



EXHIBITOR CHECKLIST TIPS

- ✓ Register for [Exhibitor Badges](#) online today
- ✓ [Book a hotel room](#) at a discounted rate through OnPeak, our official housing vendor. To contact OnPeak directly, please call (855)992-3353 or email globalpet@onpeak.com
- ✓ [Plan your trip](#) to sunny Orlando
- ✓ Confirm and/or edit your [Show Directory Listing](#) online now
- ✓ Utilize the [Exhibitor Marketing Toolkit](#) online to make important connections ASAP
- ✓ Review [Show Rules](#) & [Display Rules](#)
- ✓ Prepare your booth! Place show orders and rentals online through the [GES Expresso Exhibitor Service Manual](#):
 - Order furniture, carpeting, decorating, labor services, freight and/or material handling. Need help? Contact GES at (800)801-7648 or ges.com/chat
 - Order electricity, aerial rigging and lighting, water, plumbing, compressed air, natural and LP gas, and cable TV services. Need help? Contact the Orange County Convention Center (OCCC) at (800)345-9898 or Exhibitor.Services@occc.net
 - Rent a [lead retrieval](#) to scan your leads onsite at Global Pet Expo. Need help? Contact Registration Technology at (708)383-5950

MARKETING TOOLS & MORE

Exhibitors are encouraged to be proactive in their outreach to make the most of the exhibiting experience. Take advantage of our FREE marketing resources including buyer invitation list, media lists, promotional stickers, a customized web banner, and public relations guide. Browse the Marketing Toolkit [here](#).

Be seen at the show beyond your booth! Discover sponsorship opportunities to increase your visibility to attendees. Contact Josh Vetere at josh@americanpetproducts.org.

Enter your new product into the [New Products Showcase](#) for increased exposure for your products and the chance to win an award!

Stand out with an ad placement in Pet Business Magazine publications including the Official Show Preview Guide, Show Directory, Show Floor Map & Guide, and Show Daily. Please contact Mark Kalaygian at mkalaygian@petbusiness.com.

TIMELINE - IMPORTANT DATES & DEADLINES *

- November 15, 2017 **Final booth payment due. Check your balance and pay [online](#).**
- January 4, 2018 **Preview Guide Ad Closing**
- January 26, 2018 **[Show Directory Listing](#) Deadline**
- February 13, 2018 **Show Directory Ad Closing**
- February 19, 2018 **Show Floor Map & Guide Ad Closing**
- February 20, 2018 **[Lead Retrieval Early Bird Rate Order Deadline](#)**
- February 21, 2018 **Show Daily Ad Closing**
- February 26, 2018 **[GES Discounted Rate Deadline](#) (*furniture, carpeting, decorating, labor*)**
[Orange County Convention Center \(OCCC\) Discounted Rate Deadline](#) (*electricity, aerial rigging and lighting, water, plumbing, compressed air, natural and LP gas, and cable TV services*)
[PRG Equipment Discounted Rate Deadline](#) (*audiovisual service*)
[Centerplate Discounted Rate Deadline](#) (*catering service*)
- March 7, 2018 **[Lead Retrieval Pre-Show Rate Order Deadline](#)**
- March 13, 2018 **GES Advance Warehouse Shipment Deadline**
- March 16, 2018 **[Exhibitor Badge Pre-Registration](#) Closing**
- March 19-20, 2018 **GES Direct Shipment to Show Site (OCCC)**
ONLY
- March 19, 2018 **Exhibitor Move-In, 8 am - 6 pm**
- March 20, 2018 **Exhibitor Move-In, 8 am - 6 pm**
New Products Showcase Registration Closing @ 12 pm EST
- March 21-23, 2018 **Global Pet Expo Show Hours:**
Wednesday and Thursday, 9 am - 6 pm
Friday, 9 am - 5 pm

ENJOY THE SHOW!

*Dates are subject to change.