WHERE Big Ideas COME TO LIFE

SPONSORSHIP OPPORTUNITIES

Bring your sales and marketing goals to life before, during and after Global Pet Expo by becoming a sponsor. APPA has created a program of affordable sponsorship options — available exclusively to 2022 Global Pet Expo exhibitors — designed to make a BIG impression with attendees.

MARCH 23–25, 2022 • Orange County Convention Center, Orlando, FL

Sponsorships are cited as an essential way to provide added exposure for your company, its products and brand to thousands of buyers and media. In fact, they can play an important role in your success at Global Pet Expo.

SEE A BIG IMPACT WITH A SPONSORSHIP AT GLOBAL PET EXPO

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 deliver the best experience possible.

“My name is Brian Frazier Wright. I am the Vice President of www.TheGreenPetShop.com, and we have attended Global Pet Expo for the past three, four ... six? — I honestly don’t know how many years at this point, but we’re always in attendance. How do people know we’re there, you ask? Well for starters because your Associate VP of Sales, Marian Thielsen, has gone out of her way to ensure we receive amazing placement of the double-sided standing tower we purchase at each Expo. This allows buyers to see the dazzling ads I create full of adorable puppies and pet puns that nobody is ever sick of in this industry ... seriously. They never get old. Ever. Pet puns aside, Marian and the APPA staff always check in on us during the Expo and always do their best to make our small family business feel like our presence is valued and truly matters. And to a small family business, that speaks volumes.”

—Brian Wright, Vice President, The Green Pet Shop, APPA Member 10 Years, Global Pet Expo 7 Years

*Sponsorships increase booth traffic by 104%*
NEW! SPONSOR A NOOK
Provide privacy, personal space, a charging station, relaxation station or meeting room for attendees. Get creative with your messaging and create a space that is comfortable and speaks to the audience.
COST: $3,000

NEW! SOCIAL MEDIA POSTS
Display your booth number or your latest product on the top of the Global Pet Expo Instagram page for a day, where followers will see your message! Create a unique hashtag for your company to gain more attention. Each post will only run once. We will have 4 sponsored posts each day.
COST PER POST:
- Instagram Post | $600
- LinkedIn Sponsored Post | $700

NEW! HAND SANITIZING STATION
Hand sanitizer is here to stay! Sponsor one or more of our custom-brand hand sanitizer stations that will be scattered throughout the show floor. Make a statement by having your company logo on a station.
COST: $800

NEW! REGISTRATION CONFIRMATION EMAIL PROMO
Reach thousands of pre-registered attendees before they even get to the show! Your logo and website link will appear on the bottom of the registration confirmation emails going to pre-registered buyers.
COST: Call for pricing.
THE MOST POPULAR SPONSORSHIPS ARE ONSITE BRANDING—
will sell out quickly

**LOBBY BANNER**
Say “Good Morning” and “Good Evening” to attendees and media each day of the show by sponsoring a super-sized main lobby banner! This is a surefire way to make a first and lasting impression. Includes printing, installation, and removal of banner at the end of the show.

**COST: Call for pricing**
The exhibitor is responsible for supplying artwork on or before February 25, 2022. The banner is produced, hung and removed at the end of the show. The exhibitor is responsible for packing and shipping costs of their banner at the end of the show.

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**BRANDING TOWERS**
Standing proud throughout the main lobby and show floor are our super-sized, framed panels! Be sure to make a huge impression on buyers as well as members of the media by participating in this sponsorship. A branding tower is a can’t-miss opportunity to demonstrate brand leadership, promote your products and drive traffic to your booth. Includes printing, installation and removal of tower.

**COST: 1-Sided $2,200; 2-Sided $3,200**
The exhibitor is responsible for supplying artwork on or before February 25, 2022. Each side of the branding towers is 38” W x 84” H.

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**COLUMN WRAPS**
Columns are an unavoidable part of any convention center. Take advantage of these obstructions by participating in a column wrap sponsorship inside or outside the exhibit hall. This additional exposure is sure to make a positive first impression, driving traffic to your booth. Includes print, installation and removal of wrap.

