THINK BEYOND YOUR BOOTH! Boost your brand awareness or new product recognition with pet product retailers at Global Pet Expo by becoming a sponsor.

APPA has a package of affordable, new sponsorships to deliver everything you need to meet your sales and marketing goals.
Sponsorships are an essential way to provide added exposure for your company, its products and brand to thousands of buyers and media. In fact, they can play an important role in your success at Global Pet Expo.

Trade shows are becoming more intentional and thoughtful — and that’s what we encourage at Global Pet Expo. Attendees care about how they spend their time and the value they receive when away from their business. Let’s work together to give them the best possible experience.

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SPONSORSHIPS
INCREASE BOOTH TRAFFIC
by 104%*

More TRAFFIC. More LEADS. More SALES.

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Secure Your Sponsorship Today

*

*Center for Exhibition Industry Research

Contact Us

CUSTOMIZE A SPONSORSHIP PACKAGE

We are proud to offer innovative and targeted opportunities and earn the trust of returning sponsors year after year. We work hard to partner with our exhibitors to understand how they will measure success and create a package that works for their sales and marketing goals.

Contact: Christine von Steiger, Sponsorship Sales
sponsorships@americanpetproducts.org | 703-706-8252

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Page 16-17: DIGITAL ADVERTISING
I want to

**SUPPORT FREE RETAILER EDUCATION**, which features **40 sessions** at Global Pet Expo

**ADVANCE EXCELLENCE** by contributing to the **GLOBAL LEARNING SERIES** program

**SHARE OUR INDUSTRY EXPERTISE** with **6,000 buyers**

Invest in **EDUCATION OPPORTUNITIES**

### THE GLOBAL LEARNING SERIES

The Global Learning Series at Global Pet Expo offers **FREE educational opportunities** for all attendees, including retailers, distributors and manufacturers. The series is composed of four learning pathways:

#### RETAILER SUCCESS

These sessions present a wide range of subjects that are relevant to successful management of a retail pet store.

#### PAWS2LEARN

Hosted on the Spotlight Stage at the New Products Showcase. Quick, 15-minute learning experiences covering trending topics, wellness and health updates, and good works across the industry.

#### MARKET DATA & INSIGHTS

These sessions highlight the latest market data and insights in pet ownership, profitability and more.

#### APPA LEARNING EXPERIENCES

These include a retail tour, interest group meet-ups, and other experiential activities taking place before, during and after the show.

### GLOBAL LEARNING SERIES’ RETAILER SUCCESS SESSIONS (NON-EXCLUSIVE) • $5,000

- Distribute a handout to attendees, and receive a sponsor slide at the beginning of approximately 30 sessions. Session topics include:
  - ✓ Customer Experience
  - ✓ Human Resources
  - ✓ Leadership
  - ✓ PR & Marketing
  - ✓ Profitability & Growth

### PAWS2LEARN PRESENTATION ON THE SPOTLIGHT STAGE IN THE NEW PRODUCTS SHOWCASE • $6,000

**Speaking Opportunity**

- Hosted on the Spotlight Stage at the New Products Showcase, these popular, 15-minute learning experiences cover trending topics, wellness and health updates, and good works across the industry.
- Your presentation will be marketed as a part of the APPA education program in a dedicated Spotlight Theater email.
- You will receive scanned leads of all buyers that attend your presentation.

### INTRODUCTORY REMARKS • $2,000

**Speaking Opportunity**

- Kick off the dynamic session with 5 minutes of opening remarks and the distinct honor of introducing the speaker(s).

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Exclusive display advertising on education pages of GlobalPetExpo.org
- Branding Cubes or 3D structures in education hallway
- Handouts/product giveaways on seats for each participant
I want to

ENCOURAGE NETWORKING and collaboration

PROVIDE HOSPITALITY for buyers onsite

Invest in

EXPERIENTIAL OPPORTUNITIES

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EXPERIENCE OPPORTUNITIES

NEW MEMBER WELCOME RECEPTION • (Please Inquire)

Ask us about sponsoring the First-Time Buyer Kickoff Breakfast.

• Open to new members only
• Bring up to five team members to network with members of the press and media.

FOOD CART SNACK BREAKS $7,000

• Provide coffee or ice cream snack carts during the day to keep buyers’ energy up and keep them inside the exhibit hall.

