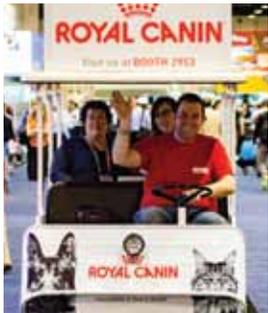


ALL TRAILS LEAD HERE

Trade Show Executive's
Greatest Show on Earth

Global Pet Expo 2016 Lives up to its Name as Trade Show Executive's "Greatest Show on Earth"

Global Pet Expo officials were proud to report that in its twelfth year, the Show, once again was bigger and better than ever with a host of record-breaking numbers.



Presented by the American Pet Products Association (APPA) and the Pet Industry Distributors Association (PIDA), this year's event spanned an impressive 320,000 net square feet of exhibit space which was nearly 10,000 feet larger than the 2015 Show.

And with impressive growth across the board, Global Pet Expo once again solidified its position as THE must-attend industry event of the year.

Global Pet Expo 2016 at a Glance:

- 4,679 domestic buyers +8.4%
- 6,170 total buyers in attendance
- + 3,000 new pet product launches
- 1,087 exhibitors
- 3,218 booths sold
- 15,478 total attendees

“Each year we strive to bring added value to the Global Pet Expo experience. These efforts really pay off as we consistently see an increase in qualified buyers that make attending the Show a priority. And, this is the first opportunity of the year for manufacturers to debut their new products, which makes exhibiting a key business strategy.”

-Andy Darmohraj, APPA Executive Vice President and COO

The 2016 Show featured more new product launches than any other show in the industry, with 950 entries in the 30,000 square-foot New Products Showcase alone. Innovative products like at-home blood glucose meters, gym-in-a-box canine conditioning kits, and dental bowls that clean teeth while pets eat made their debut at the Show. As did dog bowls with a scale and an app to monitor feeding, multi-species tanks featuring a terrarium in the front and an aquarium in the back, and smart leashes that track distance on dog walks.



On a truly global front, 21% of exhibitors were international, making up 233 of the 1,087 exhibitors. An impressive 24% of buyers were from outside of the U.S., coming from 76 countries - another clear indication that Global Pet Expo has once again proved itself as a key trading opportunity for companies from around the world.



“The level of diversity and innovation in new products launched at Global Pet Expo never ceases to amaze me,” said Darmohraj. “There are endless opportunities to bring to market products that make owning a pet a more enjoyable, rewarding experience and Global Pet Expo is THE place to debut these hot, new products.”



BIGGER BETTER
MOST AWARD WINNING



- IAEE Art of the Show 1st Place for Exhibitor Prospectus
- IAEE Art of the Show 1st Place Sponsorship Development Program
- About.com's Best Pet Trade Show Reader's Choice Award
- Trade Show Executive's Gold 100 Six Time Winner
- Trade Show Executive's Grand Award for Best Social Media
- Trade Show Executive's 50 Fastest Growing Trade Show
- Trade Show Executive's Greatest Show On Earth



State of the Pet Industry Recap

During the Global Pet Expo Industry Breakfast, APPA President and CEO Bob Vetere gave his annual State of the Industry report, which once again demonstrated the strength of this booming industry that is now the seventh largest retail segment in the U.S. Overall spending in the pet industry soared to a record \$60.28 billion in 2015 with projected spending coming in at \$62.75 billion for 2016. For the third straight year, the Associated Press went live with this news immediately following the event as did ABC News.



APPA President and CEO, Bob Vetere

Vetere also announced the release of APPA's National Pet Owners Survey: Generational Report that delves deeper into data trends and buying behaviors of pet owners by generation. This new report is designed to help businesses, media and others identify trends among Builders, Baby Boomers, Generation X and Generation Y, often referred to as millennials. And speaking of millennials, Vetere also reported that this influential group is the primary target audience for the popular Pets Add Life (PAL) campaign as millennials prepare to take the reins from the boomer generation as the primary demographic of pet owners.

