



Paws on The Ave Pet Expo brings the South Jersey pet industry together for a weekend of family fun and education. Find out what pet-related resources and services the region has to offer, meet local rescues, and sit in for an education session from our partners!

JULY 18 2026

10 am - 4 pm

**VINELAND CONVENTION CENTER
631 E Landis Ave**



**CITY OF
VINELAND
CONVENTION CENTER**

WHAT VENDORS WILL EXPERIENCE

CURATED, HIGH INTENT AUDIENCE

Pet and animal lovers of all kinds seeking the latest in health, recreation, and lifestyle services and products. Paid admission and focused programming ensure meaningful engagement with motivated buyers, not casual foot traffic.

STRONG TRAFFIC FLOW & SMART FLOOR DESIGN

An intentionally designed show floor that encourages movement, discovery, and repeat booth visits. Experience zones and live programming keep energy high and visibility strong throughout the expo.

BUILT-IN MARKING & PROMOTION

Pre-event and on-site promotion including website listings, social media highlights, and attendee email marketing extending vendor visibility before, during, and after the event.

HIGH VOLUME, MEANINGFUL ENGAGEMENT

An expected 2,000+ attendees over the weekend in an environment designed for conversation, connection, and conversion helping vendors build trust, capture leads, and grow long-term relationships.

BOOTH PRICING + OPTIONS

PET LOVERS ROW

8' x 8' Booth – \$125

- High-traffic themed section
- Table & 1 chair included
- No pipe & drape
- Ideal for service providers & small

STANDARD BOOTH

10' x 10' Booth – \$200

- Pipe & drape included
- Table & 2 chairs
- Premium visibility
- Ability to sell products/services

PREMIUM VISIBLE BOOTH

10' x 10' Premium Booth – \$325

- Designed for brands that want stronger visibility and added marketing. Includes everything in the Standard Booth plus:
 - Priority booth placement (high-traffic or near stage/entrance)
 - On-site vendor directory listing
 - Pre-event email exposure in at least one attendee or ticket-holder email (“Meet Our Vendors” section)
 - Option to include materials in

ELITE BRAND EXPERIENCE

10' x 20' Booth – \$475

- A full brand activation opportunity.
- Includes everything in the Premium Booth plus:
 - Larger footprint for demonstrations or consultations
 - On-stage speaking opportunity (10–15 minutes)
 - Logo inclusion on select event signage
 - Verbal mention during stage programming

VENDOR REQUIREMENTS & GUIDELINES

VENDORS MUST FIT WITHIN APPROVED CATEGORIES

PET/ANIMAL SERVICES HEALTH PRODUCTS TREATS RESCUES EDUCATORS

NO OPEN FLAMES OR COOKING WITHOUT APPROVAL

ALL SIGNAGE AND DISPLAYS MUST REMAIN IN BOOTH FOOTPRINT

BOOTHS MUST BE STAFFED AT ALL TIMES DURING EVENT HOURS

PLEASE NOTE: to maintain the highest quality of health and safety at this event, attendees are not allowed to bring pets (excluding service animals) in the convention center for this event. Qualified exhibitors are allowed under the following rules:

Animals on the Show Floor

- Permission for any animal to be allowed on the show floor or in a booth must first be approved by expo management.
- It is the animal owner or handler's responsibility to clean up after the animal while on facility property.
- All animals must be on a leash and under constant control at all times.
- The owner or handler is fully responsible for their animals at all times.
- Any exhibition involving live animals must comply with all laws, rules, and regulations governing their use in such activities.
- For safety and welfare, a minimum of 1 handler per dog is required

HOW TO APPLY

Please complete the vendor application and email to

SBERGE@VINELANDCITY.ORG

APPLICATIONS ARE REVIEWED ON A ROLLING BASIS. BOOTH SPACE IS LIMITED TO MAINTAIN A HIGH-QUALITY EXPERIENCE.