

Global Pet Expo

Planning Tools, Tips, & Timeline

Marketing Tools & More

It is important for exhibitors 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.

Global Pet Expo Exhibitor Checklist Tips

- ✓ Register for [Exhibitor Badges](#) 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](#)
- ✓ Review [Show Rules](#) & [Display Rules](#)
- ✓ Prepare your booth! Place show orders and rentals online now through the [Exhibitor Services Manual](#):
 - Order furniture, carpeting, decorating, labor services, freight and/or material handling. Need help? Contact GES at (800)475-2098 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 Exhibitor.Services@occc.net or (800)345-9898
 - Rent a lead retrieval to scan your leads onsite at Global Pet Expo. Need help? Contact Registration Technology at (708)383-5950

Timeline - Important Dates & Deadlines*:

- November 15, 2016 **Final booth payment due. Check your balance and pay [online](#).**
- January 20, 2017 **[Show Directory Listing](#) Deadline**
- February 6, 2017 **Preview Guide Ad Closing**
- February 14, 2017 **Show Directory Ad Closing**
- February 22, 2017 **Lead Retrieval Early Bird Rate Deadline**
Show Floor Map & Guide Ad Closing
- February 24, 2017 **Show Daily Ad Closing**
- February 27, 2017 **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*)
Smart City Discounted Rate Deadline (*audiovisual service*)
Centerplate Discounted Rate Deadline (*catering service*)
- March 8, 2017 **Lead Retrieval Pre-Show Rate Order Deadline**
- March 14, 2017 **GES Advance Warehouse Shipment Deadline**
- March 16, 2017 **Exhibitor Badge Pre-Registration Closing**
- March 20-21, 2017 **GES Direct Shipment to Show Site (OCCC)**
ONLY
- March 20, 2017 **Exhibitor Move-In, 8 am - 6 pm**
- March 21, 2017 **Exhibitor Move-In, 8 am - 6 pm**
New Products Showcase Registration Closing
- March 22-24, 2017 **Global Pet Expo Show Hours:**
Wednesday and Thursday, 9 am - 6 pm
Friday, 9 am - 5 pm

ENJOY THE SHOW!

*These dates are subject to change.