



MARCH 22-24 | 2023
Orange County Convention Center
Orlando, Florida

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

EVERY THING you need

SPONSORSHIP OPPORTUNITIES

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 for your every need

**SPONSORSHIPS
INCREASE BOOTH TRAFFIC**

by 104%*

Page 4-5: EDUCATION AND
THOUGHT LEADERSHIP

Page 12-13: ONE-TO-ONE
CONNECTIONS

Page 6-9: EXPERIENTIAL

Page 14-15: BRANDING

Page 10-11: MEDIA AND PRESS

Page 16-17: DIGITAL ADVERTISING

More **TRAFFIC.** More **LEADS.** More **SALES.**

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.

SECURE YOUR SPONSORSHIP TODAY



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

*Center for Exhibition Industry Research

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.

Presented by



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



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).



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.

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

Featured Sponsorship

WEDNESDAY EVENING 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



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.



Featured Sponsorship

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 fliers to 6,000 buyer attendees



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

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





EXPERIENTIAL OPPORTUNITIES CONTINUED

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.



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

FOOD COURT • (Please Inquire)

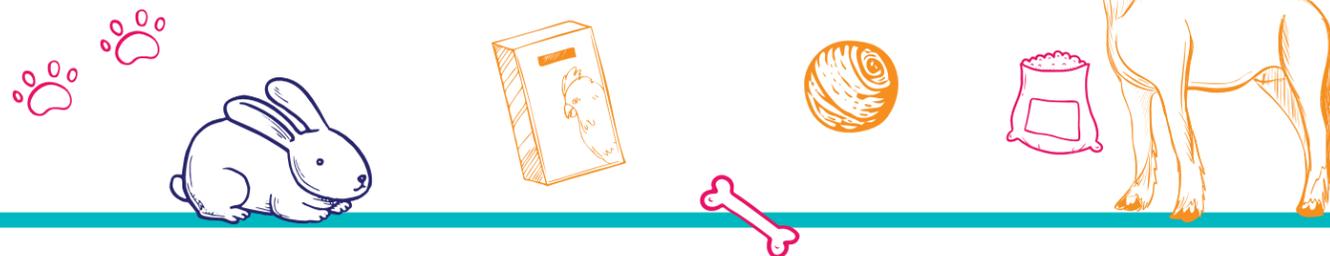
- Set the table for brand awareness with large branded decals and/or tent cards on all lunch tables.
- Capture leads with QR codes built into your design.



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
sponsorships@americanpetproducts.org

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.



Featured Sponsorship

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.



Featured Sponsorship



TOUCHSCREEN 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.



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 *sell out quickly!*



- ✓ 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





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

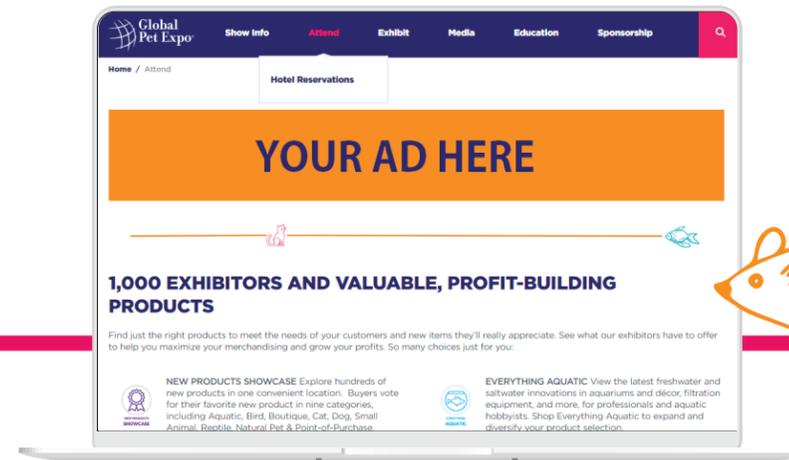
Featured Sponsorship

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.

