



Speaker Engagement Request Form

Overview

Global Pet Expo 2017 featured over 1,300 exhibiting companies, over 3,400 booths and more than 3,000 new product launches. 6,500+ pet product buyers from 79 countries attended the show, making it a truly global event. The 2017 Global Pet Expo Academy attracted over 1,600 attendees.

The 2018 show will take place on March 21-23 in Orlando, Florida. The Global Pet Expo Academy is an integral part of this event, featuring over 30 hours of seminars, workshops and other educational content, led by industry experts and aimed at pet store owners and their employees.

Seminar Format

We endeavor to present a wide range of subjects that are relevant to successful management of a retail pet store. Past topics have included customer service and sales, merchandising, social media marketing, financial management, employee relations and animal care.

Standard seminars are 75 minutes in length. Speakers are expected to provide a PowerPoint presentation that illustrates their talk and must make the presentation available to attendees in either electronic form or as a printed handout. Most speakers are requested to present two different seminars on the same show day or on consecutive days.

All speakers may also be asked to present one, 15-minute "Mini Session" on a topic distinct from their seminar topics. The Mini Sessions do not require either slides or a handout.

One speaker will be selected to present a 3-4 hour workshop that is held on the Tuesday afternoon prior to the opening day of the show. The workshop can be divided into two distinct parts but should cover one general topic in depth. (For example, a workshop on Merchandising might be divided into sessions on "Store Design" and "Lighting Trends".)

All speakers are required to provide a 400-500 word article related to their selected topic(s) that will be published in the Global Pet Expo Show Daily. The article must be received by January 15, 2018 in order to meet the publication deadline.

Speaker Selection Process

All prospective Global Pet Expo Academy speakers are required to complete this Speaking Engagement Request Form, and submit with session descriptions and a short bio. Completed forms must be received by July 31, 2017. Forms received after this date will be rejected. Final selection of speakers and topics will be made by August 31. Speaker selection is solely at the discretion of show management and will be based on the following criteria:

- Suitability of topic for the audience.
- Speaker's experience with or demonstrated understanding of the retail pet industry.
- Speaker's ability and willingness to make multiple presentations on different, but related, topics.
- Speaker's references.
- Total cost including speaking fee and travel expenses for the value received.

Speaking Fee & Travel Expenses

Speaking Fee

Your quoted fee should include presentation of two, 75-minute seminars; one, 15-minute Mini-Session; and an article for the Show Daily. Do not include travel expenses in the quote. If you wish to present the pre-show Workshop, provide a separate quote for that presentation.

Travel Expenses

Global Pet Expo will reimburse you for coach-class airfare to and from Orlando, ground transportation to the hotel, plus incidental travel expenses for two days, including gratuities and meals related to this event. Show management will place all speakers in official show hotels in Orlando as part of the event room block with a maximum of two (2) complimentary nights.



Speaker Request Form

Complete this form in its entirety. Incomplete forms will be returned.
Completed forms must be received by July 31, 2017.



Name: _____

Company: _____

Address: _____

Phone: _____

E-mail: _____

Speaking Fee: _____

Provide seminar titles in spaces below and attach 100 words or less description for each seminar. You can also include links to articles, videos or references.

75 Minute Seminar Topic #1 _____

75 Minute Seminar Topic #2: _____

Mini-Session Topic: _____

* **Additional Topics** (You may present up to two (2) additional topics for consideration. Only two seminar topics will be selected per speaker.):

* **Show Daily Article Topic** (400-500 words due on January 15, 2018):

* **(Optional) Pre-show Workshop Topic** (If you would like to present a pre-show workshop on Tuesday afternoon, provide a title and attach description:

* **Additional Documents:** Also attach **(a)** a 100 word biographical sketch with your topic Descriptions; **(b)** 2-3 references from associations that have previously engaged you as a speaker, as well as **(c)** a link to any videos of any live presentations you've given in the past.

March 21-23, 2018

*Orange County
Convention Center*

Orlando, Florida



P 443-640-1060
E marci@kingmgmt.org
www.globalpetexpo.org

*Return form by July 31, 2017 to the Pet Industry Distributors Association, Attention: Marci Hickey
3465 Box Hill Corporate Center Dr. Suite H / Abingdon, MD 21009*