



## *Exhibitor Tips & Timeline*

### **Global Pet Expo Checklist Tips**

- ✓ Register for [Exhibitor Badges](#) online 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](mailto:globalpet@onpeak.com)
- ✓ [Plan your trip](#) to sunny Orlando
- ✓ Confirm and/or edit your [Show Directory Listing](#) online now
- ✓ Utilize the Exhibitor Marketing Toolkit online to make important connections ASAP
- ✓ Review [Show Rules](#) & [Display Rules](#)
- ✓ Prepare your booth! Place show orders and rentals online through the Exhibitor Services Manual beginning early December

### **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](mailto: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](mailto:mkalaygian@petbusiness.com).

## Timeline - Important Dates & Deadlines\*

- November 15, 2017 **Final booth payment due. Check your balance and pay [online](#).**
- January 4 , 2018 **Preview Guide Ad Closing**
- January 26, 2018 **[Show Directory Listing](#) Deadline**
- February 13, 2018 **Show Directory Ad Closing**
- February 19, 2018 **Show Floor Map & Guide Ad Closing**
- February 20, 2018 **Lead Retrieval Early Bird Rate Order Deadline**
- February 21 , 2018 **Show Daily Ad Closing**
- February 26, 2018 **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 7, 2018 **Lead Retrieval Pre-Show Rate Order Deadline**
- March 13, 2018 **GES Advance Warehouse Shipment Deadline**
- March 16, 2018 **Exhibitor Badge Pre-Registration Closing**
- March 19-20, 2018 **GES Direct Shipment to Show Site (OCCC)**  
*ONLY*
- March 19, 2018 **Exhibitor Move-In, 8 am - 6 pm**
- March 20, 2018 **Exhibitor Move-In, 8 am - 6 pm**  
**New Products Showcase Registration Closing**
- March 21-23, 2018 **Global Pet Expo Show Hours:**  
**Wednesday and Thursday, 9 am - 6 pm**  
**Friday, 9 am - 5 pm**

ENJOY THE SHOW!

\*Dates are subject to change.