

Explore the lucrative \$137B U.S. Pet Products Market using APPA's Market Research



**TRUSTED, OBJECTIVE AND ACTIONABLE PET
INDUSTRY DATA FOR SMART BUSINESS DECISIONS.**

For More information contact Anne Ferrante at
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AT THE HEART OF INNOVATION

GLOBAL PET EXPO IS THE PREMIER
ANNUAL INTERNATIONAL GATHERING
FOR THE PET INDUSTRY.

www.globalpetexpo.org

Presented by:



6,000 QUALIFIED
BUYERS

1,000+
NEW
PRODUCTS

40
EDUCATIONAL
SESSIONS



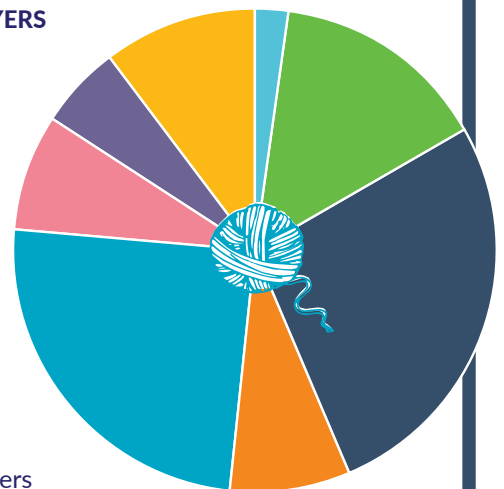
ATTENDEES
COME FROM
80
COUNTRIES

\$123 BILLION INDUSTRY
AND GROWING



REGISTERED BUYERS

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



YOUR APPA MEMBERSHIP=

A Better Booth Experience

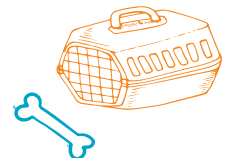
APPA provides everything you need to maximize brand exposure:

- ✓ Exhibitors get access to the Buyer Registration lists and the Post-Show Attendee lists.
- ✓ 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!**
- **THE NATURAL PET**
- **COUNTRY PAVILIONS**
- **EVERYTHING AQUATIC**
- **THE BOUTIQUE**



COSTS TO EXHIBIT:

\$29.00 per square foot**	BY Jan. 31, 2024
\$31.00 per square foot**	AFTER Feb. 1, 2024
Corner booth premium	\$200 (two-booth minimum required)
Trolley path frontage fee	\$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



American Pet Products Association

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