

CANADIANPETEXPO.CA



DATE

Friday, March 29, 2024
Saturday, March 30, 2024
Sunday, March 31, 2024

TIME

March 29 & 30: 10 AM - 6 PM
March 31: 10 AM - 4 PM

EXHIBITOR MANUAL

2024

Spring Canadian Pet Expo

ADDRESS

The International Centre
6900 Airport Rd.
Mississauga, ON



Responsible Pet Companionship Starts Here!

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The International Centre
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info@canadianpetexpo.ca



Welcome!

Dear Exhibitor,

Welcome to the 2024 Spring Canadian Pet Expo!

The 2024 edition of the Spring CPE promises to amaze and engage attendees with top notch pet exhibitors such as yourself, inspiring educational opportunities and interactive pet-friendly fun! We are pleased to have you and your business join the family of CPE exhibitors and look forward to your participation.

Please take a few moments to review the Exhibitor Manual, it contains important information you will need to successfully plan your CPE experience. If you have any questions at any time, please reach out to our single point of contact info@canadianpetexpo.ca for the quickest response.

Follow Us on Social Media!

Canadian Pet Expo

Facebook

[@canadianpetexpo](https://www.facebook.com/canadianpetexpo)

Instagram

[@canadianpetexpo](https://www.instagram.com/canadianpetexpo)

Twitter

[@CanadianPetExpo](https://twitter.com/CanadianPetExpo)



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Looking for More?

B2B Opportunities

Need a new way to reach your customers? Tired of in store demos?
Want to reach new consumers?

Canadian Pet Expo offers 30,000+ reasons to exhibit at their consumer shows. That's right, on average over **30,000** people attend each Canadian Pet Expo show with their pets (dogs, cats, birds and more).

This is not your trick or treating style expo show. Consumers want to buy your product.

YOU control the message and can guide new customers to where you want them to go whether local retailers, online stores or direct from you. Check out www.canadianpetexpo.ca for more information or contact Rodger Salm at rodger@canadianpetexpo.ca



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GENERAL INFORMATION

Show Schedule - Move In

Thursday March 28 from 9 am to 6 pm

- Exhibitor Entry/Exit is Door: 46 and Loading Dock 51-63
- Please report to Exhibitor Registration upon arrival
 - Exhibitor badges are mandatory for the move in process and the duration of the show, worn on at all times.

Friday March 29

Please note that there is no move in on **Friday March 29**. Exhibitor entrance will be open at 7 am for final carry in of small items only. Loading doors/docks **will not** be available. Set up must be complete and ready for inspection no later than 9:30 am.

Show Schedule - Show Hours

Friday, March 29 - 10:00 am to 6:00 pm (Exhibitor Door Opens at 7:00 am)

Saturday, March 30 - 10:00 am to 6:00 pm (Exhibitor Door Opens at 7:00 am)

Sunday, March 31 - 10:00 am to 4:00 pm (Exhibitor Door Opens at 8:00 am)

Show Schedule - Move Out

Sunday, March 31 from 4:15 pm to 9:00 pm

Please respect last minute purchasers and attendees by delaying teardown to 4:15 pm



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GENERAL INFORMATION

Canadian Pet Expo Team

Founders:	Grant and Yvonne Crossman - 905-302-5321
Event Director:	Elizabeth Semple - 416-275-3766
Corporate Director:	Rodger Salm - 204-997-0413
Event Planner:	Danielle Boubert - 416-559-7008
Event Manager - Aquatic Director:	Chris Biggs - 204-995-6660
Event Manager - Education Specialist:	Mark Koenig - 226-338-9366
Event Managers:	Fran Mason - 416-910-6764 Brent Hierons - 647-886-9719 Max Bornemann - 289-556-6030 Kevin Crossman
Social Media:	Fadi Naddeh - 613-462-6200



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EXHIBITOR BASICS

Below is a list of basic Canadian Pet Expo regulations that are applicable to **all** exhibitors.

