



# Global Pet Expo®



AT THE *heart* OF  
**INNOVATION**

**MARCH 20-22 | 2024**

Orange County Convention Center  
Orlando, Florida

## TOP REASONS TO EXHIBIT

- 1. Meet with the Most Qualified Buyers in the Industry.** Global Pet Expo pre-qualifies all 6,700+ buyers on the show floor, assuring you are in front of the right audience, ready to buy your products.
- 2. Successfully Launch Your Product.** Ninety percent of buyer attendees head straight to the New Products Showcase to view and vote for the best new products. Winning a Best in Show Award is a great way to stand out from the crowd and receive valuable press coverage.
- 3. Exhibit in What's New! Specialty Section.** What's New! highlights companies who are new to Global Pet Expo. This is a high-exposure opportunity to show off your products. Located next to the popular New Products Showcase, buyers will be drawn to your booth so they can be the first to carry your merchandise in their stores.
- 4. Boost Your Visibility and Profits.** Select a booth in one of the other Global Pet Expo Specialty Sections: The Natural Pet, Country Pavilions, Everything Aquatic or The Boutique. Our curated show floor makes it a snap for specialty buyers to find your section, your booth and your business.
- 5. Maximize Media Exposure at the Show.** Leverage media engagement opportunities and public relations resources to connect

with the media. Host a press conference and distribute literature in the press room.

- 6. Free Education for All Exhibitors.** Attend the complimentary Global Learning Series to enhance your understanding of the pet product industry so that you can make profitable, strategic business decisions.
- 7. Network With Pet Industry Professionals.** Attend the largest networking reception in the industry to build meaningful connections and share best practices with global movers and shakers.
- 8. Get Noticed With Sponsorships** Make a Splash by getting noticed with one of our many sponsorship opportunities. With so many to choose from, there's one for every budget! Buyers will be swimming to your booth.

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

—Patricia Darquea, Shady Paws, USA

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### Contact

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Presented by: **APPA** **PIDA**  
American Pet Products Association Pet Industry Distributors Association

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**GLOBAL PET EXPO** delivers the right people to move your business and the industry forward. Come network and form partnerships with everyone — pet product manufacturers, importers, retailers, thought leaders, trailblazers and creative minds advancing the \$123.6 billion pet care industry. Produced by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA), **Global Pet Expo is the premier international gathering for the pet industry.**

**6,700** QUALIFIED BUYERS

**52%** ARE FIRST-TIME ATTENDEES: NEW PROSPECTS FOR YOUR PIPELINE

**1,000+** NEW PRODUCTS

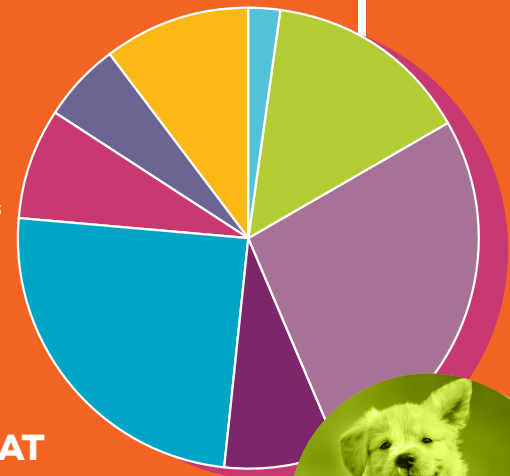
**40** EDUCATIONAL SESSIONS

ATTENDEES COME FROM **82** COUNTRIES

**\$137** BILLION INDUSTRY AND GROWING

**Registered Buyers**

- Mass Market Retailers
- Distributors
- Single-unit Retailers
- Online/Direct Retailers
- Multi-unit Retailers
- Wholesalers
- Other
- Importers/Exporters



**A BETTER BOOTH EXPERIENCE**

APPA provides everything you need to maximize brand exposure:

- New Products Showcase & Best in Show Awards
- **FREE** customizable marketing resources in the Online Marketing Toolkit
- Advertising and sponsorship opportunities can **boost exposure up to 4X**
- Access to registered media lists, press release distribution and public relations best practices

**SHOW OFF WHAT MAKES YOU SPECIAL**

Boost your visibility and profits by selecting a booth in one of the Global Pet Expo Specialty Sections:

- **WHAT'S NEW!**
- **EVERYTHING AQUATIC**
- **THE NATURAL PET**
- **THE BOUTIQUE**
- **COUNTRY PAVILIONS**

**COSTS TO EXHIBIT:**

<b>\$29 per square foot**</b>	<b>BY</b> Jan. 31, 2024
<b>\$31 per square foot**</b>	<b>AFTER</b> Feb. 1, 2024
<b>Corner booth premium</b>	\$200 (two-booth minimum required)
<b>Trolley path frontage fee</b>	\$250 per 10 ft. of frontage on main trolley paths

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



Please visit [www.americanpetproducts.org/join](http://www.americanpetproducts.org/join)