Vetere provided an update on the success of the inaugural Pet Industry Leadership Conference that took place in Tucson, AZ in January, the Pets in the Classroom program and the Human Animal Bond Research Initiative (HABRI). He reported that HABRI has funded research that shows pets are good for human health, to the tune of more than three quarters of a million dollars. In just one year, pet owners saved the U.S. almost \$12 billion in medical related costs versus non-pet owners. It was also stated that 97 percent of physicians interviewed believe there are health benefits derived from pet ownership.

Lastly, Vetere updated the attendees on the efforts of the Pet Leadership Council which is comprised of 20 industry leaders working together to advance the pet industry and to protect pet ownership. The group's mission is to advocate for pets and those who serve and support them by promoting responsible pet ownership and educating the public on efforts to improve the health and well being of companion animals.

“ Be all-in at what you’re doing at that time. ”

-Christie Rampone

Professional Women’s Network Breakfast Goes for the Gold with Soccer Legend

Christie Rampone, 2015 Captain of the United States Women’s Soccer Team and two-time World Cup Champion, was the featured speaker at the fifth annual Professional Women’s Network (PWN) Breakfast at Global Pet Expo. For the first time, PWN partnered with APPA’s Young Professionals (YP’s) as co-hosts of the event, which led to one of the highest-attended events to date.



Rampone is the only player on the U.S. Women’s National Team to play in five World Cups and she helped the U.S. win two - the 2015 FIFA Women’s World Cup and the 1999 FIFA Women’s World Cup, both capturing the heart of the nation. As the first four-time Olympian in the history of the squad, she helped guide the team to Olympic Gold Medals in 2004, 2008 and 2012.

Rampone shared her insight as a leader as well as the triumphs and challenges she faced on the road to victory.

“ It’s important to have balance... if you focus too much on one thing, you’ll lose the energy and optimistic perseverance that you need to continue on... ”

-Christie Rampone

Special Thanks to This Year's Sponsors

Royal Canin
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Bayer Healthcare
Nestle Purina
Central Garden & Pet
Hill's Pet Nutrition
Caitec
Scott Pet
7Pets
Pet'n Shape
Merrick Pet Care
Afilias
Ethical Products
Angel's Eyes
Coastline Global
Lindy's Bakery
Piddle Place
Bramton Company
Bulldog Marketing
WholesalePet.com
The Green Pet Shop
Horgan Harness
Dog Gone Smart
Bixbi Pet
Pawz Dog Boots
Forever Yours
2 Hounds Design
Skout's Honor
Woof Gang Bakery
Crazy K Farm Pet
and Poultry
Mendota Products
Matrix Partners
Benny Bullys

Global Pet Expo Retailer Excellence Awards

Global Pet Expo Officials, along with Pet Business, announced the winners of the Fifth Annual Global Pet Expo Retailer Excellence Awards at the Pet Industry Breakfast that took place Thursday, March 17.

The following retailers received designated awards in each of the 10 different categories:

All Pets Considered of Greensboro, NC

Best Overall Single-Store Retailer: This award recognizes a single-store retailer for excelling in sales, customer service, store design, merchandising and community service.

TailSpin of Savannah, GA

Best Overall Retailer (2 - 10 stores): This award recognizes multi-unit retailers with less than 10 stores for excelling in sales, customer service, store design, merchandising and community service.

Natural Pawz of Houston & Austin, TX

Best Overall Retailer (10 or more stores): This award recognizes multi-unit retailers with more than 10 stores for excelling in sales, customer service, store design, merchandising and community service.

Pet Express of Boston, MA

Best Live Animal Retailer: This award recognizes a retailer that excels in sales, promotion, display and knowledge of the dedicated live-animal category.

Gorge Dog of Hood River, OR

Merchandising Excellence: This award recognizes their outstanding creative techniques to promote sales and services.

Woof Gang Bakery of Orlando, FL

Multi-Service Excellence: This award recognizes their effective offering of a broad spectrum of services including grooming, training, boarding, etc.

Brookside Barkery & Bath of Kansas City, MO

Marketing Excellence: This award honors effective execution in sales and promotional techniques to increase sales and customers including the use of advertising, public relations, social media and more.

Blackbird's Bowl of St. Morris, IL

Customer Service Excellence: This award recognizes an unmatched level of customer service, demonstrates familiarity with products and services, etc.

