COME MEET your PERFECT BUSINESS PARTNER
THE PET INDUSTRY’S LARGEST ANNUAL TRADE SHOW
MARCH 4 – 6, 2015
ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLORIDA
REGISTRATION IS FREE!
For Qualified Buyers
FIND THOUSANDS OF PROFIT-MAKING PRODUCTS AND IDEAS UNDER ONE ROOF
**GET IN THE KNOW**

You asked for it! We’ve expanded the ever-popular Global Pet Expo Academy to include 29 educational sessions that you can attend for free. Each session is designed to broaden your horizons and put you on a sure road to better sales and bigger profits. Choose as many sessions as you want. They’re yours, free.

**WINNING TOPICS**

Choose from a wide assortment of sessions geared to help you become the savvy pet retailer you’ve always wanted to be.

- Relationship Selling
- Marketing to Millennials
- Social Media Marketing
- Leveraging New Technology
- Power Merchandising
- Selling More Natural Products
- Store Lighting and Display
- Understanding Finance
- Business Strategy
- Guerilla Retailing
- Customer Care
- Discovering Big Ideas
- Performance Metrics
- Going Green
- Motivating Employees
- And more!

**PRACTICAL KNOW-HOW**

Every Global Pet Expo Academy session is jam-packed with useful tips and expert advice gleaned from the experiences of today’s most successful pet retailers. You’ll learn what works—and what doesn’t—from real-world examples and in-depth case studies. You’ll pick up hundreds of best practices you can put into action immediately and for years to come. And you’ll find out about dozens of no and low-cost apps and online tools that you can use to boost your bottom line.

**EXPERT INSTRUCTORS**

Our instructors include many of pet retailing’s best-known and most-admired authorities in marketing, merchandising, operations, finance, and technology.

**ACT NOW TO PRE-REGISTER**

All Global Pet Expo Academy sessions are free to pre-registrants. Attend as many as you choose at no cost to you. To take advantage of this special offer, you must pre-register at www.globalpetexpo.org/seminars. Seats are available on a first-come, first-served basis. Onsite registration will be limited and registrants will pay a $20 per-session fee. Onsite fee for Tuesday, March 3 seminar is $40. All Mini-Sessions are free.

**2015 SEMINAR SPEAKERS**

1. Jay Goltz // The Goltz Group Companies
2. Maria Lange // GfK
3. Jim McCann // Spader Business Management
4. Chris Miller // Pacific Store Designs
5. Stefan Mumaw // Callahan Creek
6. Ben Smith // Callahan Creek
7. Dr. Ajay Srivastava // Vets Plus Inc.
8. Lynn Switanowski // Creative Business Consulting Group
9. Karl Sterns // KMS Marketing Solutions / Profits Plus Seminars
TUESDAY, MARCH 3

GUERRILLA PET STORE RETAILING
1:00pm – 5:00pm, Room W204A
Instructor: Chris Miller
Enhance your “Retail Readiness” in today’s ultra-competitive marketplace. Chris Miller has designed, consulted, and built over 3000 retail stores in the past 33 years. He’ll share hundreds of new ideas for store design, interior fixturing, merchandising and staffing that you can implement immediately.

WEDNESDAY, MARCH 4

MINI SESSION: RETAIL SELLING—BUILD RELATIONSHIPS FIRST
9:00am – 9:15am, Room W204A
Instructor: Chris Miller
Learn new ways to “open the sale” and make your customers and staff feel comfortable in the retail selling game. You will learn: why people buy; the 5 parts to a sale; how to sell to different personalities; Customer CARE and how it is implemented; and EZ bolt-on selling tips you can put to work tomorrow.

MINI SESSION: SURVIVE TO THRIVE
9:15am – 9:30am, Room W204A
Instructor: Jim McCann
Identify which mode your company is currently operating within, and understand why it is important to manage specifically to that mode. Why “work harder and sell more” can lead to business failure regardless of whether your company is surviving or thriving.

