

# 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, ensuring 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: Farm and Feed, The Natural Pet, What's New!, Country Pavilions, Everything Aquatic, Supplier Pavilion or The Modern Pet. 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.



## DEVELOP LONG-TERM PARTNERSHIPS

Connect with **6,700+** qualified buyers for ALL pet categories from all 50 states & 82 countries, and key mass market retailers, supermarket chains, pet product retailers and independent retailers:

- Agway
- Ahold
- Aldi
- Amazon
- Big Lots
- BJ's Wholesale Club
- Chewy
- Costco Wholesale Inc.
- CVS
- Dick's Sporting Goods
- Homegoods
- Kroger
- Meijer
- Pet Supermarket
- Pet Supplies Plus
- Petco
- Petland
- PetSmart Inc.
- PetValu
- Pier 1 Imports
- Publix
- Ross Stores
- Sam's Club
- Target
- TJX
- Walgreens
- Walmart
- Weis Markets



MEET  
**6,700**  
QUALIFIED  
BUYERS

ATTENDEES  
COME FROM

**82**

COUNTRIES

**1,000+**  
NEW PRODUCTS

**50+** EDUCATION  
SESSIONS

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

→ **\$136.8 BILLION INDUSTRY + GROWING**

## EXPAND YOUR CUSTOMER BASE AND INCREASE DISTRIBUTION

- ✓ Pet Superstores
- ✓ Mass-Market Retailers
- ✓ Distributors
- ✓ Independent Retailers
- ✓ Regional Multi-Unit  
Retailer Chains
- ✓ Specialty Buyers
- ✓ Discount Retailers
- ✓ Farm & Feed Stores
- ✓ Home & Garden
- ✓ E-Commerce
- ✓ International Importers

## OUR BUYER QUALIFICATION PROMISE

All buyers must verify that they work for an established business with a history of purchasing pet products in quantity from a manufacturer or distributor for resale to the consumer.

### Our stringent buyer pre-qualification process:

1. The new buyer submits their business profile.
2. The business profile is carefully validated.
3. Business history is established.
4. Purchase history and intent are established.
5. The buyer is approved.

**This is a vital opportunity to turn  
leads into sales in a matter of days.  
Make the most of it!**

Learn more about exhibiting at  
**GlobalPetExpo.org** ←