Expo Regulations and Requirements

1. The Canadian Pet Expo is a family-friendly event. Expo Management reserves the right to remove any item, product, display, exhibitor personnel or exhibitor booth that management deems inappropriate. Refunds are not applicable.
2. Expo Management reserves the right to make required changes to show floorplan at any time, including moving booth locations due to unforeseen circumstances. This does not happen often, and Management endeavors to minimize any disruptions to exhibitors.
3. The CPE encourages pet adoptions and ethical breeders registered by governing bodies; however, the sale/adoption/exchange of any dogs, cats, birds, or small animal is not permitted during the Expo.
4. Exhibitor booths are confirmed once a 25% deposit is paid. With booths in high demand, we cannot confirm booths without a deposit. Please see Dates & Deadlines for more details. Please note that booths specific to the pet industry will be given priority over those that are not. Exhibit booths must be staffed and fully operational during published show hours. Please respect Expo patrons by being set up and ready no later than 15 mins prior to show opening and kindly refrain from tearing down before closing time.
5. Exhibitor badges are mandatory for access to the exhibit hall via the designated Exhibitor Entrance. Badges are included with the purchase of a booth; however, additional badges can be purchased at the time of registration. Please see “Included in your booth space” for more details.
6. Please bring dollies and carts to unload/load. The CPE does not lend out dollies or carts.
7. As exhibitors you are welcome to use your own booth furnishings or rent from the CPE. Rentals are available to purchase through your Expo FP account. Please contact us at info@canadianpetexpo.ca if you require assistance.
8. Pets are welcome in booth space! Kindly download a copy of the Pet Waiver and submit to Exhibitor Registration when you arrive. Pets must be in accordance with the City of Mississauga By-Law, [please see list in Appendix A.](#)
9. Exhibitor Liability Insurance in the amount of \$2,000,000 is mandatory. Policies should commence Move in Day and end at 11:59pm on Move Out Day. Please name the Canadian Pet Expo PO Box 149, Millgrove, ON L0R 1V0 and The International Centre, 6900 Airport Rd, Mississauga, ON L4V 1E8 as additionally insured. Don't have your own business policy? You can quickly obtain a very cost-effective policy online at <https://duuo.ca/event-insurance/>



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GENERAL INFORMATION

Expo Regulations and Requirements

- 10.** Promotional materials may not be distributed outside your exhibit space. Aisle space is sacred land secured for the attendees. Inventory, solicitation and/or booth extensions are not permitted in the aisle space. **Please respect your 10x10 booth space.**
- 11.** Exhibitors who have ordered booth electrical connection will have access to hydro. This is audited by both Expo Management and ShowTech and is strictly enforced. Electrical connection is available via your ExpoFP Exhibitor Account until the designated deadline. Any requests after this deadline will be subject to the last-minute connection fee.
- 12.** Exhibits that include sound/audio/visual displays must ensure the noise level and lights resulting from the display does not disrupt the activities of neighbouring exhibitors. Expo management reserves the right to lower all sound equipment and make lighting adjustments as necessary.
- 13.** Our venue, The International Centre, has excellent ambient lighting; however, if you choose to add extra lighting to your booth, please direct it to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- 14.** The sale, sampling, or distribution of food for consumption on the premises must be approved by Expo Management and licenses or permits are required by The International Centre. It is the responsibility of the exhibitor to obtain such approvals and/or permits from the venue.
- 15.** Stage shows or seminars using products or services of a non-exhibiting company must have written approval from Expo Management.
- 16.** All exposed parts of displays must be finished so they do not present an unsightly appearance when viewed from adjoining booths or aisles. Side walls taller than the 3' high side drape of exhibit booths may not come out past 5' from back drape to not obstruct visibility of surrounding booths.
- 17.** Signs in booths will not be permitted to extend above the 8' high back drape. Signs in island showcases will not be permitted to extend more than 16' above the floor. In order to maintain a positive and professional image for the pet enthusiasts at the show, hand drawn signs of any nature are not encouraged.
- 18.** A booth booking is booked under the contract of one exhibitor, there is absolutely no sub leasing or sharing of booths permitted.
- 19.** Exhibit space should be kept in good order with storage boxes placed under tables or in designated storage areas.
- 20.** The use of helium balloons is not permitted by the facility.



