



Presented by:



# WHERE *Big Ideas* COME TO LIFE



**MARCH 23-25, 2022**

Orange County Convention Center  
Orlando, FL

LEARN MORE ABOUT **EXHIBITING AT**

[GlobalPetExpo.org](https://GlobalPetExpo.org)

# MEET *Qualified Buyers*



**6,048** QUALIFIED BUYERS

**97%**  
OF BUYERS HAD A POSITIVE EXPERIENCE AT THE SHOW

**46%**

FIRST-TIME BUYERS:  
**NEW**  
PROSPECTS FOR YOUR PIPELINE

**80%** OF BUYERS TRUST GLOBAL PET EXPO TO HELP THEM ACHIEVE THEIR GOALS

**85%** OF BUYERS SAY THEIR BUSINESS HAS BEEN STRENGTHENED BY ATTENDING GLOBAL PET EXPO

**15,000**

BUYERS, EXHIBITORS, MEDIA OUTLETS, TRADE PRESS, SOCIAL MEDIA INFLUENCERS AND OTHER INDUSTRY PROFESSIONALS FROM AROUND THE GLOBE

## EXPAND YOUR CUSTOMER BASE *and Increase Distribution*

- ✓ PET INDUSTRY SUPERSTORES
- ✓ MASS-MARKET RETAILERS
- ✓ DISTRIBUTORS
- ✓ INDEPENDENT RETAILERS
- ✓ REGIONAL MULTI-UNIT RETAILERS' CHAINS
- ✓ E-COMMERCE
- ✓ DISCOUNT RETAILERS
- ✓ FARM & FLEET STORES
- ✓ HOME & GARDEN
- ✓ SPECIALTY BUYERS
- ✓ INTERNATIONAL IMPORTERS
- ✓ POINT-OF-PURCHASE DISPLAYS

## OUR BUYER QUALIFICATION PROMISE

All buyers must verify that they work for an established business with a history of purchasing pet products in quantity from a manufacturer or distributor for resale to the consumer.

LEARN MORE ABOUT EXHIBITING AT

[GlobalPetExpo.org](https://GlobalPetExpo.org)



# Global Pet Expo

## IS BACK WITH BIG CHANGES AND NEW EXPERIENCES FOR ALL

Global Pet Expo brings together the entire pet care community and is *Where Big Ideas Come to Life*. Produced by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA), it is the premier international gathering for the pet industry. Global Pet Expo will connect pet product manufacturers, importers, distributors, retailers, thought leaders and creative minds in Orlando in March.



Our industry is booming, and the U.S. marketplace has exceeded \$1 billion. Seize the opportunity to promote new products and trends that will align with consumers' changing purchasing habits and spending priorities.

The pet industry is ready to reunite and meet face-to-face. Buyers are eager to see your new products in person. At Global Pet Expo, you can meet partners, industry pioneers, current customers, new customers and check out your competitors who can change the way you develop products and run your own business.

This show is built on your passion for healthy pets and responsible pet care. For over 60 years, the show has provided innovative fuel for the economic powerhouse that is the pet industry.

### BE A PART OF THAT STORY.

## Reserve YOUR 2022 BOOTH SPACE TODAY.

[GlobalPetExpo.org](https://GlobalPetExpo.org)



# A Better Booth Experience AND EXPOSURE FOR YOUR BRAND

## GO BEYOND THE BOOTH

When you exhibit at Global Pet Expo, you get more than just floor space. Take advantage of these additional opportunities to gain maximum exposure for your company and products.

- ✓ Qualified Buyers Lists from 2020 and 2021
- ✓ Advertising Opportunities
- ✓ Exhibitor Press Release Submissions
- ✓ Access to Registered Media Lists
- ✓ Public Relations Guide
- ✓ Digital Banners
- ✓ Show Specials for Buyers
- ✓ Sponsorship Opportunities
- ✓ Social Media Opportunities

*"Southeast Pet knows that Global Pet Expo is the show to attend to meet with our current customers and meet many new ones. We are proud to be a PIDA member and of the investment that PIDA has put into Pet Store Pro for our customers, the independent retailers."*