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

Contact Us

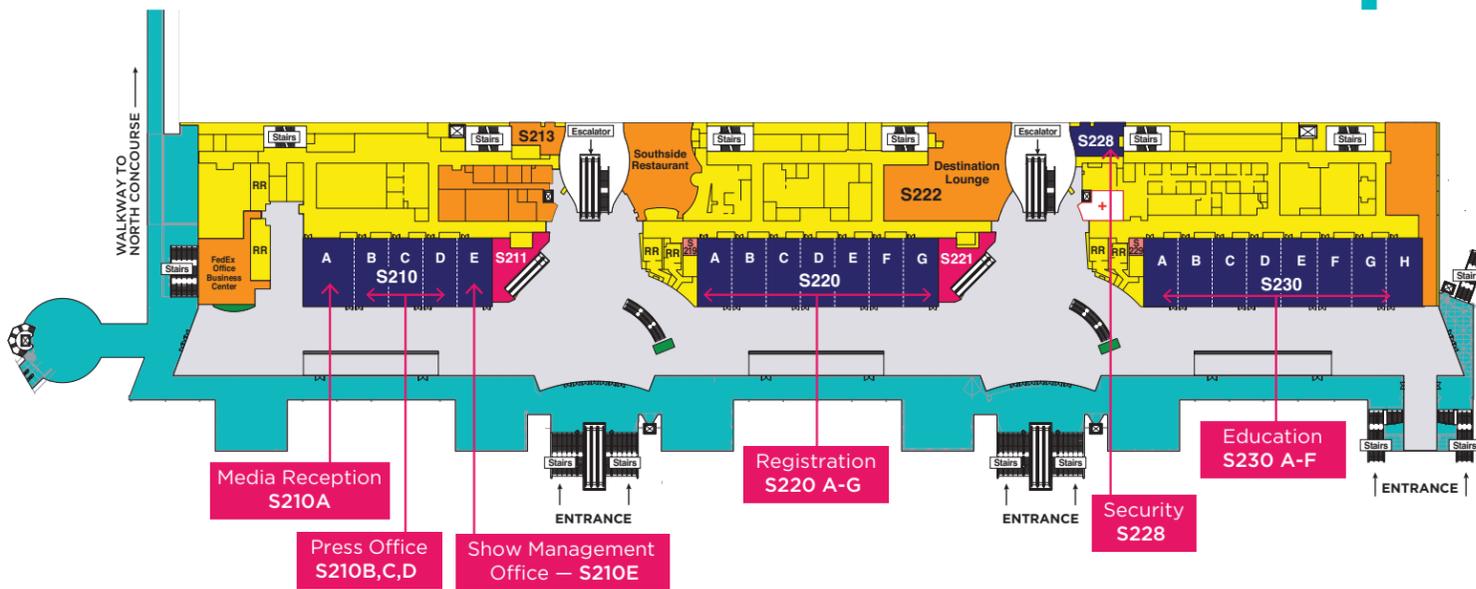
Christine von Steiger, Sponsorship Sales
sponsorships@americanpetproducts.org
 Mobile: 703-706-8252



MAXIMIZE

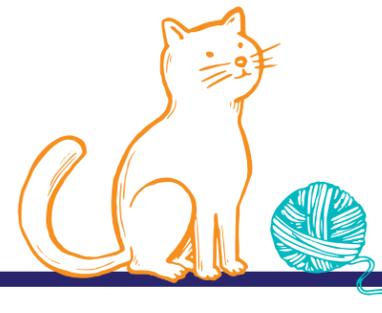
Your Onsite Visibility

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
- ✓ Highlight of your company's name and booth number on the Floor Plan Map
- ✓ Placement of your company's logo on the sponsor carousel on the home page of GlobalPetExpo.org



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





TERMS AND CONDITIONS

March 22-24, 2023 • Orange County Convention Center • Orlando, Florida USA

THANK YOU



FOR YOUR INTEREST IN BECOMING A SPONSOR OF GLOBAL PET EXPO 2023.

To make a lasting impression on the pet care community, become a Global Pet Expo sponsor today.

Please visit our secure online platform to select an available sponsorship, and an APPA team member will contact you with more information on becoming a sponsor.

SECURE YOUR SPONSORSHIP TODAY



HAVE A QUESTION?

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

1. PAYMENT TERMS: An electronic invoice will be sent immediately upon receipt of Advertiser's signed contract. Full payment is due upon receipt of the invoice.