MINI SESSION: THE SHAPE OF IDEATION
9:30am – 9:45am, Room W204A
Instructor: Stefan Mumaw
Callahan Creek’s Creative Director will use a fun, creative exercise to illustrate the shape that creativity takes, graphing ideation and using that graph to teach how to generate new ideas. This lively, fast-paced session will leave attendees with an understanding of how to produce creative ideas.

MINI SESSION: THE QUALITY BENCHMARK—WHY NASC CERTIFICATION MATTERS
9:45am – 10:00am, Room W204A
Instructor: Greg Tilford
Although pet supplements are largely unregulated, the industry has created quality standards for manufacturing, labeling and marketing, and a certification process with rigorous inspections. Coordinated by the National Animal Supplement Council, certification is not only prestigious, but essential for the health and well-being of companion animals.

PET FOOD MYTHBUSTERS
10:30am – 11:45am, Room W204C
Instructor: Dr. Bret Deardorff
The program sponsor, Hill’s Pet Nutrition veterinarian mythbuster will uncover the truth behind common pet food marketing myths in a fun, interactive laboratory session. You’ll see pet food cooked and learn about common pet food ingredients. By the end of the session you’ll question the pet food you feed your own pets.

POWER MERCHANDISING I: 10 COMMANDMENTS OF MERCHANDISING
10:30am – 11:45am, Room W204A
Instructor: Chris Miller
Learn the base foundation to merchandising your store. These 10 basic concepts are a free way to build the “best practices” of retail display—merchandising techniques that have been used over and over to increase average ticket sales and number of items per sale upwards of 28%.

THE PERFORMANCE PUZZLE
12:30pm – 1:45pm, Room W204A
Instructor: Jim McCann
As an independent retailer, how do you measure business success? This session will give you insights into the business metrics you should measure and manage and what high performers in your and other industries are doing. Are you missing profit opportunities because you think you are “doing well?”

CHASING THE MONSTER IN-STORE IDEAS
12:30pm – 1:45pm, Room W204C
Instructor: Stefan Mumaw
A few in-store ideas are truly monster ideas, the kind that change behavior, shake landscapes, and spawn copycats. What does a monster idea look like? Stefan Mumaw will show you the seven characteristics to look for in your marketing ideas to let loose their monster potential. He’ll also reveal how to generate ideas that turn consumers into enthusiasts and enthusiasts into advocates.

POWER MERCHANDISING II: THE ART OF VISUAL MERCHANDISING AND LIGHTING
2:00pm – 3:15pm, Room W204A
Instructor: Chris Miller
Take your merchandising to the next level! This advanced course will add to your selling environment and make your store a fun place to shop. You’ll learn how lighting triggers impulse sales and invites appraisal of your merchandising; how props and mannequins increase customer awareness; how to design and build a window display; and tips on using signage in your store.

= Indicates a mini Session
HOW GOING GREEN CAN HELP YOUR BUSINESS WHILE HELPING THE WORLD
2:00pm – 3:15pm, Room W204C
Instructor: Greg Tilford
Protecting the environment isn’t only good business, it’s good for business. Retailers can make their green ethos an element that differentiates their store from their competitors, giving it a marketing platform that everyone can feel good about. Learn the fundamentals of going green: minimizing environmental impact, socially responsible practices, sustainable sourcing, and more.

SURVIVING TO THRIVING
3:30pm – 4:45pm, Room W204A
Instructor: Jim McCann
Some businesses are just barely holding on, and others are rolling with great momentum, but both situations could lead to business failure. This session will show you why it’s important to properly identify where your business currently is, and how to choose the right management approach based on your current situation.

HOW TO ENHANCE PET SUPPLEMENT SALES AND CEMENT CUSTOMER LOYALTY
3:30pm – 4:45pm, Room W204C
Instructor: Greg Tilford
As holistic remedies and natural supplements grow in popularity, retailers can capitalize on the trend by presenting a trusted lineup of beneficial supplements that will move off the shelves, improve the health of customers’ pets, enhance customer satisfaction, encourage repeat sales, and secure customer loyalty. This session covers the right mix of pet supplements for your store; the must-have top sellers; and merchandising and marketing techniques for natural products.