Ryan Judge, President, Southeast Pet

**LAUNCH** your new products in our legendary New Products Showcase

**MEET** with buyers from over 80 countries

**FIND** a profitable niche in one of our Specialty Sections

**ENGAGE** with sponsorship and advertising opportunities

**LEVERAGE** public relations opportunities from APPA's PR connections

**SHARPEN** your knowledge with business education and tactics for growth

**POWER** up with promotions in the online Marketing Toolkit

**SHINE** in the media spotlight with access and exposure from prestigious media outlets such as *Pet Business*, *Pet Product News*, *LA Times*, *Good Day Orlando*, *ABC News*, *Pet Life Radio*, *Gift Shop Magazine*, *Pet Age*, *Modern Dog Magazine*, *Pets+*, and *PETS International*.

Participate in APPA Market Data Sessions at Global Pet Expo. Use the APPA National Pet Owners Survey to put your learning into action.



**Spot the Trends in U.S. Pet Ownership**

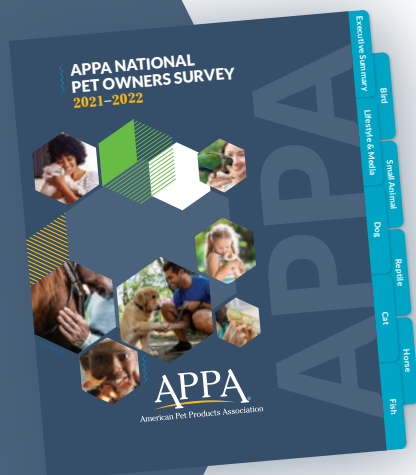
2021-2022 APPA National Pet Owners Survey

Trusted pet industry data for smart business decisions.

**FREE for APPA Members. Get Yours Today.**

E-book and hard copy formats available for purchase.

▶ To order, email [marketresearchsupport@americanpetproducts.org](mailto:marketresearchsupport@americanpetproducts.org)





# TAKE ADVANTAGE OF THE POWERFUL *New Products Showcase*

Buyers flock to the New Products Showcase to find dynamic, innovative new products for their customers. In fact, 90% of buyers at the show in 2020 indicated they spent significant time exploring the New Products Showcase and What's New show floor area. Plus, every product in the Showcase is automatically entered in our renowned Best in Show contest — providing even more exposure for your company.

1st, 2nd and 3rd place awards are presented for:

- Aquatics
- Bird
- Boutique
- Cat
- Dog
- Small Animal
- Reptile
- Natural Pet
- Point-of-Purchase Displays

This awards presentation happens right on the busy show floor and attracts buyer and mega-media attention. Submissions are accepted online starting in December 2021.



ONLY CONFIRMED EXHIBITORS CAN PARTICIPATE IN THE  
NEW PRODUCTS SHOWCASE, SO

*Contact Us* TODAY TO RESERVE A BOOTH

**Booth & Membership Sales**

[members@americanpetproducts.org](mailto:members@americanpetproducts.org)

*"Global Pet Expo has introduced us to a broader spectrum of buyers throughout the world. I highly recommend the show for international exposure."*

Patricia Darquea, Shady Paws, USA

*Get Maximum Exposure*  
**FOR YOUR BRAND AT GLOBAL PET EXPO**

Advertising and sponsorship opportunities include exhibit hall banners and signage, digital ads in emails and the mobile app, networking events, and more.

**For more information, contact:**

**Marian Thielsen**, Associate Vice President, Sales & Marketing  
P 203.554.6121 • [mthielsen@americanpetproducts.org](mailto:mthielsen@americanpetproducts.org)



# Show Off WHAT MAKES YOU SPECIAL

Boost your visibility and profits by selecting a booth in one of the Global Pet Expo Specialty Sections. Whether your focus is boutique, health or emerging trends, you will see extra traffic and stand out from the crowd. Our curated show floor makes it a snap for specialty buyers to find your section, your booth and your business.

## WHAT'S NEW!

What's New! highlights companies who are new to Global Pet Expo. This is a high-exposure opportunity to show off your wares. Located next to the popular New Products Showcase, buyers will be drawn to your booth so they can be the first to carry your products in their stores.

