Discover the latest in pet products and care at Global Pet Expo, where the industry’s cutting-edge products for happy and healthy pets are showcased. Boost your product recognition with pet product retailers and media by becoming a sponsor, and achieve your sales and marketing goals with our customizable sponsorships. Leave a lasting impact and elevate your brand at the premier destination for the pet care industry.

MARCH 20–22 | 2024
Orange County Convention Center
Orlando, Florida

globalpetexpo.org
Sponsorships are an essential way to provide added exposure for your company, its products and brand to thousands of buyers and media. In fact, sponsorships 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 provide the best possible experience.

SECURE YOUR SPONSORSHIP TODAY

*Center for Exhibition Industry Research
SPONSORSHIPS for your every need

PAGE 4-5: Show off your expertise
PAGE 6-8: Enhance the experience
PAGE 9-10: Grab media and influencer attention
PAGE 11-12: Engage with your clients
PAGE 13-14: Unleash your brand’s superpower
PAGE 15-16: Skyrocket online impressions

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

“
The networking opportunities and the strength of the exposure is fantastic.
Jeff Riman, King Kanine
”
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

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**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.

- **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

![APPA](https://example.com/appa-logo)
![PIDA](https://example.com/pida-logo)
Global Learning Series’ Retailer Success Sessions (Non-exclusive)
$2,500
- Distribute a handout to approximately 2,000 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

Exhibitor Talk
$3,500
**Speaking Opportunity**
- Take the stage for 20 minutes to present your latest research and launch your newest product on the Spotlight Stage at the New Products Showcase.
- Your presentation will be marketed as a part of the Paws2Learn Education Program in a dedicated Spotlight Theater email.
- You will receive scanned leads of all buyers that attend your presentation.

Introductory Remarks • $1,500
**Speaking Opportunity**
- Kick off the dynamic session with 5 minutes of opening remarks.
- Align your subject matter expertise with a session.
- Drive attendees to your booth with a special offer.

Additional Sponsorship Opportunities
- Exclusive display advertising on GlobalPetExpo.org/globallearningseries
- Branding cubes or 3D structures in education hallway • $4,000
- Sponsor slide and handout/product giveaways on seats for each participant • $2,000
I WANT TO:

- Encourage networking and collaboration
- Provide hospitality for buyers onsite

Invest in EXPERIENTIAL OPPORTUNITIES

**Featured SPONSORSHIP**

**Wednesday Evening Welcome Reception • $25,000**

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

**Welcome Reception Giveaway Please Inquire**

- Earn major brownie points from attendees by sponsoring a custom drink, snack or giveaway.

**New Member Welcome Reception Please Inquire**

- Open to new members only
- Bring up to five team members to network with members of the press and media. Share your booth number and company detail in the new member welcome packet. *(Flyer provided by sponsor. Please inquire for cost to provide a giveaway.)*
Buyer Lounge • $15,000
Get ready to make a splash among 6,000 highly engaged attendees!
- 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

First-Time Buyer Kickoff Breakfast • Please Inquire
- Raise brand awareness. Your brand will be prominently displayed on signage.
- Up to three representatives may attend to connect with new attendees who may be interested in your products or services.

Food Cart Snack Breaks • $3,500
- Boost your visibility and keep attendees energized with free coffee and ice cream snack carts strategically placed throughout the exhibit hall.

Headshot Lounge • $20,000
- Help attendees elevate their personal brand during and after the event.
- Enjoy brand recognition and a lead list.

What is going to help your company transform your booth into a must-see destination?

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

Sports Bar • $25,000
- Create connections at this popular sports-bar themed hospitality stop.
- Sponsor representative can meet and greet guests.
- Includes meter panel and hanging banner.

Aquatic Lounge • Please inquire
- Brand this comfortable and attractive lounge area in the Everything Aquatic pavilion.
- Put your materials out in literature racks or tent cards in the lounge.

Trolley Transport • $18,500
- Stand out from the crowd with a fun marketing platform that takes attendees around the expo. Two paths and two trolleys.
- Sponsor their journey with prominent signage on the path and trolley.

Charging Lounge on Show Floor
- Power up your devices and your business success.
- $20,000
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

Thursday Night Media Reception

Please inquire

• Bring up to five team members to network with members of the press and media.
• Prominent logo recognition during the Reception, including signage and table tents

Sample in Media Swag Bag • $1,100

• Supply a product to be handed out to all registered media from the press office.
Media • $8,000
• 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.

Press Office Sponsorship
Please inquire

Industry Expenditures Media Lunch • $10,000
• Showcase your support of valuable industry insights.
• Bring up to five company representatives to meet and greet the press.

Influencer Happy Hour • $4,500
• Get noticed by some of the most connected professionals in the pet care industry.