THE GLOBAL PET EXPO NETWORKING RECEPTION
Located in Hall A – Registration Concourse Level One
Orange County Convention Center
6:00pm – 7:30pm
Relationships build business, and we want you to have every opportunity to meet everyone at the show. Our fun FREE Networking Reception gives you the time and place to rub elbows with people you might never have another opportunity to meet. Have a drink, some eats and mix it up with old friends and make some new ones. Plan to attend our 2015 reception, the largest in the industry!

THURSDAY, MARCH 5
THE GLOBAL PET EXPO PET INDUSTRY BREAKFAST AND RETAILER EXCELLENCE AWARDS CEREMONY
4th Floor
Valencia Ballroom
Orange County Convention Center
8:00am – 8:45am

The say breakfast is the most important meal of the day, and this is no exception. This is the fourth year that you can start the day with an excellent meal, and attend the presentation of Global Pet Expo and Pet Business Media’s Retailer Excellence Awards Ceremony. Each year, the Retailer Excellence Awards honor outstanding pet stores in a variety of categories.

Awards will be given to one retailer in each of the ten different award categories:

• Multi-Service Excellence Award
• Marketing Excellence Award
• Customer Service Excellence Award
• Excellence in Store Design Award
• Community Service Award
• Best Overall Single-Store Retailer
• Best Overall Multi-Unit Retailer (2-9 Locations)
• Best Overall Multi-Unit Retailer (10+ Locations)
• Best Live-Animal Specialty Store
• Merchandising Excellence Award

Award nominations will be accepted until January 30, 2015. Details on submitting entries can be found at www.globalpetexpo.org or www.petbusiness.com.

Questions: email mdavid@petbusiness.com
MINI SESSION: WHY COMPETITION IS GOOD FOR YOU!
9:00am – 9:15am, Room W204A
Instructor: Karl Stearns
Yes, everyone feels the world would be a better place if all the competition disappeared. In this mini-session, find out why you should embrace competition and actually welcome it. You will no longer see your competition as the enemy to be eliminated, but will look at competitors as a resource to make your business better, stronger, and more profitable.

MARKETING TO MILLENNIALS
10:30am – 11:45am, Room W204A
Instructor: Maria Lange
Millennials represent the future. Marketers’ traditional focus on brand imagery is important but isn’t enough to attract this crucial group. Understanding how people live a brand, and not just their perception of a brand, is key to business success. This session will examine how successful brands use customer touch-point experiences to build strong relationships with consumers; which experiences are most effective in reaching and ultimately winning over Gen X and Gen Y; and the role social media experience plays in attracting these consumers.

MINI SESSION: DOING BUSINESS IN THE NEW WORLD—FROM DEFENSE TO OFFENSE
9:15am – 9:30am, Room W204A
Instructor: Jay Goltz
Staying ahead requires companies to reevaluate their business and leverage new technology. Learn how to budget for new technology and new people; increase sales by strategically redeploying resources; and recognize and react to changes in your business ecosystem.

USING SOCIAL MEDIA TO BUILD CUSTOMER LOYALTY AND EMPOWER ADVOCACY
10:30am – 11:45am, Room W204C
Instructor: Ben Smith
There’s nothing more powerful than word of mouth referrals. With social media, you have a unique opportunity to take relationships with customers to a whole new level—not simply marketing to them, but marketing with them as invested partners and loyal and vocal advocates. How do you develop effective social media advocacy? This session will provide case studies, tools, tactics, and actionable insights.

MINI SESSION: WHAT IS SOCIAL MEDIA?
ADOPTING A DIFFERENT MINDSET FOR MORE MEANINGFUL RESULTS
9:30am – 9:45am, Room W204A
Instructor: Ben Smith
Does your approach to social media align with your customer needs and expectations? Are you delivering value in how you engage with your customers online, or simply cluttering their social media feeds with unwelcome marketing messages? During this mini-session, Ben Smith will answer these questions and share a unique approach to social media he has developed while building and managing successful social media communities for pet industry clients.

