

2026 Rules - San Mateo Reptile Show

Thank you for choosing to become a vendor with the Reptile Realms Expo in San Mateo, California! We are excited to bring the San Mateo Reptile Expo back to the San Mateo County Event Center. For the past couple of years we have been in their largest hall – 100,000 square feet! For reference, this is 2x the size of our San Jose building. As an added bonus this building has air conditioning, which should make for a pleasant vending experience.

Even though we have the space to double the number of vendors when compared to San Jose, we will not be doing this in 2026. Our goal is to add just a few extra vendors every year when compared to the year before, and allow for larger aisles in order to create a less chaotic shopping experience for our customers. From our first San Jose Reptile Show in 2014 to each successive event, we would always balance the addition of new vendors with enhanced marketing to add more customers to keep everyone profitable. This has led to San Jose becoming the Bay Area's most attended Reptile Show. As we continue into year 5 of our San Mateo adventure, we will continue to push our attendance to greater heights.

This venue is less restrictive than San Jose, but we still need you to follow some basic rules:

1. **Only bring healthy animals.** Event promoter has the right to determine if an animal should be removed from the sales floor. All animals must be secured in a carrier while outside of the building. No animals can be displayed or transported outside of the buildings without a secure bin/carrier.
2. **Care Sheets:** Vendors selling live animals must have care guides available for each animal purchased. State law requires that these care guides are offered to customers purchasing live animals.
3. **California Law:** Please be mindful of CA Laws, and only bring animals that are legal to own/sell within the state.
4. **Additional Restrictions:** There are to be no turtles under 4", and no "Hot" reptiles (i.e. Rattle Snakes, Cobras, Beaded Lizards, etc.).
5. **Dogs:** SMCEC Staff are ***VERY particular*** about their "**No Dog**" Policy. Dogs and other non-reptilian "pets/emotional support animals" **will not be allowed at your vendor booth.** ESAs are not recognized by the Americans with Disabilities Act as legitimate exempt service animals, and venue policies will not be waived for ESAs. Please make alternative arrangements for your pets before arriving at the San Mateo Event Center.
6. **Alcohol:** Alcohol is prohibited by the Event Center, unless it is sold by them. Please do not bring your own alcoholic beverages, as they will be confiscated.

We will provide additional show setup instructions closer to the event in case anything changes, but here are some of the basics...

Vendors are allowed to setup:

Friday **August 14th** from **2:00PM until 9:30PM**

Saturday **August 15th** from **7:00AM until 9:00AM**

Doors open at 10:00AM for show attendees, so we would like to see that all vendors are 100% ready for business no later than 9:30AM.

Please enter the Fairgrounds/Event Center through the Main Parking Gate on Saratoga. You can park around the **Expo Hall** for loading and unloading (**DO NOT PARK ON THE GRASS**), but you must relocate to the vendor lot BEFORE 9:00AM on Saturday. **NO VENDOR PARKING PROVIDED.** The Event Center no longer lets us pre-pay vendor parking, so you will be responsible for your Daily Parking Fees (\$20/day).

You will have access to Fairgrounds power at No Additional Charge. SMCEC will ensure that power is routed to each vendor grouping, but will not guarantee a power drop at each table. We recommend bringing long extension cords and power strips to take advantage of this power supply. All extension cords must be properly taped/secured to the floor to prevent tripping hazards.

Our goal is to maintain a well rounded, and visually pleasing show to encourage customers to continue coming back every year. Please be sure to bring your own table covers, and banners on stands. Nothing is to be affixed to Fairgrounds walls. The tables are standard banquet/expo tables @ 96" x 30" (8 foot tables). We typically have a waiting list of vendors trying to get into this event, and we will give priority to those with unique offerings or those taking care to have a booth designed to impress. First time vendors are always welcome, and can learn and grow with us.

During previous years we have had the Department of Fish and Wildlife do a walk through, so expect them to be here again this year. Make sure you are only bringing species that are legal to sell within the state of California.

We appreciate everything that you do in making this show a success. Your cooperation with regards to the 2026 rules, will allow us to maintain a good working relationship with the County Event Center for our future events. If you have any questions please let me know.

Best Regards,

Rick Porter
Reptile Realms - San Mateo Reptile Expo

Rick @ 408-784-1806 or Laila @ 510-219-4512

www.ReptileRealms.com
www.Facebook.com/ReptileRealms

Reptile Realms is a local, Family Run business based in San Jose, CA. Rick and Laila started off as show attendees, then began vending events as Reptile Realms before finally taking the plunge as Show Promoters. We are pleased to have been supporting the growth of the Bay Area Reptile Community with our shows for the last 10 years! As parents to 4 extremely helpful children, we understand that the Bay Area Youth are the future of our hobby. We always make sure that these events are affordable for families, and contain educational and interactive components to foster their appreciation of our cold-blooded creatures. Being exposed to reptiles in their youth, these kids might become future keepers, hobbyists, and breeders. Thank you for your support as a vendor of the San Mateo Reptile Expo. We will continue doing everything we can to make sure you have a successful and profitable event anytime you vend with Reptile Realms.