



# THE SHOW THAT MEANS BUSINESS

## Global Pet Expo Officials Report Significant Growth in 2017

As Global Pet Expo 2017 successfully wrapped its thirteenth Show, officials were proud to report record-setting numbers during the three-day event. Presented by the American Pet Products Association (APPA) and the Pet Industry Distributors Association (PIDA), Global Pet Expo's Show Floor was expanded to 343,700 net square feet of exhibit space (nearly 24,000 feet larger than 2016) to



accommodate the growing numbers of exhibiting companies, buyers and booths.

This year's event, dubbed as The Show That Means Business, experienced significant growth across the board, and as the first industry trade show of the year, further solidified its position as The Premier Industry Event.

### GLOBAL PET EXPO 2017 AT A GLANCE

- 6,761 total buyers in attendance +9.6% over 2016
- 1,130 exhibitors
- 270 first-time exhibitors
- 27% of exhibitors were international +30% over 2016
- 3,437 booths
- 16,646 total attendees

**More and more exhibitors and attendees choose this Show to debut or seek out the latest innovations in pet products because they realize they are amongst the best of the best in the industry. It's one thing to be the largest Show and another to be THE opportunity not to be missed. As the premier industry event, Global Pet Expo is committed to being both.**

*-Andy Darmohraj, APPA Executive Vice President and COO*

New this year was the debut of country-specific pavilions. Previously, multiple countries exhibited together in one space on the Show Floor, but this new international model allowed participating country delegations dedicated space throughout the exhibit floor. And on the Global front, the

2017 Show was a tremendous success with a 22 percent increase in international buyer attendance from 2016. While 72 percent of buyers were domestic companies, more than a quarter of total buyers were from outside of the U.S., coming from 79 countries - confirming Global Pet Expo as a key trading opportunity for companies from around the world.

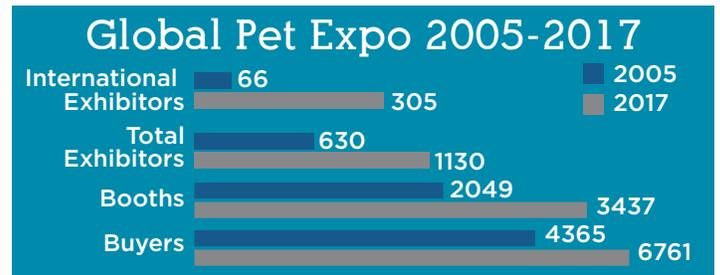
PIDA unveiled an updated marketing program at the Show built around the theme of The Power of D, Growth through Distribution where they worked to educate those new to the industry or any who've yet to work through a distributor, to better understand the value proposition of the manufacturer-distributor relationship.



"We had hundreds of new companies at this year's Show and many of them are lost when it comes to working with distributors or setting up a distribution network," PIDA President Steve King said. "It is our responsibility to ensure we're setting our attendees up for the best possible chance for success in this industry."



Darmohraj added, "The level of innovation in new products launched at Global Pet Expo never ceases to amaze me. We are proud to be a part of this booming industry and are grateful for the tremendous industry support behind our Show."



# SAVE THE DATE!

## PET INDUSTRY LEADERSHIP CONFERENCE

### 3rd Annual Pet Industry Leadership Conference

January 28-31, 2018

Naples Grande Beach Resort | Naples, Florida

## Special Thanks to This Year's Sponsors

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West Paw Design  
WhiteBridge Pet Brands  
WholesalePet.com  
Wigzi  
Woof Gang Bakery  
WorldWise, Inc.  
Zippy Paws



## Global Pet Expo Retailer Excellence Awards

Global Pet Expo Officials, along with Pet Business, announced the winners of the Sixth Annual Global Pet Expo Retailer Excellence Awards at the Pet Industry Breakfast that took place Thursday, March 23.