**COST: Pricing starts at $4,400**
The exhibitor is responsible for supplying artwork on or before February 25, 2022. Please note: Some of these positions require a cut-out allowance for the fire alarm strobes that are attached to the column.

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**LIGHT BOXES**
As attendees embark upon the show, guide them through the Main Lobby traffic route with dramatic light boxes featuring your company. Your backlit ad will not only stand out but also make a first and lasting impression. Includes production, installation, electricity and removal.

**COST: 1-Sided $4,400; 2-Sided $5,500**
The exhibitor is responsible for supplying artwork on or before February 25, 2022. Each side of the light boxes is 34 15/16” W x 76 15/16” H.

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**OVERHEAD DIGITAL SIGNAGE IN MAIN LOBBY**
Imagine your brand, booth number and call to action on the big screen in video form! Your attention-grabbing message will be showcased on a digital screen in 12 locations scattered throughout the second floor main hallway. Limited space is available.

**Cost: $3,900**
The exhibitor is responsible for supplying digital file on or before March 11, 2022.
AISLE SIGN & FLOOR DECAL COMBO PACK
Have you ever wanted to be in two places at once? Now you can with our Aisle Sign and Floor Decal Combo Pack! Double your impact with a presence both on and off the show floor. Includes printing, installation and removal.

COST: $2,700
The exhibitor is responsible for supplying artwork on or before February 25, 2022.

WINDOW CLINGS
Window clings are a perfect sponsorship to highlight your brand or showcase a new product launch. Go larger than life as your window cling greets attendees on their way into registration and is the last thing they will see when exiting the show. Make a bold, unique statement with window clings.

Cost: $1,100

FLOOR DECAL
Make your mark! A floor decal is an exceptional way to lead buyers and press to your booth. These hard-to-miss promotional decals make a bold statement, and can include your company’s logo and booth number. Floor decals can be placed in the main lobby and on the show floor in key locations to help buyers find their way to your booth. In a world where everyone is looking down at their phones, you want to be present where their eyes are. Includes printing, installation and removal of decal.

COST: Pricing starts at $1,100 for 48” decal. Other size options are available; call us to find out.
The exhibitor is responsible for supplying artwork on or before February 25, 2022.

SHOW FLOOR AISLE SIGNS
Make it easier for buyers to find you. Aisle signs hang above every aisle on the show floor and help direct attendees to booth locations. By sponsoring an aisle sign, attendees will see your company’s logo and booth number hanging proudly above your row while they are walking the show. Includes printing, installation and removal of banner.

COST: $1,700 per aisle
Aisle signs are 4’ wide x 2’ high.
The exhibitor is responsible for supplying artwork on or before February 25, 2022.

CONTACT US FOR MORE INFORMATION
Global Pet Expo offers a wide range of sponsorship opportunities to separate your brand from the competition and showcase your innovations.

Marian Thielsen
Associate Vice President, Sales & Marketing
P 203.554.6121
mthielsen@americanpetproducts.org
GET EVEN MORE ACCESS to Buyers

TROLLEY SIGNS
Help attendees get around the new South Building Exhibit Hall. New for 2022, there will be TWO trolley paths with plenty of signage for sponsors to showcase their brand.

COST: Call for pricing

MAIN AISLE PARK BENCH
If you want to grab the attention of the show’s attendees, look no further than our Global Pet Expo park benches! Your branded park bench will be placed on one of the two main aisles of the show floor. To maximize impact, your messaging will be featured on the park bench for attendees to observe as they sit down to take a break. Includes bench graphics, carpet, floor decal, setup and dedicated space.

COST: $1,000 per bench
The exhibitor is responsible for supplying artwork on or before February 25, 2022.

EMAIL BUYER UPDATES ADVERTISEMENT
Your company’s banner ad with link will appear on an event email blast reaching thousands of qualified buyers. This is a useful planning tool to reach your target audience that has the buying power. Each issue includes event information for the upcoming show.