NUMBERS GIBBERISH AND THE PROFIT SECRETS THEY HIDE
12:30pm – 1:45pm, Room W204C
Instructor: Karl Stearns
As the saying goes, “the job is much easier when you have the right tools.” So, what are the right tools for managing a successful business? Karl Sterns will show you how the numbers on a financial statement contain the most important tools for any small business—and the key to finding more profits. After participating in this session previously, one retailer reported saving $200,000 in loan interest fees.

MINI SESSION: 3 WAYS TO MORE PET STORE PROFIT THIS YEAR
9:45am – 10:00am, Room W204A
Instructor: Lynn Switanowski
This mini-session will introduce three ways that pet retailers can improve profits this year. Leave this session with step-by-step instructions for improving performance while improving processes at the same time.

THE POWER OF BEING A LITTLE BIT BETTER: EXECUTION OVER BRILLIANCE
12:30pm – 1:45pm, Room W204A
Instructor: Jay Goltz
Business people are always looking for the big idea that will propel their company to double in size. Jay Goeltz will illustrate how running a better company will have a profound impact over the long haul.
GETTING EXTRAORDINARY RESULTS FROM ORDINARY PEOPLE
2:00pm – 3:15pm, Room W204C
Instructor: Karl Stearns
Why do some businesses excel at getting the most from their employees? They seem to know how to get extraordinary efforts from all of their staff. Karl Stearns will show you how to hire the right people, train them, and obtain maximum performance.

CREATING CASH FOR YOUR PET BUSINESS: MAKING MONEY BY OPTIMIZING YOUR RETAIL PERFORMANCE
2:00pm – 3:15pm, Room W204A
Instructor: Lynn Switanowski
Did you know that analyzing best-selling styles and inventory turnover on a monthly basis could increase your bottom line profits by 1 point in less than 6 months? This session will show you how to use key retail analytics and benchmarks to drive profit margins and improve performance, help you maximize the profit (and cash) that can and should be generated through your business; and how to analyze similar businesses to improve performance.

CUSTOMER SERVICE AS A COMPETITIVE WEAPON—IS THE CUSTOMER ALWAYS RIGHT?
3:30pm – 4:45pm, Room W204A
Instructor: Jay Goltz
Jay Goltz will reveal how using conventional training and worn-out clichés will produce mediocre customer service at best. His approach will help your staff truly understand what they should be doing and why, resulting in happier employees and customers.

USING SOCIAL MEDIA TO OUTSMART WHEN YOU CAN’T OUTSPEND
3:30pm – 4:45pm, Room W204C
Instructor: Ben Smith
Social media can feel like an uphill battle. This session will explain why—with the right strategic approach and execution—there has never been a better time to take advantage of social media channels. You’ll learn not only to how to engage with customers, but to become more competitive and aggressive in your marketing and outreach, even with a modest budget. Ben Smith will share proven strategies and real results with a focus on actionable insight to outsmart the competition.

THE GLOBAL PET EXPO 2015 NEW PRODUCTS SHOWCASE AWARDS CEREMONY
Show Floor
Starts at 5:00pm
If you really want to be up on new trends and hot products for 2015, make a plan to attend the 4th Annual New Products Showcase Awards presentation. With all the media attention these winners receive, your customers will be asking for these products by the time you get home! Each year, more and more manufacturers wait to launch their new products in the New Products Showcase, so they have a chance to win first place in the Best in Show contest. The media attention our awards get is incredible and long lasting.

Make sure you stop by and vote for your favorite new product: visit our New Products Showcase on Wednesday, March 4, and Thursday, March 5. Nine winners will receive a Best in Show award in their category.

Categories are:
• Aquatics • Bird • Boutique • Cat • Dog • Natural Pet • Small Animal • Reptile • Point-of-Purchase Display
THE APPA PROFESSIONAL WOMEN’S NETWORK BREAKFAST
Room W209
Located in the Orange County Convention Center
7:30am – 8:45am
Please join us for a special networking event at Global Pet Expo 2015. You’ll enjoy a complimentary breakfast and a presentation from a very special guest.