## THE NATURAL PET

One of the fastest-growing specialty sections at the Show and across the industry, The Natural Pet is perfect for exhibitors who focus on holistic, organic and natural pet products. We have the largest stream of buyers ready to follow the path to your green, natural and/or environmentally friendly products.

## COUNTRY PAVILIONS

Grow your competitive edge with high-quality suppliers from other nations. The Country Pavilions are set aside for exhibitors and products from across the globe and continue to be a treasure for buyers who love to discover new territory.

# LEARN MORE ABOUT Exhibiting

[GlobalPetExpo.org](http://GlobalPetExpo.org)



## EVERYTHING AQUATIC

Cast the biggest net for new business by exhibiting in the Everything Aquatic section, the hub for every aquatic buyer at Global Pet Expo. This clearly marked destination makes it easy for you to make a splash with buyers.

## THE BOUTIQUE

The trendiest "pink" carpet event of the year in the pet industry takes place in this section! If bling, baubles and chichi are your thing, The Boutique is where you'll find fashion-forward buyers with a flair for the decadent and the luxurious.

*"APPA gives recognition and credibility to companies that exhibit at Global Pet Expo. Buyers know that an APPA member is a good company to purchase quality products from. We have been a member for more than 15 years."*

John Phillips Jr., Wholistic Pet Organics, USA

# EXHIBITOR *Info*

## 2022 BOOTH RENTAL PRICES

### Pricing is:

- \$26.50 per square foot through January 23, 2022, 11:59 p.m. EST\*
- \$28.50 per square foot beginning January 24, 2022\*\*
- Corner booth premium — \$200.00 (two-booth minimum required)
- Trolley Path Frontage Fee — \$250.00 per 10 feet of frontage on main trolley paths

*\*Standard 10' x 10' booth is equal to 100 square feet or 9 square meters*

*\*\*All booth applications submitted on or after January 24, 2022, will incur the \$2.00 per square foot surcharge.*

**Note: All payments must be made in full to receive a booth assignment.**

### EXHIBITOR MOVE-IN

Sunday, March 20	8 am – 5 pm
Monday, March 21	8 am – 6 pm
Tuesday, March 22	8 am – 6 pm

### SHOW HOURS

Wednesday, March 23	9 am – 6 pm
Thursday, March 24	9 am – 6 pm
Friday, March 25	9 am – 5 pm

### EXHIBITOR MOVE-OUT

Friday, March 25	5 pm – 10 pm
Saturday, March 26	8 am – 5 pm

## SHOW FLOOR RULES

- Show Management shall have sole discretion over admission at all times.
- Exhibit Hall access is limited to the Registration Category assigned to your company.
- Children under 16 are not allowed on the show floor, including infants and toddlers.
- Wheeled carts and large wheeled suitcases are not allowed on the Exhibit Floor.
- Animals are only permitted on the show floor in an exhibitor's booth with written permission from APPA 15 days prior to the show. Buyer and Manufacturer Representative attendees are not permitted to bring animals onto the show floor.
- Solicitation is prohibited on the show floor except by exhibitors within their booths.
- Cash sales are prohibited.
- Any promotional materials placed or distributed outside the exhibitor's booth without the prior written consent of Management will be removed and discarded.

## PHOTOGRAPHY & VIDEO POLICY

- Taking photos or video of exhibit booths without the exhibitor's permission is prohibited.
- No photography or video is permitted in the New Products Showcase.

*Rules are subject to change.*

## REGISTRATION & BADGE POLICY

- Official Global Pet Expo badges with the attendee's name and company must be worn at all times.
- Sharing of badges is not permitted.
- We will comply with health and safety practices recommended by event organizers and venue management.



# Stand Out to Buyers WITH INCREASED EXPOSURE

**NEW FOR 2022!** Global Pet Expo is in a new exhibit hall with a new floor plan, so you'll need to use these powerful search tools to be sure buyers can find you.