COST: Call for pricing
YOUR SPONSORSHIP ALSO INCLUDES THESE Value-Added Extras:

- First right of renewal for next year’s show
- Highlight of your company’s name and booth number on the Floor Plan Map & City Guide
- Placement of your company’s logo on signage throughout the show floor (signs recognize all sponsors)
- Thank-you ad will appear on the Global Pet Expo website, under the Sponsorship Tab (ad recognizes all sponsors)

SPONSORSHIPS SELL Quickly
Take this opportunity to connect with the most powerful buyers in the pet industry by reserving a sponsorship TODAY!

Contact us
Marian Thielsen
Associate Vice President, Sales & Marketing
P 203.554.6121
mthielsen@americanpetproducts.org
Let Global Pet Expo help you deliver your message. Our buyer landing page and buyer emails provide you with visibility and exposure to your target audience.

**WEBSITE BANNERS**

**BUYER EMAIL**

**BANNER PRICING**

- Banner A: $1,500
- Banner B: $1,200
- Banner C: $900

**WEB BANNERS**

- **Banner A**: 468x60
- **Banner B**: 468x60
- **Banner C**: 468x60

**BUYER INFO & REGISTRATION PAGE**

- Banner 1: $2,000
- Banner 2: $1,750
- Banner 3: $1,500
  
  *per month

**Contact us FOR MORE INFORMATION**

**Marian Thielsen**, Associate Vice President, Sales & Marketing

P 203.554.6121 • mthielsen@americanpetproducts.org
NEW in 2022
FREE WIFI AVAILABLE IN THE EXHIBIT HALL

Looking for a new, unique way to extend brand visibility and drive traffic to your booth? Global Pet Expo will offer free WiFi to everyone in the exhibit hall. Sponsor the WiFi Splash Page, and everyone who signs in to the free exhibit hall WiFi will see your logo and booth number.

CUSTOMIZE THE WIFI SPLASH PAGE

Our template makes it easy for you!

Send us your logo [see specs provided below] and an 80-character description. Our design team will handle the Splash Page setup for your review.

Art Specs for Template Splash Page

Logos should be provided in vector format, e.g., Adobe Illustrator (AI), Adobe Photoshop (PSD) or EPS. PNG files are acceptable if they are 1,000 pixels wide or larger, with a minimum of 800 pixels on the longest edge to ensure the best quality.

COST: $ Call for pricing
Applications will not be processed until full payment is received. All Sponsorship Opportunities are on a first-come, first-served basis. By signing this application, Advertiser agrees to be bound by terms and conditions contained and referenced herein, as well as those which may be issued by Global Pet Expo Management and sent to Advertiser under separate cover prior to Global Pet Expo.

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<tr>
<td>Show Floor Aisle Sign Only</td>
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<td>$1,800</td>
<td>Lobby Banner</td>
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<tr>
<td>Overhead Digital Signage in Main Lobby</td>
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<td>$3,200</td>
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**Total** $________

Personalized Opportunity

- ________________________________ $________
- ________________________________ $______
1. **PAYMENT TERMS:** An electronic invoice will be sent immediately upon receipt of Advertiser’s signed contract. Full payment is due upon receipt of the invoice.

2. **EFFECTIVENESS:** This contract and the sponsorship shall not be effective until full payment is received and the contract is accepted by American Pet Products Association ("Global Pet Expo Management") as indicated on the application. Global Pet Expo Management reserves the right to reject any contract in its sole and absolute discretion. Upon acceptance by Global Pet Expo Management, a copy hereof indicating Global Pet Expo Management’s acceptance will be mailed or emailed to Advertiser. In the event this contract is rejected by Global Pet Expo Management, Global Pet Expo Management will notify Advertiser of the same in writing, and all payments rendered by Advertiser in connection herewith shall be promptly returned to Advertiser. Notwithstanding the foregoing, in the event notice of rejection is not provided, this contract will be deemed to be accepted by Global Pet Expo Management ten (10) days following receipt of full payment.