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

- 1. Paw's Natural Pet Emporium** of Richland, WA  
*Best Overall Single-Store Retailer*
- 2. Yarn & Bone Pet Supply Co.** of Camden, DE  
*Best Overall Retailer (2 - 10 stores)*
- 3. CountryMax Stores** of Victor, NY  
*Best Overall Retailer (10 or more stores)*
- 4. Most Valuable Pets, Inc.** of Nicholasville, KY  
*Best Live Animal Retailer*
- 5. Pet Pantry Warehouse** of Rye, NY  
*Best Merchandising*
- 6. The Green K9** of Mount Dora, FL  
*Multi-Service Excellence*
- 7. Bark Out Loud Doggie Boutique & Café** of Mansfield, TX  
*Best Marketing*
- 8. Natural Pet Enrichment Center** of North Royalton, OH  
*Best Customer Service*
- 9. Pet Express** of Saugus, MA  
*Best Store Design*
- 10. Petsway** of Springfield, MO  
*Best Community Service*

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

## The 2017-2018 APPA National Pet Owners Survey Debuted

New findings from APPA's 2017-2018 National Pet Owners Survey were released at Global Pet Expo. Highlights from the latest Survey include:

- Pet ownership is up; 68 percent of American households now own a pet, accounting for 84.6 million pet-owning households, up from 79.7 million pet-owning households in 2015.
- Gen Y/millennial pet ownership has officially surpassed baby-boomer ownership to now account for 35 percent of all pet owners.
- New data from the Survey also reveals insight into how pet owners feel about their pets.
- New trends in pet food and treats
- New trends in calming and technology products for pets

The 600 plus-page Survey is the industry's most comprehensive resource providing insight into demographics, buying habits and other traits of owners of dogs, cats, fish, birds, reptiles, small animals and horses. Visit [americanpetproducts.org/survey](http://americanpetproducts.org/survey) for more information.

# The Seventh Annual New Products Showcase Winners

The 2017 Global Pet Expo featured more new product launches than any other show in the industry, and had nearly 1,000 entries in the newly designed 30,000 square-foot New Products Showcase alone.

Now in its seventh year, the New Products Showcase Awards presentation was a highlight for many and was a result of buyers narrowing down their top picks to determine the winners. The “Best in Show” ceremony took place on the Show Floor where awards were handed out to Best in Show, Second and Third place winners across nine categories.

## New Products Showcase Best in Show Winners

### AQUATICS

*Seriphos Drop Off Aquarium*  
Elive, LLC

### BIRD

*USA Happy Beaks Toys*  
A&E Cage Co., LLC

### BOUTIQUE

*Bake-at-Home Birthday  
Cake Mix for Dogs*  
The Lazy Dog Cookie Co., Inc.

### CAT

*Catysmile Backpack Cat Carrier*  
Primetime Petz LLC

### DOG

*Qwizl*  
West Paw Design

### NATURAL PET

*No-Hide Dog Chews - Pork*  
Earth Animal

### REPTILE

*Exo Terra Gecko Food*  
Hagen Group

### SMALL ANIMAL

*Kaytee Run-About Ball  
LED Light Rainbow 7 inch*  
Central Garden & Pet

### POINT OF PURCHASE

*Meowijuana -  
Retail Display Box (Large)*  
Meowijuana LLC

For a complete list of New Products Showcase winners, visit the press center on [GlobalPetExpo.org](http://GlobalPetExpo.org).



“ It really is an honor being recognized by our peers and the retailers that have supported us over the past 21 years. ”

-Stacey Scott, West Paw Design  
Best in Show Winner, Dog Category

## Social Media Recap #GlobalPetExpo



Keeping up with new and emerging social trends, Global Pet Expo's Marketing Team focused on new tactics to reach both attendees at the Show and those who couldn't make it this year, in an effort to keep everyone connected. Facebook Live was a fun, new addition to the social lineup and was used to give a tour of the Show Floor and to interview featured speakers and Show attendees, which collectively garnered over 15,000 views. In addition to live videos, Global Pet Expo also featured a new Snapchat filter, which was seen by almost 7,500 people, giving the Show additional branding to a new social audience.