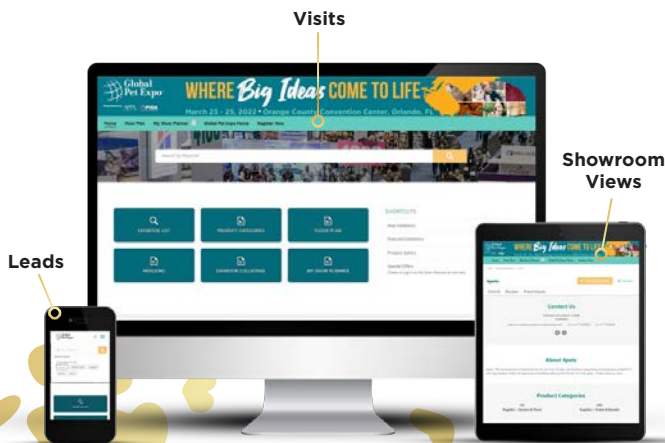
ONLINE  
DIRECTORY



INTERACTIVE  
FLOOR PLAN



SHOW  
PLANNER



## CONNECT WITH ATTENDEES BEFORE, DURING AND AFTER THE SHOW

We have redesigned the online directory, interactive floor plan, show planner, mobile app and exhibitor dashboard for the 2022 Global Pet Expo. The new design will help you better display your products and drive traffic to your booth at the show. It's important that you complete your showroom with the right keywords and product categories so attendees can find your company and visit your booth.

## PACKAGES ARE AVAILABLE TO FIT ANY BUDGET.

- Gold Package = \$195
- Platinum Package = \$495
- Titanium Package = \$1,995
- Mobile App Sponsorships
- Mobile App Push Notifications
- Product Spotlight Sponsorships
- Product Category Sponsorships
- Floor Plan Sponsorships
- Overall Directory Sponsorships

**INCREASE YOUR REACH BY UPGRADING TODAY!**

*To Purchase* PLEASE CONTACT:

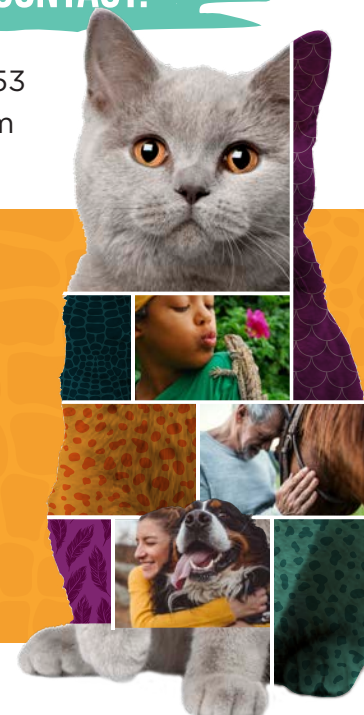
**Alex Dennis** • P 513.527.8853  
ADennis@MapYourShow.com

## Looking for More Ways to EXPAND YOUR BRAND REACH?

Global Pet Expo offers a wide range of sponsorship opportunities to separate your brand from the competition and showcase your innovations.

**For more information, contact:**

**Marian Thielsen**, Associate Vice President, Sales & Marketing  
P 203.554.6121 • mthielsen@americanpetproducts.org







# WHERE *Big Ideas* COME TO LIFE

**MARCH 23-25, 2022** • Orlando, FL • Orange County Convention Center

*Our commitment to you and your business continues.*

We've heard amazing stories about how our industry has innovated to adapt to quickly changing times. We're excited to continue this momentum in March by facilitating new ideas, products, technologies and connections to help us continue to move forward.

*"The health and well-being of our participants are paramount. Exhibitors, buyers and all attendees alike can expect to hear from us in the coming months with regular safety updates. We are committed to producing an event that provides you the ability to focus on conducting business."*

Andrew Darmohraj, Executive Vice President and COO,  
American Pet Products Association

## Reserve YOUR 2022 BOOTH SPACE TODAY.

**Booth & Membership Sales** • [members@americanpetproducts.org](mailto:members@americanpetproducts.org)



Tony La Russa's  
Animal  
Rescue  
Foundation



pets in the  
classroom

**PetStorePro**  
[www.petstorepro.com](http://www.petstorepro.com)

As the pet industry's leading associations, American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA) have worked to grow and support the industry in many ways beyond the direct services to their members and retailers through Global Pet Expo. These contributions have driven and sustained significant programs designed to strengthen our industry, increase pet ownership, and build awareness of the joys and health benefits of pet ownership.