3. **CANCELLATION:** This contract may be canceled by Advertiser at any time upon written notice to Global Pet Expo Management, subject to the following cancellation procedures. Premium sponsorships are non-cancellable. A 100% cancellation charge equal to the aggregate amount paid by Advertiser (the “Total Advertising Charges”) will be applied in full upon cancellation of the contract. For all other media, if such notice is received by Global Pet Expo Management on or before 90 days prior to the opening day of the exhibition, Advertiser shall pay Global Pet Expo Management a cancellation charge equal to one-half (50%) of the Total Advertising Charges; and if such notice is received by Global Pet Expo Management thereafter, Advertiser shall pay to Global Pet Expo Management, a cancellation charge equal to the Total Advertising Charges. Should Advertiser cancel its exhibit space, regardless of whether the sponsorship is rescinded, the sponsorship will cease but payment is required in accordance to the cancellation policy stated above.

4. **RIGHT OF OFFSET:** Global Pet Expo Management shall have the right to offset the amount of any obligation due and owing to Global Pet Expo Management, from Advertiser against any obligations at any time due and owing to Advertiser by Global Pet Expo Management whether under this contract or under any other contract arrangement or understanding between Global Pet Expo Management and Advertiser. In addition, this contract is subject to the Global Pet Expo Management standard credit terms and policies and Global Pet Expo Management may apply any amounts received from Advertiser toward any other outstanding balance due from Advertiser. Advertiser shall be liable for all monies due and cost of collection, including attorney’s fees, as a result of any collection efforts by Global Pet Expo Management under this contract.

5. **ADVERTISER’S CONTENT:** Media space reserved under this contract shall only be used for content which advertises or promotes goods and/or services manufactured or sold by Advertiser named on the reverse side hereof, and related to the show, and Advertiser may not assign, sublet, or otherwise promote any other goods or any firm or entity in such media space. Advertiser’s content submitted for use in the media space pursuant hereto, which content shall include, but not be limited to, text, illustrations, graphics, representations, sketches, maps, trademarks, logos, labels or service marks, shall comply with all applicable laws respecting the content of published matter (whether in printed, televised, recorded, or online media). Without limiting the generality of the foregoing, Advertiser’s content shall comply with all applicable laws respecting obscenity, pornography, false or misleading advertising or an unfair or deceptive trade practice or act, unfair competition, libel, slander and/or defamation, plagiarism, plagiarism, infringement of privacy rights or publicity, and shall not infringe or misappropriate any copyright, trademark, trade secret, confidential information other intellectual or intangible property right of any third party. Advertiser agrees to indemnify, defend and hold Global Pet Expo Management, its affiliates or related entities or any of their respective directors, officers, employees, agents, or representatives (collectively, “Representatives”) harmless from any and all claims, demands, liabilities, losses, expenses, costs, including attorney’s fees, arising out of or attributable to the use of Advertiser’s content provided pursuant hereto. In no event will acceptance by Global Pet Expo Management of any of Advertiser’s content constitute a waiver of the right to indemnification hereunder.

6. **RECORDING RELEASE:** Advertiser for itself and on behalf of its affiliates and related entities and any of their respective Representatives hereby consents to the taking of photographs, video and audio recording for the use of Global Pet Expo Management in promotional or news materials that may appear in print online, or in other media.

7. **EDITORIAL DISCRETION:** Global Pet Expo Management reserves the right to place the word Advertiser or words of similar meaning in any Advertiser content. Advertiser is subject to investigation by Global Pet Expo Management of Advertiser’s products and services or the content of any representations or claims made in content respecting such products or services. Global Pet Expo Management reserves the right to reject any Advertiser’s content which Global Pet Expo Management, in its sole discretion, determines to be inconsistent with its publication standards or with the overall character of the media space. In the event Global Pet Expo Management rejects any Advertiser’s content, Advertiser shall be entitled to the refund of a pro rata portion of the Total Advertising Charges actually received by Global Pet Expo Management attributable to the media space which Advertiser does not utilize pursuant hereto.