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GENERAL INFORMATION

Expo Regulations and Requirements

21. Fire regulations prohibit the use of sterno, or any open flame including candles.
22. Cooking or food warming devices are prohibited on the expo floor and in booth spaces.
23. Electrical wiring and displays must conform to the National Electrical Code safety rules.
24. Any display vehicles must have less than ¼ tank of gas, at least one battery cable disconnected from each set of batteries, and the gas tank sealed or locked. A set of keys must be given to Expo Management. All display vehicles are subject to a Vehicle Inspection completed by Expo Management.
25. No alcohol is permitted on the exhibit floor at any time.
26. The use of nails, screws or any material that can mark floors, walls or ceiling of exhibit hall is prohibited.
27. The only tape exhibitors are allowed to use for securing carpet or material to the floor is double-sided cloth tape.
28. Please do not pin, pierce, or affix anything to drapes. Any damages will result in an invoice for repair or replacement.
29. It is expressly understood and agreed by the Exhibitor that no claim of any kind against Show management for loss, damage, theft, or destruction of goods or exhibit; nor any injury that may occur to himself or his employees while at the show. The exhibitor shall be solely responsible to his own agents and employees and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages, and expenses arising out of or relating to the custody, possession, operation, maintenance or control of leased space or exhibit. The exhibitor is held responsible for agents and employees performing on show stages. Exhibitor does indemnify and hold harmless Show Management against any and all claims as may be asserted against it.
30. The CPE assumes no responsibility or liability to any loss or damages to any and all vehicles parked at a CPE Event. All vendors are aware that their car is parked at their own risk. A parking pass will be provided to you at the time of registration, to be kept on the dashboard of your car for the weekend.



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GENERAL INFORMATION

Marketing and Exhibitor Resources

Congratulations on booking! Now what?! Time to leverage your CPE marketing options and exhibitor resources!

- ExpoFP Exhibitor Profile: access to your Exhibitor Profile is included with your booth fees. Your login link is contained in your booking confirmation/invoice document. Save and keep this link handy! Your profile has fields for logos, company information, photos, video and links to socials. There are even call to action buttons! Take advantage of this opportunity and complete as much information as possible. *Hint – complete profiles receive at least 50% more attendee hits!
- Social Media: Why not make a splash on social media and announce your attendance at the CPE? Our SM team monitors our account daily and is happy to repost your expo related posts to our stories! Just be sure to tag us! Want to do a collab? Send us a DM!
- Ticket Giveaway: Want to hop on board the social media giveaway train? We will provide the prizes! Every exhibitor who does a social media based giveaway will receive a pair of Expo tickets for prizes! All we ask is that you tag us in your giveaway and include one of our logos. You can use whatever criteria you like to qualify entries.
- Media Kit: To assist you with your online and Social Media efforts, the CPE has created a downloadable Media Kit containing Expo logos, frames, squares, posters etc. that may be helpful. The Media Kit is available here: <https://canadianpetexpo.ca/become-an-exhibitor/>



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GENERAL INFORMATION

2024 Spring Canadian Pet Expo Specifics

Exhibitor information specific to the 2024 Spring Canadian Pet Expo. Don't forget to contact us at info@canadianpetexpo.ca if you have any questions.

Dates, Deadlines & Payment

Expo Date & Time

Friday, March 29, 2024, 10:00 am to 6:00 pm
Saturday, March 30, 2024, 10:00 am to 6:00 pm
Sunday, March 31, 2024, 10:00 am to 4:00 pm

Payment Schedule and Deadlines

All payments for booth space are to be made by the exhibitor who has contracted the space. Booth payments can be made with EMT, Cheque, Cash, Debit or Credit Card.

January 31, 2023 - Last day to book Early Bird Discounted Booth Rates and 25% booth deposits due to secure rate/booking.

February 1, 2023 - Regular Booth Rate is applicable, 25% deposit due upon booking.

March 7, 2023 - Last day to book Booth Add Ons such as furnishings and hydro.

