIBUTION

The serving of food/beverage by exhibitors is not permitted unless advanced written permission is given by Show Management. All food/beverage must be provided by the Convention Center's exclusive caterer, CulinAero by Proof of the Pudding ([access CulinAero menus and information here](#)). **NO OUTSIDE FOOD OR BEVERAGE IS PERMITTED.**

HAZARDOUS MATERIALS

Exhibitors are prohibited from possessing, storing, or bringing onto the property materials that constitute hazardous materials as defined by federal, state, and local law.

INSURANCE

All exhibitors must either purchase or submit proof of insurance as per the Terms & Conditions in the Booth Space Contract. If you are unsure if you purchased or provided proof of insurance, please e-mail the Sales Dept at confirmation@groomd.org.

LITERATURE

Literature on display shall be limited to reasonable quantities and may only be distributed from the exhibitor's booth. Reserved supplies shall be kept in closed containers and stored in a neat and compact manner.



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SECURITY

Security will be provided by WPA from move in through move out. However, neither WPA nor the Georgia International Convention Center is liable for any loss or damage of materials. We strongly encourage you to secure/lock up your valuable items overnight and to implement security measures in your booth during the day to ensure your items are not stolen.

SMOKING POLICY

Smoking/Vaping is **NOT** permitted inside any part of the convention center.

SOLICITATION POLICY

Solicitation by non-exhibiting companies is strictly against our rules and will not be tolerated. We ask that if you are bothered by a solicitor, or see someone else being bothered by a solicitor, please contact the Show Management immediately so that we can take care of this situation for you. Solicitations for employment by exhibitors to attendees are not permitted.

VEHICLES

A vehicle in your booth may be allowed but must meet the Fire Marshal requirements. You must return the Vehicle Placement Order Form in the Freeman portion of the Exhibitor Service Kit. Booth displays or product may not be brought into the show hall inside your vehicle. If your vehicle does arrive with your booth or product inside, it will be unloaded and charged as drayage. In addition, please notify WPA office at (800) 999-7295 and ask for Sales Dept for vehicle approval or e-mail confirmation@groomd.org.

Still have questions? Check out the [Exhibitor FAQ](#) page.



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