OBESITY IN PETS: WHAT IS THE SOLUTION?
9:00am – 10:00am, Room W204C
Instructor: Dr. Ajay Srivastava
Obesity in pets is a serious issue that can lead to many health problems, including joint pain, heart conditions, and metabolic disorders. Over 50% of dogs in the US are obese. Although genetics and hormonal and abnormal metabolic conditions play a role in obesity, it is still largely a manmade problem due to overfeeding, improper, or unbalanced nutrition, and insufficient exercising. One of the most important measures in fighting against obesity is a low-calorie diet enriched with proteins, minerals, and fiber and herbal nutrients. Proper exercise might also help in combating this problem.

MAKING MORE MONEY WITH LESS MARKETING DOLLARS: USING TIME SAVING TOOLS AND TECHNIQUES TO CONNECT WITH YOUR PET STORE CONSUMERS
9:00am – 10:15am, Room W204A
Instructor: Lynn Switanowski
As a retailer, connecting with customers today isn’t always about spending the most money on marketing tools. It’s about using authentic conversations and engagement techniques to draw your customers into daily brand conversations to drive sales and profits. This session explores the wide variety of tools retailers can use to save both time and effort connecting with today’s consumers. Learn what tools work well, and which ones are time drainers.

5 THINGS YOUR CUSTOMERS CAN DO BETTER THAN YOU WHEN IT COMES TO SOCIAL MEDIA
10:30am – 11:45am, Room W204A
Instructor: Lynn Switanowski
Explore how your customers are researching brands before they purchase and what tools they are using to do so. Even if you’re not using these tools, your customers are—which means it’s critical that your business “catches up.” Your job is to provide products and services your customers want and need. When it comes to communicating your marketing messages, it’s the same story. You must deliver the messages where customers want to hear them, and how they want to see them. This session will help you understand how to deliver marketing messages your customers will find.

COGNITIVE DECLINE IN AGING PETS: ROLE OF NUTRACEUTICALS
11:00am – 12:00pm, Room W204C
Instructor: Dr. Ajay Srivastava
Nearly 10 million aging dogs experience canine cognition disorder (CCD), which severely affects dogs’ learning and thinking ability, leading to behavioral changes that significantly disrupt the lives of pet owners and their dogs. Unfortunately, this problem remains under-diagnosed and has no proven cure. FDA-approved pharmaceutical treatment is limited in use due to high cost and potential side effects. Recent research in nutraceuticals may fill the need for a safe, natural, efficacious, and cost-effective product that addresses the symptoms associated with CCD and improves the quality of life.

The Official Travel Coordinator for Global Pet Expo, it’s never too soon to book your travel arrangements. Call today at 800-221-3531 or email: webres@tphousing.com for savings on your travel package.

PRE-REGISTER NOW TO ATTEND FOR FREE
All Global Pet Expo Academy sessions are free to pre-registrants. Attend as many as you choose at no cost!

To take advantage of this offer, you must pre-register at www.globalpetexpo.org/seminars.
10 REASONS TO ATTEND GLOBAL PET EXPO

1. See more than 3,000 new products—the year’s largest number of product launches anywhere
2. Negotiate with manufacturers to maximize value from promotions and price management
3. Cash in on show specials and discounts you won’t find anywhere else
4. Meet new manufacturers who can expand and enhance your product mix
5. Learn from manufacturers how to optimize your merchandise assortments
6. Discover innovative strategies to build your brand and customer loyalty
7. Improve your product knowledge and establish your business as a leader
8. Identify new ways to connect with local communities and boost store traffic
9. Discover how retailers are connecting with consumers across multiple shopping channels
10. Understand emerging consumer trends that will help you compete in 2015

QUALIFIED RETAILERS REGISTER FREE

QUESTIONS?
Visit www.globalpetexpo.org/register
Call 203.532.3631
Email buyers@globalpetexpo.org
Show Rules www.globalpetexpo.org/showrules