March 8, 2023 - Add on booking is no longer available via your Expo FP exhibitor account. Please contact info@canadianpetexpo.ca

March 15, 2023 - Final booth payments are due. Payments are accepted via your ExpoFP account, Quickbooks invoice or by etransfer to accounting@canadianpetexpo.ca



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GENERAL INFORMATION

Dates, Deadlines & Payment

Payment Regulations

The exhibitor is responsible for the full cost of their booth space upon receiving the invoice. Any request by the exhibitor to terminate their booking must be received, by the Canadian Pet Expo in writing. If a termination notice in writing is received, the following will apply:

1. If notice is received by the Canadian Pet Expo 90 days or more prior to the first day of move in the exhibitor will be responsible for payment of 25% of the total contracted booth space fees.
2. If notice is received by the Canadian Pet Expo between 43 and 89 days prior to the first day of move in, the exhibitor will be responsible for payments of 50% of the total contracted booth space.
3. If notice is received by the Canadian Pet Expo 42 days or less prior to the first day of move in, the exhibitor will be responsible for payment of 100% of the total contracted booth space fees.

Under no circumstances will the amount of any refund to the exhibitor exceed the amount of the booth space fees paid up until the written notice of termination. Termination of the booth booking will disentitle the exhibitor (or applicant) to any rights or claims against the booth space, or the Canadian Pet Expo. The exhibitor will remain responsible for paying their booth fees, except as noted above. All monies retained will be deemed a reasonable estimate of the damages incurred by the Canadian Pet Expo for administrative and other related costs arising out of the termination.

Payments requiring refunds for reasons discussed and agreed upon with Expo Management and the Exhibitor within 14 days of the Canadian Pet Expo will be issued within 7-10 days upon completion of the Expo. Show Management will make note of the discussed refund and why a refund is being issued.

Payments for all services requested from the Canadian Pet Expo by the exhibitor must be processed in full before the move-in date.



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GENERAL INFORMATION

Included in Your Booth Space

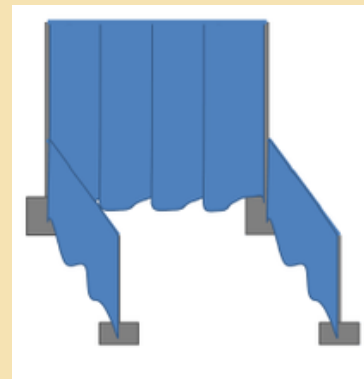
- **Your booth space draped in blue and white**

- Back wall 10' wide x 8' high (multiplied by the number of booth spaces rented)
- Booths are 10' deep by 10' wide
- Company name in the Exhibitor section of the show website
- 4 weekend exhibitor badges for yourself and crew for all 10' wide by 10' deep booth bookings. 2 additional badges are included for each additional space booked thereafter.
- 5, day badges for each day for all Rescues and clubs, a total of 10 badges.
- Complimentary E-Ticket Prizes are available to Exhibitors for shared social media marketing programs. Please contact info@canadianpetexpo.ca with a screenshot of your contest/giveaway and we will provide you with a pair of tickets.

Booth Add-Ons **NOT** Included with Your Booth

- Hydro connection for your booth (Available via your account on Expo FP, \$255 +HST)
- Internet service (Encore Canada, contact directly)
- Carpet, furnishings, tables and chairs (Available via your account on Expo FP)
- Shipping of material – please contact us directly at info@canadianpetexpo.ca

Pipe & Drape 10 x 10 Booth Schematic



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MOVE IN/MOVE OUT TERMS

Move In

Exhibitor Move In: Thursday, March, 28, 2024 9:00 am to 6:00 pm

In order to facilitate an organized and efficient move-in process, we kindly ask exhibitors to move in Thursday, March 28 between the hours of 9am and 6pm and follow the process below.