2. EFFECTIVENESS: This contract and the sponsorship shall not be effective until full payment is received and the contract is accepted by American Pet Products Association ("Global Pet Expo Management") as indicated on the application; Global Pet Expo Management reserves the right to reject any contract in its sole and absolute discretion. Upon acceptance by Global Pet Expo Management, a copy hereof indicating Global Pet Expo Management's acceptance will be mailed or emailed to Advertiser. In the event this contract is rejected by Global Pet Expo Management, Global Pet Expo Management will notify Advertiser of the same in writing, and all payments rendered by Advertiser in connection herewith shall be promptly returned to Advertiser. Notwithstanding the foregoing, in the event notice of rejection is not provided, this contract will be deemed to be accepted by Global Pet Expo Management ten (10) days following receipt of full payment.

3. CANCELLATION: This contract may be canceled by Advertiser at any time upon written notice to Global Pet Expo Management, subject to the following cancellation charges. Premium sponsorships are non-cancellable. A 100% cancellation charge equal to the aggregate amount paid by Advertiser (the "Total Advertising Charges") will be applied in full upon cancellation of the contract. For all other media, if such notice is received by Global Pet Expo Management on or before 90 days prior to the opening day of the exhibition, Advertiser shall pay Global Pet Expo Management, a cancellation charge equal to one-half (50%) of the Total Advertising Charges; and if such notice is received by Global Pet Expo Management thereafter, Advertiser shall pay to Global Pet Expo Management, a cancellation charge equal to the Total Advertising Charges. Should Advertiser cancel its exhibit space, regardless of whether the sponsorship is resold, the sponsorship will cease but payment is required in accordance to the cancellation policy stated above.

4. RIGHT OF OFFSET: Global Pet Expo Management shall have the right to offset the amount of any obligation due and owing to Global Pet Expo Management, from Advertiser against any obligations at any time due and owing to Advertiser by Global Pet Expo Management whether under this contract or under any other contract arrangement or understanding between Global Pet Expo Management and Advertiser. In addition, this contract is subject to Global Pet Expo Management standard credit terms and policies, and Global Pet Expo Management may apply any amounts received from Advertiser toward any other outstanding balance due from Advertiser. Advertiser shall be liable for all monies due and cost of collection, including attorney's fees, as a result of any collection efforts by Global Pet Expo Management under this contract.

5. ADVERTISER'S CONTENT: Media space reserved under this contract shall only be used for content which advertises or promotes goods and/or services manufactured or sold by Advertiser named on the reverse side hereof, and related to the show, and Advertiser may not assign, sublet, or otherwise promote any other goods or any firm or entity in such media space. Advertiser's content submitted for use in the media space pursuant hereto, which content shall include, but not be limited to, text, illustrations, graphics, representations, sketches, maps, trademarks, logos, labels or service marks, shall comply with all applicable laws respecting the content of published matter (whether in printed, televised, recorded, or online media). Without limiting the generality of the foregoing, Advertiser's content shall comply with all applicable laws respecting obscenity, pornography, false or misleading advertising or an unfair or deceptive trade practice or act, unfair competition, libel, slander and/or defamation, piracy, plagiarism, invasion of privacy rights or publicity, and shall not infringe or misappropriate any copyright, trademark, trade secret, confidential information other intellectual or intangible property right of any third party. Advertiser agrees to indemnify, defend and hold Global Pet Expo Management, its affiliates or related entities or any of their respective directors, officers, employees, agents, or representatives (collectively, "Representatives") harmless from any and all claims, demands, liabilities, losses, expenses, costs, including attorney's fees, arising out of or attributable to the use of Advertiser's content provided pursuant hereto. In no event will acceptance by Global Pet Expo Management of any of Advertiser's content constitute a waiver of its right to indemnification hereunder.

6. RECORDING RELEASE: Advertiser for itself and on behalf of its affiliates and related entities and any of their respective its Representatives hereby consents to the taking of photographs, video and audio recording for the use of Global Pet Expo Management in promotional or news materials that may appear in print online, or in other media.

