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Reasons to Exhibit at Global Pet Expo



**Global
Pet Expo™**

February 20-22, 2013
Orange County Convention Center
Orlando, Florida

The Pet Industry's Largest Annual Trade Show

Who You Will Meet:

1) **BUYERS, TRENDS and OPPORTUNITIES**

- Over 5,000 qualified buyers from all 50 states and 67 countries.
 - Buyers of products for all pet categories: dogs, cats, birds, fish, small animal, reptiles and equine.
 - Key mass market retailers: Costco, Meijer, Sears Holding, Sam's Club, Target, Wal-Mart, and more...
 - Supermarket chains: Ahold USA, Food Lion, Giant, Meijer, Publix, Wegmans, Winn-Dixie, and more...
 - Pet product retailers: PETCO, PetSmart, Petland, PetSupermarket, Pet Supplies "Plus", and more...
 - Non-traditional retailers: Agway, Amazon.com, Bed Bath & Beyond, CVS, HomeGoods, Orvis, Sky Mall, TJX, Tractor Supply, and more...
 - Independent retailers: pet product retailers, pet boutiques, gift stores, feed stores, hardware stores, aquatic and equine supply, internet retailers, and more...
- 2) The press including Good Morning America, The Today Show, National Geographic, New York Times, MSNBC, Pet Life Radio, Pet Business, Pet Product News, Pet Age, Cesar's Way and more...
- 3) Your APPA service providers including Wells Fargo, Freightquote, The Impetus Agency, American River International (ARI), APPA Research Analyst and UPS.

Value-Added and Support:

- 4) Buyer invitation list consisting of over 10,000 qualified domestic and international buyers.
- 5) Booths in specialty areas: **The Boutique, What's New!, Everything Aquatic, and The Natural Pet**, and the **International Pavilion**.
- 6) New Products Showcase entries, seen by 92% of the buyers who attend.
- 7) The opportunity to win the Best In Show award in your category.
- 8) Complimentary booth consultations by renowned booth sales expert, Steve Miller. **FREE**
- 9) Global Pet Expo mobile site provides round-the-clock access to show info.
- 10) Discounted hotel and travel, and free shuttle bus service to and from most area hotels.
- 11) FREE listing in the Official Show Directory and Buying Guide.
- 12) Sponsorship opportunities to help increase awareness on-site.
- 13) Interactive Floor Plan featuring exhibitors and booth numbers allowing buyers to easily locate you and your product information.
- 14) Press Room to display press kits for the media.
- 15) On-line marketing tools to help promote your product(s).
- 16) Be sure not to miss The 2nd Annual Global Pet Expo Industry Breakfast and Retailer Excellence Awards Ceremony **FREE**
- 17) Attend educational seminars about the 2011-2012 National Pet Owner Survey.
- 18) Attend the industry's largest Networking Reception. **FREE**
- 19) Buyer Attendee lists for post show marketing follow-up.
- 20) Go green and email the electronic buyer brochure to your customers before the show.
- 21) Network with other industry professionals.