From all of us here at Made by Nacho, thank you so much for your assistance in making our first Global Pet Expo a huge success. The reception to the Made by Nacho brand exceeded our expectations. Never would I have dreamed we’d win a Best in Show award at our first show! Each of you has been such a joy to work with; thank you for your openness to new ideas and collaboration. As a new brand, the partnerships we build along our journey are the most rewarding and fulfilling, and that will ultimately lead Made by Nacho to realize our vision of teaching the world to speak cat. Hats off to all of you for putting on such a fantastic event. You are a well-oiled machine, and it shows in the flawless execution. **Julie Nelson, President, Made By Nacho**

What opportunities work best for your company?

**Christine von Steiger**, Sponsorship Sales
sponsorships@americanpetproducts.org | 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 OPPORTUNITIES

**Custom Meeting Room Buildout**
*Please inquire*

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

**Topical Roundtable Lunch**
*$10,000*

- This collaborative program brings together up to 10 representatives from your target audience for a valuable lunch conversation that advances relationships and secures 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 • Please Inquire
(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.

“You have worldwide buyers, you have major food drug mass buyers, and major pet specialty buyers, maybe independent buyers. It is the place to be.”

Chuck Latham
H&C Animal Health
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**
$2,000/station
- Hand sanitizer is here to stay! Make a statement by having your company logo on this wellness item.

**Main Aisle Park Bench** • $1,100/each
- Your branded park bench will be placed on one of the two main aisles of the show floor.
- Includes lamppost signage. Additional lampposts at $300/each.

**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.

> Everybody in the industry is here. If you’re not here, you’re missing out.

Martin Hodson
ChickenGuard

> A lot of business goes down at this show.

Nick Myson
Kruse Feed
BRANDING OPPORTUNITIES
sell out quickly!

- Attendee Bags • $15,000
- Lobby Banner • Starting at $3,000
- Column Wraps • Starting at $3,500
- Freestanding Panel (Single) • $2,000
- Freestanding Panel (Double) • $3,250
- Two-sided Light Boxes • $4,200
- Floor Decals • Starting at $3,000
- Main Entrance Floor Decals • $8,000
- Show Floor Aisle Signs • $1,200
- Window Clings • $10,000
- Escalator Clings • $5,000/$10,000 based on location
- Overhead Digital Signage • $4,200 – $6,500
- Show Floor Bathroom Decals • $18,000
- Lanyards • $15,000
- LED Graphic Wall • $10,000
- South Lobby Banner • $4,000 – $12,000 based on size and location
- Freestanding Column Signage • $4,500
- Lunch Table Decal • $550
- Branded High Top Table • $1,000
- Floor Display Case • $5,500
- Elevator Branding at Rosen Center • $15,000
- Handout at Entrance • $1,200
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** • **$8,000**

- Reach a large audience and ensure everyone is aware of your brand and booth number.
- In 2023, the conference app was accessed 60,000 times.
- Tent cards on lunch tables will feature your customized password and booth number.

**Global Pet Expo Buyer Newsletter Product Spotlight** • **$1,000 (non-exclusive)**

- 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
Banner or Content Clip • $1,000
- Increase visibility in the buyer email with an ad that directs to your website.

Social Media Post • Starting at $750
- Your approved sponsored post will be sent out to APPA’s Facebook and LinkedIn audience on a date of your choice.

Exclusive Display Advertising on GlobalPetExpo.org/attend $6,000
- Ads will link back to your website landing page so you can capture all leads internally.
- 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.

Dedicated HTML Email to Registered Buyers • $2,000
- Contains your message and branding
- Links directly back to your website

Dedicated HTML Email to Registrants • Starting at $3,500
- Contains your message and branding
- Links directly back to your website

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.

We have to reach people all over the world, and APPA’s been a huge part.
Jeff Riman
King Kanine

How can your company do something unique at Global Pet Expo?
Christine von Steiger, Sponsorship Sales
sponsorships@americanpetproducts.org | 703-706-8252
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:

1. First right of renewal for next year’s show
2. Highlight of your company’s name and booth number on the Floor Plan Map
3. Placement of your company’s logo on signage throughout the show floor recognizing all sponsors
4. 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
Thank You
For Your Interest in Becoming a Sponsor of Global Pet Expo 2024.

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 a team member will contact you with more information on becoming a sponsor.

SECURE YOUR SPONSORSHIP TODAY

APPA gives us the perfect opportunity to showcase our brand, connect with all of our retailers and also launch new products.

Bocce's Bakery

HAVE A QUESTION?
Contact Christine von Steiger, Sponsorship Sales sponsorship@americanpetproducts.org Mobile: 703-706-8252