NETWORKING HAPPY HOURS INSIDE EXHIBIT HALL

• Wednesday and Thursday
• Set up a bar cart near your booth and drive traffic during the last hour of each day.

BARISTA BAR • $15,000

• Caffeinated buyers are more focused on getting business done. Provide a free coffee treat.
• Includes meter panel and hanging banner

NEW MEMBER WELCOME RECEPTION $35,000

• Sponsorship for the Opening Night Reception, open to media, press, buyers and exhibitors
• Prominent logo recognition during the reception, including signage and table tents

VIP BUYER LOUNGE $15,000

• Sponsorship of the Lounge provides an unparalleled brand awareness opportunity.
• Prominent logo placement on signage and table tents
• Opportunity to distribute flyers to 6,000 buyer attendees

WHAT IS GOING TO HELP YOUR COMPANY TRANSFORM YOUR BOOTH INTO A MUST-SEE DESTINATION?

Let’s Discuss
Christine von Steiger, Sponsorship Sales
sponsorships@americanpetproducts.org
Mobile: 703-706-8252
**AQUATIC LOUNGE • (Please Inquire)**
- Brand this comfortable and attractive lounge area in the Aquatics Pavilion.
- Put your materials out in literature racks or tent cards in the lounge.

**FOOD COURT • (Please Inquire)**
- Set the table for brand awareness with large branded decals and/or tent cards on all lunch tables.
- Capture leads with QR codes built into your design.

**MAIN AISLE PARK BENCH**
- Your branded park bench will be placed on one of the two main aisles of the show floor.
- Includes lamppost signage

**TROLLEY TRANSPORT**
- **$16,500**
- Two trolley paths cart attendees around the South Building Exhibit Hall.
- Sponsor their journey, with prominent signage on the path and trolley.

**SPORTS BAR • $15,000**
- Create connections at this popular sports-bar themed hospitality stop.
- Sponsor representative can meet and greet guests.
- Includes meter panel and hanging banner

**Additional EXPERIENTIAL OPPORTUNITIES**
- Head Shot Lounge • $15,000
- Coloring Wall • $10,000
- Selfie Moments • $10,000
- Branded Lounge Pillows • $1,000
I want to

- NURTURE AND BUILD RELATIONSHIPS with 250 members of the media
- EARN VALUABLE PRESS COVERAGE for a new product launch

Invest in MEDIA AND PRESS OPPORTUNITIES

PRODUCT DISTRIBUTION/GIVEAWAYS IN THE PRESS OFFICE • (Please Inquire)
- Supply a product sample or brochure to be included in the media swag bag, handed out to all registered media from the press office.

PRESS OFFICE SIGNAGE • $1,000
- Meter Panel

BREAKFAST AND LUNCH IN THE PRESS OFFICE WEDNESDAY, THURSDAY AND FRIDAY (Please Inquire)
- Keep your brand top of mind by providing meals and hospitality to members of the press.
- Bring up to five company representatives to meet and greet the press.

EXCLUSIVE DISPLAY ADVERTISING ON MEDIA PAGES OF GLOBALPETEXPO.ORG (Please Inquire)
- Ads will link back to your website landing page so you can capture all leads internally.

WHAT OPPORTUNITIES WORK BEST FOR YOUR COMPANY?

Contact Us
Christine von Steiger, Sponsorship Sales
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Mobile: 703-706-8252
I want to

⭐ ADVANCE DISCUSSIONS between my company and prospective customers
⭐ DEMONSTRATE THE UNIQUE VALUE that my company brings to the table

Invest in

1:1 CONNECTIONS

CUSTOM MEETING ROOM BUILDOUT
(Please Inquire)

Speaking Opportunity

• Extend the action. Host private meetings outside your booth to make new connections. Use this private meeting room to have these important conversations.

TOUPCHSCREEN INFO & NAVIGATION KIOSK • $25,000
(5 Available)

• Display your interactive content — from videos to product quizzes and gamification. Let us work with your marketing team to customize the content for pet product retailers.
• Sponsor one, two or all five to maximize your exposure throughout the show.