Healthy Pet Products of Pittsburgh, PA

Store Design Excellence: This award honors excellence in overall store design including merchandising displays, store layout, curb appeal and more.

Pet Things of Douglasville, GA

Community Service Excellence: This honor recognizes fellowship, integrity and a clear demonstration that the store is committed to giving back to the community.

Entries were judged by a committee consisting of Global Pet Expo and Pet Business Media staff members.

Academy Seminars a Huge Success

The 2016 Global Pet Expo Academy Seminars, sponsored by Hill's Pet Nutrition, were a tremendous success with more than 1,400 participants, a 20 percent increase over last year.

Across the board, attendees raved that the valuable, engaging information presented at these diverse seminars provided practical solutions that could be put to use in the workplace, and ultimately would help drive business in the pet

The Sixth Annual New Products Showcase Winners

Now in its sixth year, the New Products Showcase Awards recognized Best in Show, Second and Third place winners across nine categories. With more entries than ever, buyers narrowed down their top picks out of 950 products to determine the winners.

New Products Showcase Best in Show Winners

AQUATICS

Jellyfish Cylinder Nano
Jellyfish Art LLC

BIRD

Eco-friendly Birdhouse
Le Sharma Trading, Inc.

BOUTIQUE

PetCakes Holiday Series
PetCakes by Lucky Paws, LLC

CAT

Bark-N-Cats- Now cats are really barking up the right tree!
Ware Manufacturing

DOG

Humunga Bling
Moody Pet, Inc.

NATURAL PET

YakySNACKS' YakyYUM and YakyCHURRO
Himalayan Corporation

POINT OF PURCHASE

Dogs are really going Ape for Gorilla Chews, Chomps and Tugs
Ware Manufacturing

REPTILE

Zilla Turtle Trunk
Central Garden & Pet

SMALL ANIMAL

Kaytee Crittertrail LED Lighted Habitat
Central Garden & Pet



For a complete list of all the winners, please visit globalpetexpo.org.

Social Media Recap #GlobalPetExpo



Global Pet Expo attendees were busier than ever on social media during Show week! Buyers, exhibitors and media sent 5,031 tweets using the official show hashtag, #GlobalPetExpo, generating more than 33 million impressions and reaching more than 5.4 million people. Online interaction surged #GlobalPetExpo to be a 'trending topic' during the event: the ultimate triumph for a dedicated Twitter user. During the Show, Global Pet Expo's Twitter page garnered more than 330 new followers totaling more than 6,900 followers and Facebook grew by 1,600 to reach nearly 28,000 likes. Global Pet Expo's YouTube channel experienced a surge as well, with over 700 views of the Show's exclusive Global Pet Expo TV, which provides attendees an opportunity to catch up on anything they may have missed and gives "virtual attendees" a look at many memorable moments from the 2016 Show! The videos are also housed on globalpetexpo.org.



Tweets:5,031

Reach:5,400,000

Impressions:33,000,000

industry. Participants had 31 sessions from which to choose, featuring 11 speakers. Stay tuned for details about the 2017 Global Pet Expo Academy!

“This was amazing and valuable information that I can immediately implement. Thank you.”

-Seminar Attendee

PIDA President Steve King Honored at Global Pet Expo

Steve King, president of the Pet Industry Distributors Association (PIDA), was recognized as Pet Business' 2016 Pet Industry Executive of the Year during the Pet Industry Breakfast.

King took the reins as president of PIDA in 1990 and since then has become involved with numerous industry initiatives working to advance the pet industry. Among King's accomplishments include joining forces with APPA President and CEO Bob Vetere to fuse what used to be known as the APPMA Show with PIDA's PETS Show to form Global Pet Expo. PIDA and APPA also worked together to create the Pet Industry Leadership Conference, which took place in Tucson, Ariz., in January 2016. This event stemmed from the long-running, annual PIDA Management Conference. King also works as executive director of Pet Care Trust, a non-profit foundation that promotes pet ownership, most commonly through the Pets in the Classroom program, and has played an integral role in developing the Pet Leadership Council. Additionally, he is credited with launching PIDA's Pet Store Pro free online training program for pet retailers.