8. **LIMITATION OF LIABILITY:** Global Pet Expo Management shall not be responsible for any loss or damage to Advertiser’s property or materials. Under no circumstances shall Global Pet Expo Management have any liability for lost profits or other special, incidental or consequential damages. Global Pet Expo Management’s total liability hereunder, or in connection with the provision of media space, shall, in no case, exceed the amount of the portion of Total Advertising Charges received by Global Pet Expo Management from Advertiser.

9. **FORCE MAJEURE:** Global Pet Expo Management shall have no liability for any failure to perform its obligations hereunder where such failure to perform was due to any riot, strike, civil disorder, act of war, act of terrorism or threat thereof, act of God, epidemic, government regulation or law, or any other cause of any kind whatsoever not within Global Pet Expo Management’s reasonable control. Without limiting the generality of the foregoing, the parties acknowledge and agree that as of the date hereof it is difficult to predict the impact, if any, on the ongoing outbreak of the novel strain of coronavirus (“COVID-19”) on the physical attendance and/or production of the Global Pet Expo in Orlando, Florida starting March 23, 2022. Accordingly, in the event any actions are taken whether by Global Pet Expo Management, Advertiser or a governmental authority (i) to curtail the outbreak of COVID-19; or (ii) that otherwise discontinue, limit the impact of, or in any indirect result of the threat of COVID-19, and in the case of either (i) or (ii), such actions affect the Global Pet Expo Management’s or Advertiser’s ability to perform or exploit its rights under this contract, as applicable, Global Pet Expo Management shall have the right to terminate this contract with immediate effect upon the delivery of written notice of the same to Advertiser. In the event this contract is terminated by Global Pet Expo in accordance with this Section 9, the terms of Section 3 shall apply with respect to the availability of a refund, if any.

10. **MISCELLANEOUS:** This contract contains the entire understanding of the parties with respect to the subject matter hereof and there are no other agreements, understandings, or representations of warranties, except as expressly set forth herein. The rights of Global Pet Expo Management under this contract shall not be deemed waived except as specifically stated in a writing signed by an authorized officer of Global Pet Expo Management. This contract and all related documents and all matters arising out of or relating to the making or performance of this Agreement, are governed by, construed in accordance with and enforced under the laws of the State of New York. This contract and all matters arising out of or relating to, the making or performance of this contract must be brought only in a state or federal court within the State of New York located in the Borough of Manhattan and Advertiser hereby expressly consents to the personal jurisdiction of any such court. Global Pet Expo Management shall be entitled to recover the costs, including reasonable attorney’s fees and/or collection fees, in any action brought to enforce this contract or its rights hereunder. This contract may be signed in counterparts, and signatures may be exchanged any electronic format. Global Pet Expo Management shall also be entitled to recover all accrued finance charges through the payment of the full amount of this contract.

11. **GLOBAL PET EXPO TRADEMARK LICENSE:** Advertisers may wish to use the Global Pet Expo official trademark in its promotional materials for its exhibition in the Global Pet Expo. Therefore, Global Pet Expo hereby grants a nonexclusive nontransferable license to Advertiser solely for the use of the Global Pet Expo logo in advertisements and promotional material to promote its exhibition in the Global Pet Expo referred to herein. Advertiser should review and adhere to the License Rules for Use of the Global Pet Expo Trademark displayed on the Global Pet Expo Web site at www.globalpetexpo.org and shall not alter the logo in any way. Logos will be made available on the foregoing web site or Advertiser may phone the Global Pet Expo Management office for further information.

12. **NON-DISPARAGEMENT:** Advertiser agrees that they will not disparage or make any derogatory comments about Global Pet Expo, Global Pet Expo Management and/or its affiliates or related entities or any of their respective Representatives. If any Advertiser breaches this provision, in addition to all other rights and remedies, Global Pet Expo Management shall have the right to terminate this contract, and disqualify the breaching party from any advertising or sponsorship opportunities in connection with Global Pet Expo Management event.