TOPICAL ROUNDTABLE LUNCH
$10,000

Speaking Opportunity

• This collaborative program brings together up to 10 representatives from your target audience for a valuable lunch conversation that advances relationships and secure new business connections. The sponsor facilitates the dynamic conversation in a close and intimate setting for all participants to enjoy.
I want to

INCREASE BRAND VISIBILITY around the convention center

DRAW BUYERS TO MY BOOTH to learn about our newest products

Invest in

ONSITE BRANDING OPPORTUNITIES

HAND SANITIZING STATION • $1,000
• Hand sanitizer is here to stay! Make a statement by having your company logo on this wellness item.

HOTEL ROOM KEY • $25,000
• Share a message and your logo on the front side of each key given to Global Pet Expo attendees staying at the Hyatt.

BRANDING OPPORTUNITIES

✓ Attendee Bags • $15,000
✓ Lobby Banner • Starting at $3,000
✓ Column Wraps • Starting at $3,500
✓ Branding Towers • Please Inquire
✓ Light Boxes • Starting at $3,150
✓ Floor Decals • Starting at $1,500
✓ Show Floor Aisle Signs • $1,500
✓ Window Clings • Please Inquire
✓ Escalator Clings • $5,000
✓ Overhead Digital Signage • $4,000
✓ Show Floor Bathroom Decals • $18,000
✓ Freestanding Panel Sign
  Starting at $1,100
✓ Lanyards • $15,000
✓ LED Graphic Wall • $10,000

Invest in
I want to

COMMUNICATE directly with 12,000 participants

DRIVE TRAFFIC to a landing page on my website

TRACK PERFORMANCE and conversions of my marketing investment

Invest in DIGITAL ADVERTISING OPPORTUNITIES

Featured Sponsorship

WIFI • $10,000
- Sponsor free WiFi and get increased brand awareness with a custom splash screen.
- Tent cards with your logo will feature your customized password and booth number to engage users with your brand.

GLOBAL PET EXPO BUYER NEWSLETTER PRODUCT SPOTLIGHT • (Please Inquire)
- These emails contain helpful planning tools and have high open rates from engaged buyers.
- Links directly back to your website landing page so you can capture all leads internally.

DEDICATED HTML EMAIL TO REGISTERED BUYERS
(Please Inquire)
- Contains your message and branding
- Links directly back to your website landing page so you can capture all leads internally

REGISTRATION • $10,000
- Be the first to welcome registrants and all attendees to Global Pet Expo — your ad will be on the registration landing page, in the registration email confirmation, and on signage in the registration area onsite.
- Digital banners are hyperlinked directly back to your website landing page so you can capture all leads internally.

BUYER EMAIL BANNER OR CONTENT CLIP • $1,000
- Links to your website

SOCIAL MEDIA POST • $900
- Your approved sponsored post will be sent out to APPA’s Facebook and LinkedIn audience.
- Opportunities pre-show, during and post-show.

EXCLUSIVE DISPLAY ADVERTISING ON ATTEND PAGES OF GLOBALPETEXPO.ORG • $6,000
- Ads will link back to your website landing page so you can capture all leads internally.
- Social media posts
- Each day during Global Pet Expo, we will add your post on our Facebook, Instagram or LinkedIn accounts.
- Create a unique hashtag to gain more attention.

WIFI • $10,000
- Sponsor free WiFi and get increased brand awareness with a custom splash screen.
- Tent cards with your logo will feature your customized password and booth number to engage users with your brand.

HOW CAN YOUR COMPANY DO SOMETHING UNIQUE AT GLOBAL PET EXPO?

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Mobile: 703-706-8252
MAXIMIZE Your Onsite Visibility

Increase your brand exposure by securing sponsorships in the main concourse that houses registration, near press activities and special events, and other locations outside of the exhibit hall.

YOUR SPONSORSHIPS ALSO INCLUDE THESE VALUE-ADDED Extras:

- First right of renewal for next year’s show
- Placement of your company’s logo on signage throughout the show floor recognizing all sponsors
- Placement of your company’s logo on the sponsor carousel on the home page of GlobalPetExpo.org
- Highlight of your company’s name and booth number on the Floor Plan Map

SPONSORSHIPS Sell Quickly

Take this opportunity to connect with the most powerful buyers in the pet industry by reserving a sponsorship today!

Contact Us
Christine von Steiger, Sponsorship Sales
sponsorships@americanpetproducts.org

BECOME A SPONSOR