- Upon arrival to the International Centre please proceed to the designated parking area for load in, door 46 will be the designated Exhibitor Entrance/Exit for the duration of the Expo. Exhibitors are not permitted entry at the public entrance.
- Proceed inside the hall and report to Exhibitor Registration to pick up your Exhibitor package containing parking pass, badges, invoice copy and any other information required.
- Any final accounting will be taken care of at this time, staff will confirm your booth number and location on the floorplan. Please fill out your Parking Pass to identify you as an Exhibitor and place on your dashboard where it will be kept for the duration of the show.
- **Please put on your badge on at this time. It should remain in place for the entire show. If you need to remove it, or it breaks, please bring it back to Exhibitor Registration and we will exchange it for you. Security will be asking to see it each time you enter the Hall, and entry will be denied if badges are not worn.**
- To unload, please park as close to the loading door as possible and unload your items inside the hall in the designated unloading area. Immediately move your vehicle back to a regular parking spot away from the loading door once unloaded. You may then proceed to move your items to your booth. Remember the CPE does not lend dollies or carts. Please bring your own.
- If you ordered furnishings and/or electrical connection for your booth it should be in place. If it is not, please double check your booth number and let Exhibitor Registration Staff know immediately so it can be remedied. *Note: your electrical connection can be found behind the drapery of your booth and may not be placed directly adjacent to your booth.
- There will be limited onsite rentals available at last minute rates at Exhibitor Registration. Please order rentals before the deadline to avoid disappointment.
- There are NO vehicles permitted on the show floor during move-in time.
- For safety/security reasons no children under the age of 13 years old are permitted in the venue during Move In and Move Out.
- Your representative should accompany all goods in transit from the loading area to your booth.

Disregard for any of the above Move In guidelines set out at any time by The Canadian Pet Expo is considered a Zero Tolerance Infraction (non-renewal for future events).



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MOVE IN/MOVE OUT TERMS

MOVE OUT

Exhibitor Move Out: Sunday, March 31, 2024 4:15 pm to 9:00 pm

- Booths must remain open and stocked until 4:15pm
- Move Out is scheduled no earlier than 4:15pm Sunday March 31st. Booth dismantling is not permitted before this time. Any Exhibitor packing up before this time may be subject to sanctions and/or fines.
- All items must be removed from the building by 9:00pm
- Due to safety concerns, please restrict your travel on the event floor to the area to and from your booth within the hall and loading area.
- Exhibitors are responsible for the loading of their booth materials.
- Remember the CPE does not lend dollies or carts. Please bring your own.
- There are NO vehicles are permitted into the show floor for Move Out.
- For safety and security reasons no children under the age of 13 years old are permitted on the venue during Move Out.

Disregard for any Move Out guidelines set out at any time by The Canadian Pet Expo family of events is considered a Zero Tolerance Infraction (non-renewal for future events).



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ADDITIONAL INFORMATION

Parking

Parking is free for exhibitors and attendees, Exhibitor parking is behind Halls 1 and 2, directly adjacent to the exhibitor entrance and surrounding area. On event days, kindly park farthest from the exhibitor entrance door while respecting the handicapped parking signs and any fire lanes. All exhibitors will be given a parking pass at the time of registration. This is to be kept in the dashboard of your car for the entirety of the weekend. There will be additional parking passes available at Exhibitor Registration for any staff coming to work your booth. The CPE assumes no responsibility or liability to any loss or damages to any and all vehicles parked at a CPE Event. All vendors are aware that their car is parked at their own risk.

DO NOT LEAVE ANY PETS IN VEHICLES UNATTENDED. This policy is mandated throughout the event stay at The International Centre – no exceptions.

Overnight vehicle parking spaces are available upon request for trailers, campers, RV's etc. [Please email info@canadianpetexpo.ca to make arrangements.](mailto:info@canadianpetexpo.ca)

Security

The event floor is secured with 24hr security. At the end of each day, staff will escort all exhibitors out in a systematic exit plan to ensure all booths are vacated.

All exhibitors are required to exit the hall no later than 30 minutes after the scheduled close on Friday March 29th and Saturday March 30th.

Security is provided for your protection; however, we are not responsible for theft. We suggest you take precautions and not leave valuable items in your booth overnight. Door guards and perimeter guards are on duty during the hours that the doors are open, with overnight guards throughout the duration of the event. As a safety precaution, your exhibit space should not be left unattended during show hours.



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ADDITIONAL INFORMATION

Shipments

The event staff can receive shipments delivered to the International Centre anytime on March 27 and March 28th. Your product will be moved to your booth.

To courier your product to the International Centre please ship to the following address:

The International Centre

6900 Airport Road
Mississauga, ON, L4V 1E8

Please contact us at info@canadianpetexpo.ca to inform of us of any product you plan on having shipped to the event venue. Post event shipments will require specific arrangements with The International Centre.

