



**March 22-24, 2023**

Orange County Convention Center  
Orlando, Florida

# SHOW FACT SHEET

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## WHAT IS GLOBAL PET EXPO?

Global Pet Expo is the pet industry's premier event hosted by the [American Pet Products Association](#) (APPA) and [Pet Industry Distributors Association](#) (PIDA). The international gathering connects top manufacturers, importers, distributors, buyers and experts in pet care with the best business opportunities to showcase new products, introduce trends and share ideas that move our community forward.

At Global Pet Expo, pet product manufacturers from around the world showcase the latest and greatest products available for all types of pets, including dogs, cats, birds, fish, reptiles, small animals and horses. The much-anticipated 2023 show takes place at the Orange County Convention Center in Orlando, Florida, featuring numerous event enhancements to elevate the attendee experience. The show guarantees attendees "Everything You Need" to discover the latest pet products, reinvigorate your business and reimagine how we support our beloved pets.

Global Pet Expo has ranked as one of the top 100 trade shows in the nation numerous times over by Trade Show Executive Magazine, with Global Pet Expo 2022 recognized with the Best Use of Data award.

For more information, visit [GlobalPetExpo.org](https://GlobalPetExpo.org).

# SHOW HIGHLIGHTS

## DATA AND TRENDS

Learn about the latest pet industry trends and figures during our Press Conference & Luncheon on Thursday, March 23, including:

- The latest pet industry expenditures from 2022 with 2023 projections
- Top industry trends, pet ownership statistics and more from the 2023-2024 APPA National Pet Owners Survey, launching this week at the show

## MEDIA EXCLUSIVE EVENTS

Connect with industry thought leaders, share ideas with other experts and reconnect with peers at various media-exclusive events throughout the show, including:

- Global Pet Expo Media Breakfast | Wednesday, March 22 at 8 a.m. ET | Press Office
- Press Conference & Luncheon | Thursday, March 23 at 12 p.m. ET | Press Office
- Media Reception Sponsored by Purina PetCare Company | Thursday, March 23 at 6 p.m. ET | S310E

Check out the full schedule of special events in your [Show Planner](#).

## EDUCATION OPPORTUNITIES

Take advantage of as many free Global Learning Series sessions as time allows. The sessions are designed to reflect sound adult learning principles and the best thinking in the field. Learning Pathways include the Retailer Success Series; Market Data & Insights; Retail Market Tour; and Paws2Learn Mini-Sessions. Pre-show sessions featuring some of the show's most popular speakers start as early as Tuesday afternoon and continue through Friday. View the session schedule in the Show Planner [here](#).

## GLOBAL PET EXPO MOBILE APP

Download the Global Pet Expo Mobile app to access your Show Planner on-the-go. Use the app to:

- Navigate the show floor
- Search exhibitors and products
- Look up special events and education sessions
- ...and more!



# SHOW FLOOR MUST-SEES

## SPECIALTY PRODUCTS

Looking for a specific type of product or trend? The show floor is organized into specialty areas to help you find the most compelling products, including:

- **What's New!** | Featuring companies new to Global Pet Expo
- **The Natural Pet** | Exhibitors with holistic, organic and natural products (one of the fastest growing categories in the industry!)
- **Everything Aquatic** | The hub for all things aquatic, ranging from freshwater to saltwater décor, filtration equipment and more
- **The Boutique** | Fashion-forward brands with everything from high-end apparel and accessories to gourmet and specialty treats

## MAIN EXHIBIT HALL

Looking for products outside of the Specialty Sections or New Products Showcase? We've got you covered! The Main Exhibit Hall showcases a broad array of the year's hottest products. Hop on the Show Floor Trolley running on a loop through the exhibit hall to cover a lot of ground quickly!

## LATEST NEW PRODUCTS

Check out the latest new pet products hitting the market in one location at the New Products Showcase, the largest new products showcase at any pet products industry trade show featuring more than 1,000 product entries. The Best in Show winners will be revealed during the New Products Showcase Awards Ceremony at 5:30 p.m. ET on Thursday, March 23. You can also review the New Product Guide to see products debuting at Global Pet Expo 2023.

## SHOW FLOOR DESTINATIONS

There's plenty to see and do on the show floor beyond the exhibit space! Make sure to stop by these destinations on the show floor during your three days at the show.

### **Aquatic Lounge | Booth 3436**

Just keep swimming straight to the Aquatic Lounge! Surrounded by aquariums filled with beautiful fish, unique décor and innovative filtration equipment, the Aquatic Lounge offers seating for perfect for meetings or a place to rest your feet on the busy show floor.

# SHOW FLOOR MUST-SEES (cont.)

## SHOW FLOOR DESTINATIONS (cont.)

### **Barking Bean Coffee Bar | Booth 3455**

Stop by the Barking Bean for a fun kickback with friends on the show floor:

- Grab a latte featuring your pet from latte artist Michael Breach of @BaristArt (Wednesday & Thursday, 10 a.m. to 5 p.m.)
- Snack on some popcorn (Friday, 10 a.m. to 2 p.m.)
- Snap a photo with your team at our pop-up photo station

### **Food Court | End of Exhibit Hall**

Whether you are looking for a snack, meal or a place to sit, there's something for everyone, from sushi to tacos, pitas, pizza, and more.

### **The Benebone Sports Bar | Booth 4245**

Whether you're into March Madness, Spring Training or just need a break off your feet, the Sports Bar is ready to refresh your dat. Grab a cold drink, meet up with friends and make new connections.

## LET'S GET SOCIAL

Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#) and [TikTok](#) and engage with the show on its official social channels using **#GlobalPetExpo** and tagging **@GlobalPetExpo**. You may even see your content featured on our channels!



# ABOUT THE AMERICAN PET PRODUCTS ASSOCIATION

The American Pet Products Association (APPA) is the leading trade association serving the interests of the pet products industry since 1958. APPA membership includes nearly 1,000 pet product manufacturers, their representatives, importers and livestock suppliers representing both large corporations and growing business enterprises. APPA's mission is to promote, develop and advance pet ownership and the pet product industry and to provide the services necessary to help its members prosper. APPA is also proud to grow and support the industry through the following [APPA Gives Back initiatives](#): [Pets Add Life \(PAL\)](#), the [Human Animal Bond Research Institute \(HABRI\)](#), [Tony La Russa's Animal Rescue Foundation \(ARF\) Pets and Vets Program](#), the [Pet Industry Joint Advisory Council \(PIJAC\)](#) and [Pet Care Trust and Pets in the Classroom](#). Visit [AmericanPetProducts.org](http://AmericanPetProducts.org) for more information, and follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#) and [YouTube](#).

# ABOUT PET INDUSTRY DISTRIBUTORS ASSOCIATION

Pet Industry Distributors Association (PIDA) is the premier trade association representing the interests of pet product distributors since 1968. The mission of PIDA is to enhance the well-being of the wholesaler-distributor, to promote partnerships with their suppliers and customers and to work cooperatively with other organizations in fostering the human-companion animal bond. PIDA is also proud to grow and support the industry through the following initiatives: the [Human Animal Bond Research Institute \(HABRI\)](#), [Pet Industry Joint Advisory Council \(PIJAC\)](#) and [Pet Care Trust and Pets in the Classroom](#). Visit [PIDA.org](http://PIDA.org) for more information and follow us on [LinkedIn](#).

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