Broadening reach and impact by using today's most popular platforms required pre-planning and the ability to post on the fly in real-time as events took place. Show officials and attendees alike took to Twitter, Facebook and Instagram to share their #GlobalPetExpo experiences!

## Academy Seminars Report Strong Attendance

This year's Global Pet Expo Academy was a huge success with more than 1,600 attendees. This is a 23% increase over 2016, with the series being described by attendees as, engaging, insightful and informational. Managed by PIDA, the 2017 seminar lineup featured 29 different



GLOBAL PET EXPO  
**ACADEMY**

seminars from 16 expert instructors in the fields of marketing, social media and technology, merchandising, management, personnel and retail operations.

From veteran retailers, “I've been in the business for 25 years- this was a great refresher of what I've forgotten over the years,” to new store owners, “Wish I had taken this 3 years ago before I opened my store,” attendees had high praise for this year's lineup, “the presenters showed a real passion and knowledge for the business.”

## Andrea Arden Honored at Purina® Media Reception



Bob Vetere (APPA), Andrea Arden, Paul Cooke (Purina)

Dog training expert, author and TV and radio personality Andrea Arden was the 2017 recipient of Global Pet Expo's annual "Excellence in Journalism and Outstanding Contributions to the Pet Industry Award." Arden accepted the 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. Arden's career in television began 22 years ago with her Emmy award winning show The Pet Department. Now, she is a frequent contributor to The TODAY Show, Live With Kelly, The Late Show with Stephen Colbert and many others. In fact, she covered Global Pet Expo 2017 for TODAY where she showed off some of the latest pet gadgets she found while attending the Show.

## In the News...



Global Pet Expo once again garnered significant national media attention from those within the industry and beyond as outlets were eager to share the latest trends and products with their pet-owning audiences. More than 200 members of the press attended this year's Show including representatives from The TODAY Show, TLC network, Reader's Digest, NPR Radio and more. In fact, Global Pet Expo was recently featured on TODAY where correspondent Andrea Arden showed off some of the latest and greatest products she found while attending the Show. The segment also featured an adorable puppy snoring into Matt Lauer's mic! Good Day Orlando went live from the Show Floor with multiple segments featuring exhibitors and their hottest new products. With 68 percent of U.S. households owning a pet, it's no surprise the media has taken note of this \$66 billion industry!

## Veterinarian, Entrepreneur and Television Host Dr. Dani McVety Headlined APPA's Professional Women's Network Breakfast

Dr. Dani McVety was truly inspirational as the featured speaker at the sixth annual APPA Professional Women's Network (PWN) Breakfast at Global Pet Expo. Dr. McVety told the crowd about how she has used passion, humor and communication to grow her nationally recognized business, Lap of Love Veterinary Hospice. Lap of Love is a nationwide network of more than 90 passionate doctors and a full time interdisciplinary support staff dedicated to making the end of life experience for pets, and the people that love them, as dignified and peaceful as possible. Dr. McVety is Co-Founder and CEO of Lap of Love and co-host of PetCareTV.

Following this popular event at Global Pet Expo, it was easy to see why Dr. McVety's talks have garnered the reputation of being "fantastically hilarious," "bringing humor where it's needed most," "incredibly inspiring," and "simply authentic." Dr. McVety shared her struggles through veterinary school, how she found her passion in the emergency room, why she felt a calling in the toughest moments of medicine, and how she and her business partner have grown a nationally recognized business.



PWN's mission is to attract and engage women from the entire pet industry. PWN provides a forum for the exchange of ideas, and promotes social and career development activities that result in greater success for the industry in total.