Wireless Internet Service

The International Centre does not offer free WiFi. The International Centre has High Speed Wireless internet access, with some hot spots throughout the lobby areas of the hall. There are no hotspots inside exhibition halls. If you would like to order internet services please contact Encore Canada directly at 905-678-5120 or email TICC@encoreglobal.com.

Banner Hanging/Rigging

Fees associated for any ceiling banner hanging is \$455. This option is available via your account on Expo FP. Banners are to be double sided 10'x10' and are recommended to have a 2.5" sleeve at the top to support the hanging bar. Banner is to be supplied by you and be onsite the morning of set up day. Placement is key for visual appearance – we will help you with your banner placement.



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ADDITIONAL INFORMATION

Draws/Prizes/Copyright

Draws or raffles of any kind are prohibited.

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music or other copyrighted material in their booth or display. Show management reserves the right to remove any part of a booth or display from the exhibit hall that incorporated music, photographs or other copyrighted material and for which the exhibitor fails to produce proof of required licensing.

Electrical Safety Code Requirements

Exhibitors who display or offer for sale any electrical equipment in the province of Ontario is subject to the requirements of the Electrical Safety Code of Ontario and compliance with these regulations is mandatory.

Inspectors from the Electrical Safety Authority will be visiting the show to ensure compliance with the code. They will identify any unapproved equipment in evidence and offer information to exhibitors detailing the steps required to have the unapproved equipment accepted.

Booth Furnishings and Hydro Connections

Provided by The Canadian Pet Expo, available via your account on Expo FP.
info@canadianpetexpo.ca



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REPTILE EXHIBITORS ONLY

Live Display Terms And Requirements

Veterinary Supervision

- A specialty pet veterinarian will be present at every show to ensure any signs of poor health (parasites, infections, trauma, etc.), welfare or general distress are addressed immediately.
- Vendors will be asked to immediately remove any live inventory that appears to be in poor health or general distress from the venue. Vendor exhibitors who fail to comply with these terms will be promptly escorted from the venue.

Terms and Regulations

- All live inventory **must be captive-bred and/or captive-produced.**
- All live inventory must be packaged and displayed accordingly to not appear in undersized display presentation temporary travel containers.
- Snakes must not be in a resting position touching more than two sides of the display.
- Snakes must not be in a resting position touching top and bottom of the display.
- All other reptiles, arachnids, and amphibians must have enough space to completely turn around within the display.
- All live inventory that requires constant hydration must have access to clean water while on the event floor.
- All live inventory needs to be clearly labelled with the common name and/or Latin name.
- All live displays must not house more than one live inventory item in each display/presentation temporary travel containers
- All live displays must be well-ventilated.
- All live displays are to be clear and free of any external parasites, failure to do so may result in the exhibitor being asked to immediately remove suspect individuals from the venue and site.



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REPTILE EXHIBITORS ONLY

Live Display Terms And Requirements

Terms and Regulations

- If a pet requires a perch, it is recommended to offer a secure perch of some type, this is the exhibitor's discretionary decision.
- Exhibitors/vendors are requested to provide adequate heat to their displays that require above-regulated venue temperatures.
- Species requiring constant levels of humidity or moisture must have access to water at all times at the booth - Spray bottles, bottled water etc. must be clearly available.
- All live enclosures are required to have a non-slippery substrate that covers the entire base of the enclosure display/temporary travel container.
- Vendors are encouraged to provide a deep layer of loose substrate to allow the species that benefit from it to nestle.
- Vendors are encouraged to provide secure climbing opportunities to species that benefit from it.
- Floating or non-fixed hides are not recommended.
- Vendors are encouraged to provide opaque enclosure sides and line-of-sight blocking foliage to all enclosures/temporary travel containers.
- All feeder insects (crickets, legal species of roaches, worms, isopods etc.) must be sold in pre-packaged sealed and ready-to-purchase containers only.

Mississauga By-Law

The City of Mississauga has proactively created a pet and people friendly system of Animal By-Law that forms the basis of live animal displays at the Canadian Pet Expo. Kindly refer to the City of Mississauga's By-Law here: <https://www.mississauga.ca/wp-content/uploads/2023/11/Animal-Care-and-Control-By-law-0098-2004.pdf>

Another helpful source is the PAWS website: <https://www.ontario.ca/page/animal-welfare>



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