Steve King (PIDA) and Seth Mendelson (Pet Business)

Dr. Heather Loenser Honored at Purina® Media Reception

American Animal Hospital Association (AAHA) staff Veterinary Advisor and national TV and radio contributor Dr. Heather Loenser accepted Global Pet Expo's annual "Excellence in Journalism and Outstanding Contributions to the Pet Industry Award" at the exclusive Purina® Media Reception at Global Pet Expo. This annual award recognizes individuals in the media who have the power to influence millions of people and to positively promote the joys and benefits of responsible pet ownership.



Paul Cooke (Purina), Dr. Loenser, Bob Vetere (APPA)

Dr. Loenser has spent more than a decade in emergency veterinary medicine, and most recently joined AAHA as their staff Veterinary Advisor in Professional and Public Affairs. As a sought-after guest on TV and radio, Dr. Loenser shares her expertise on an variety of issues with animals, including breaking news, emergency medicine, behavior and lifestyle tips. She has been a frequent contributor to the TODAY Show and Fox News, as well as Dr. Oz, Kelly & Michael, Martha Stewart Radio, Meredith Vieira, local television in New York City, Philadelphia and Washington, D.C. She is also a guest blogger on many popular pet-health sites, talking about wide variety of animal welfare issues.



Making Headlines

With more than 220 members of the press at Global Pet Expo, the Show had impressive media attendance ranging from pet industry specific magazines and bloggers to major national media outlets like The TODAY Show, ABC Network, Martha Stewart Living, The Wall Street Journal and Fox & Friends. Additionally, the popular series Beyond The Tank highlighted the success of a new product launch at Global Pet Expo, and the trade show was featured on the front page of the Orlando Sentinel!

Celebrities like Lisa Vanderpump, Outkast's Big Boi, Pit Boss Shorty and Christie Rampone were also spotted at this year's event, once again demonstrating the passion people have for their pets!

APPA Honors Bob Vetere with Rolf C. Hagen Award

APPA Chairman of the Board and President of Exclusively Pet Inc. Bob Merar presented Bob Vetere, president and CEO of APPA, with the Rolf C. Hagen Hall of Fame Award during the Pet Industry Breakfast at Global Pet Expo.



Bob Vetere and Bob Merar

Vetere has been at the helm of APPA for 14 years where he has played an integral role in expanding The Association's offerings and growing membership from 668 in 2002 to more than 1,200 today. Under his leadership, numerous organizations and initiatives have been created including the Pet Leadership Council, which is comprised of pet industry leaders that have joined forces to unite and advance the industry. He also led the charge to form Human Animal Bond Research Initiative (HABRI), an organization that gathers and funds the most extensive research on the benefits of pet ownership on human health, and launched Pets Add Life (PAL), a national social media campaign that serves to promote and grow responsible pet ownership. Serving as an industry spokesperson, Vetere has been interviewed by many prestigious media outlets around the globe. Additionally, he authored a book entitled *From Wags to Riches: How Dogs Teach Us to Succeed in Business & Life* and serves on the Board of Directors for Green Chimneys, an organization providing animal-assisted therapy for children with special needs.



Until Next Time...

On behalf of the Global Pet Expo Show Management team, I'd like to thank you for attending the 2016 Show. As you've read, our twelfth annual Show marked our largest event to date and we'd like to thank exhibitors, buyers and media alike for their contributions in making our continued growth a reality.

As the first tradeshow of the year in our industry, we realize the importance of Global Pet Expo for buyers and for exhibitors looking to get their new products noticed. So it is truly gratifying when Show numbers continue to grow both in terms of exhibitors and attendees.

We are already planning for the 2017 Show and have some great, new additions in store to help make the Global Pet Expo experience even better. This includes some changes that will make navigating the Show as easy as possible as it has grown significantly.

Lastly, we were very proud to celebrate this year as Trade Show Executive's "Greatest Show on Earth." We, at Global Pet Expo, truly believe that it is. We look forward to seeing you March 22-24 for Global Pet Expo 2017. For more information, please visit globalpetexpo.org

Sincerely,
Andy Darmohraj,
APPA Executive Vice President & COO



Andy Darmohraj,
APPA Executive Vice President
and COO

Save the date!



It's never too early to book
your hotel room.

Accommodations are
now available for
Global Pet Expo 2017.

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