## State of the Pet Industry Recap

The Pet Industry Breakfast at Global Pet Expo was highlighted by APPA President and CEO Bob Vetere's annual State of the Industry report. According to Vetere, the success of Global Pet Expo was another indicator of the strength of the pet industry. Overall spending in the pet industry has surpassed previous spending by more than \$6 billion. Pet industry spending for 2016 came in at a record high \$66.75 billion, up from \$60.28 billion in 2015. Estimated spending for this year is \$69.3 billion; another 3.9 percent growth.

Additional updates included a recent study conducted by the Pet Leadership Council (PLC) and the Pet Industry Joint Advisory Council (PIJAC) that revealed the pet industry has a total economic impact of more than \$222 billion on the U.S. economy and that the industry generates more than one million jobs. Vetere also reported that HABRI (Human Animal Bond Research Institute) maintains the world's largest online library of human-animal bond research and information. It funds innovative research projects to scientifically document the health benefits of companion animals – or “The Pet Effect” – as it's now often being referred to.



APPA President and CEO,  
Bob Vetere

He also introduced the newly founded group BEAK – The Bird Enjoyment and Advantage Coalition, which serves to grow bird ownership. In just over a year, the group has secured substantial support and has made significant strides in spreading the positive message of the unique roles birds play in our lives.

While much progress has been accomplished in the industry, Vetere also reminded attendees that nationwide pet sale bans continue to jeopardize peoples' right to choose a pet and if left untouched could seriously impact the availability of pets. He reminded the group that now, more than ever, the industry needs to continue to work together to both advocate for animal welfare and to protect the right of responsible pet ownership. The PLC, comprised of pet industry leaders, animal welfare, veterinarians and academia, continues to fight to protect this right and its 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.

“This was a fantastic Show. Global Pet Expo is a tremendous place to get great exposure.”

-Trevor Crofts  
PupIQ

## “Petworking” Reception a Huge Hit

Hundreds turned out to network with Show attendees and to enjoy complimentary cocktails and hors d'oeuvres at the annual Global Pet Expo Networking Reception, which took on a new life in 2017 as the Pets Add Life (PAL) campaign's “Petworking Reception.” Guests enjoyed the evening's signature cocktail, the “Whisker Sour,” and many participated in the photo booth complete with pet themed props. Perhaps one of the most unique additions were name tags where guests donned a tag reflecting their pet's names in lieu of their own. This was a clever conversation starter and certainly added a fun element to the event. The PAL campaign is an initiative created by APPA that targets Millennials using videos and posts on popular social media platforms with messaging specific to sharing the joys and benefits associated with responsible, caring pet ownership.



Save the date!



March 21-23, 2018  
Orange County Convention Center  
Orlando, Florida

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

Accommodations are  
now available for  
Global Pet Expo 2018.

Visit  
[GlobalPetExpo.org/housing](http://GlobalPetExpo.org/housing)  
for more information.



255 Glenville Road  
Greenwich, CT 06831



## Thank You from Show Management

On behalf of the Global Pet Expo team, I'd like to thank you for attending our 2017 Show. Now in its thirteenth year, Global Pet Expo has solidified itself as the Premier Industry Event, and that is due to tremendous support from the pet industry. In addition to the tireless efforts of our team, the Show would not be what it is today without each of you; our exhibitors, buyers, media and industry partners.

We are proud to be the largest annual trade show and the premier industry event. As the first trade show of the year in the industry, we recognize the importance this carries to our exhibitors and buyers alike. For those looking to get their products noticed, this is a key opportunity to do so and that is evident as the size of our Show continues to enjoy impressive growth each year.

The 2017 Show was truly one to remember as it was the first event to be completely sold out and we were nearly 24,000 feet larger than the 2016 Show. Add to that record numbers in attendance, and it's clear to see why Global Pet Expo is widely regarded as a MUST-attend event. Plans are already underway for the 2018 Global Pet Expo set to take place in Orlando, March 21-23. For more information, please visit [globalpetexpo.org](http://globalpetexpo.org).

Sincerely,  
Andy Darmohraj,  
APPA Executive Vice President & COO



Andy Darmohraj,  
APPA Executive Vice President  
and COO