7. EDITORIAL DISCRETION: Global Pet Expo Management reserves the right to place the word Advertisement or words of similar meaning in any Advertiser content. Advertiser is subject to investigation by Global Pet Expo Management of Advertiser's products and services in light of any representations or claims made in content regarding such products or services. Global Pet Expo Management reserves the right to reject any Advertiser's content which Global Pet Expo Management, in its sole discretion, determines to be inconsistent with its publication standards or with the overall character of the media space. In the event Global Pet Expo Management rejects any Advertiser's content, Advertiser shall be entitled to the refund of a pro rata portion of the Total Advertising Charges actually received by Global Pet Expo Management attributable to the media space which Advertiser does not utilize pursuant hereto.

8. LIMITATION OF LIABILITY: Global Pet Expo Management shall not be responsible for any loss or damage to Advertiser's property or materials. Under no circumstances shall Global Pet Expo Management have any liability for lost profits or other special, incidental or consequential damages. Global Pet Expo Management's total liability hereunder, or in connection with the provision of media space, shall, in no case, exceed the amount of the portion of Total Advertising Charges received by Global Pet Expo Management from Advertiser.

9. FORCE MAJEURE: Global Pet Expo Management shall have no liability for any failure to perform its obligations hereunder where such failure to perform was due to any riot, strike, civil disorder, act of war, act of terrorism or threat thereof, act of God, epidemic, government regulation or law, or any other cause of any kind whatsoever not within Global Pet Expo Management's reasonable control. Without limiting the generality of the foregoing, the parties acknowledge and agree that as of the date hereof it is difficult to predict the impact, if any, on the ongoing outbreak of the novel strain of coronavirus ("COVID-19") on the physical attendance and/or production of the Global Pet Expo in Orlando, Florida starting March 23, 2023. Accordingly, in the event any actions effect the Global Pet Expo Management's or Advertiser's ability to perform or exploit its rights under this contract, as applicable, Global Pet Expo Management shall have the right to terminate this contract with immediate effect upon the delivery of written notice of the same to Advertiser. In the event this contract is terminated by Global Pet Expo in accordance with this Section 9, the terms of Section 3 shall apply with respect to the availability of a refund, if any.

10. MISCELLANEOUS: This contract contains the entire understanding of the parties with respect to the subject matter hereof and there are no other agreements, understandings, or representations of warranties, except as expressly set forth herein. The rights of Global Pet Expo Management under this contract shall not be deemed waived except as specifically stated in a writing signed by an authorized officer of Global Pet Expo Management. This contract and all related documents and all matters arising out of or relating to the making or performance of this Agreement, are governed by, construed in accordance with and enforced under the laws of the State of New York. This contract and all matters arising out of or relating to, the making or performance of this contract must be brought only in a state or federal court within the State of New York located in the Borough of Manhattan and Advertiser hereby expressly consents to the personal jurisdiction of any such court. Global Pet Expo Management shall be entitled to recover the costs, including reasonable attorney's fees and/or collection fees, in any action brought to enforce this contract or its rights hereunder. This contract may be signed in counterparts, and signatures may be exchanged any electronic format. Global Pet Expo Management shall also be entitled to recover all accrued finance charges through the payment of the full amount of this contract.

11. GLOBAL PET EXPO TRADEMARK LICENSE: Advertisers may wish to use the Global Pet Expo official trademark in its promotional materials for its exhibition in the Global Pet Expo. Therefore, Global Pet Expo hereby grants a nonexclusive nontransferable license to Advertiser solely for the use of the Global Pet Expo logo in advertisements and promotional material to promote its exhibition in the Global Pet Expo referred to herein. Advertiser should review and adhere to the License Rules for Use of the Global Pet Expo Trademark displayed on the Global Pet Expo Web site at www.globalpetexpo.org and shall not alter the logo in any way. Logos will be made available on the foregoing web site or Advertiser may phone the Global Pet Expo Management office for further information.

12. NON-DISPARAGEMENT: Advertiser agrees that they will not disparage or make any derogatory comments about Global Pet Expo, Global Pet Expo Management and/or its affiliates or related entities or any of their respective Representatives. If any Advertiser breaches this provision, in addition to all other rights and remedies, Global Pet Expo Management shall have the right to terminate this contract, and disqualify the breaching party from any advertising or sponsorship opportunities in connection with any Global Pet Expo Management event.