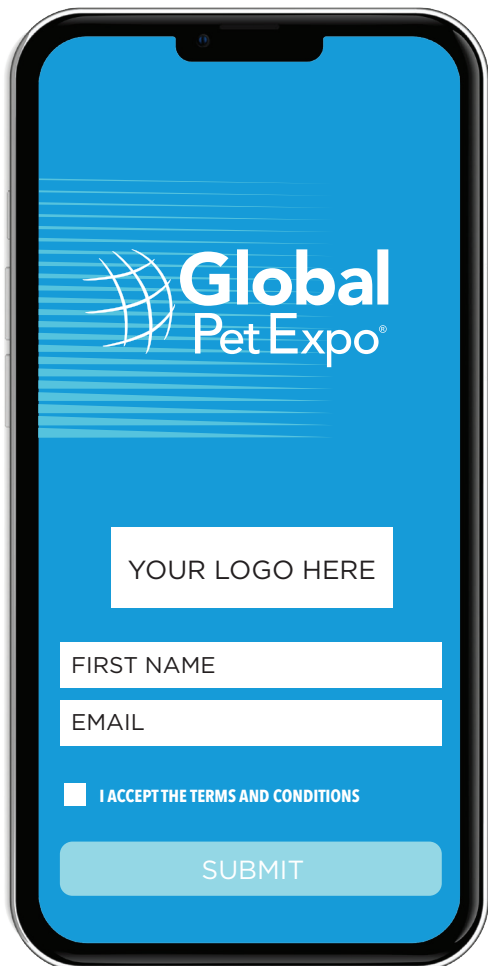


# i want to:

- 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

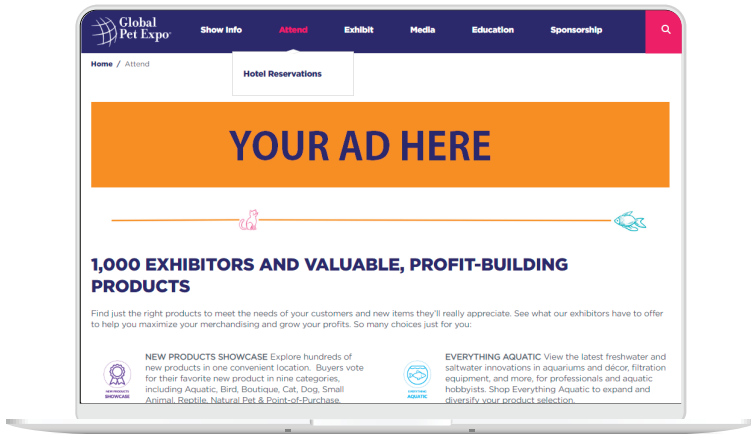
**\$8,000**

- 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



## 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.

## 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



How can your company do something unique at Global Pet Expo?

**contact**

**Christine von Steiger**

Sponsorship Sales

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