

**Exhibit at the International Pavilion—
the hottest meeting place for key trading partners
from around the world**

International Pavilion at Global Pet Expo



**International Pavilion
at Global Pet Expo
Orlando, Florida
February 29–March 2, 2012**

**Register Early for
Best Location!**

Deadline: November 15

APPA[™]
American Pet Products Association

 **Global
Pet Expo**[™]



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CONNECT

Connect with thousands of U.S. and international pet product buyers including:

- Major distributors
- Mass-market retailers
- Mega retailers
- E-tailers
- Independent retailers
- Specialty buyers

DISCOVER

Unleash the power of the lucrative U.S. pet products marketplace. Gain valuable insight and data necessary to be successful in the growing U.S. market.

According to the 2011/2012 National Pet Owners Survey, 62% of U.S. households own a pet, which equates to 72.9 million homes and nearly 400 million pets!

2011 U.S. Pet Industry Estimate:

Food	\$19.53 bil.	Live animal purchases . . .	\$2.15 bil.
Supplies/OTC Medicine . . .	\$11.40 bil.	Pet Services: grooming . . .	\$3.65 bil.
Vet Care.	\$14.11 bil.	and boarding	

GROW

Through powerful networking connections, media coverage, PR opportunities and new market strategies, you'll grow your business.

- Connect and strategize with industry leaders
- Learn from the masters: join our free educational opportunities
- Coverage from key media outlets like CBS, ABC, NBC, MSNBC, Animal Planet/Discovery Channel, and more!
- Launch new products at the New Product Showcase

PAVILION EXHIBITOR PACKAGE

International Pavilion Exhibitor Package Includes:

Company/Exhibitor Identification

- Booth sign with company name and booth number
- Carpet sticker with booth number
- Company listing in the show directory and map
- Exhibitor badges

Pavilion Marketing:

- Pavilion highlight in show daily and floor plan
- Cross-referenced directory for pavilion exhibitors
- Banner ad for pavilion on Global Pet Expo website
- Pavilion advertising on Global Pet Expo website
- Dedicated buyer email announcements
- Buyer bag insert
- Pre- and post-show press release to trade magazines
- Media invitation
- Pavilion signage on show floor

U.S. Market Access Data:

- Receive a valuable, comprehensive overview of the most current data on demographics, purchasing behavior and product preferences of America's pet product consumers.

Exhibitor Marketing Tools:

- Pre-show buyer invitation and registration lists
- Media lists
- Public Relations Guide
- Promotional stickers
- Electronic personalized buyer brochures
- Discounts on hotel and air travel
- Press kit distribution
- Complimentary in-booth consultation by renowned booth sales expert, Steve Miller
- Annual breakfast
- Networking reception
- Post-show attendee lists

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**BEST
OPTION!**

OPTION 1:

APPA Membership + Hard Wall Exhibit Space Pavilion Package

- Available For:** New and current APPA members
- Stand Price:** \$3,300 per 10'x10' stand,* plus membership dues (see membership application for details)
- What's Included:** Exhibit space, Pavilion Package, PLUS full APPA Membership Benefits Package
- Qualification:** Must be a new or current APPA member in good standing

OPTION 2:

Non-APPA Members: Hard Wall Exhibit Space Pavilion Package Only

- Available For:** First-time Global Pet Expo exhibitors only. Non-APPA members **MUST** exhibit in the International Pavilion.
- Stand Price:** \$3,800 per 10'x10' stand*
- What's Included:** Exhibit space and Pavilion Package only**
- Qualification:** Pavilion participants must verify that they are manufacturers currently selling pet products to retailers or distributors, or that they are breeders selling companion animals to retailers or distributors. Participants must submit completed qualification form.

Register now for best location. Deadline is November 15.

Go to www.americanpetproducts.org/internationalpavilion or email internationalpavilion@americanpetproducts.org for more information and applications.

* Each exhibiting company must be assigned at least one 10'x10' stand.

** Does NOT include APPA membership benefits.

DETAILS

Stand: 10' x 10' hardwall exhibit space

(NOTE: Quantities for 20' units are doubled)

- (3) 8' high x 1 meter wide white hardwall panels. Each panel has approximately 94 cm of visible width
- Stand carpet
- (1) 1 meter wide x 1 meter high white counter with sliding doors
- (1) 1 meter diameter round table
- (4) padded arm chairs
- (1) waste basket
- Daily booth vacuuming
- (1) Company identification sign
- Shelves OR wire grid panels
 - Shelves — up to 5 shelves, maximum per 3-meter unit; each is 1 meter wide x 10" deep
 - Wire grid panels — up to 3 maximum per 3-meter unit; each is 2' wide x 8' tall
- 500-watt electrical service

NOTE: Any additional services you require can be ordered directly from the Global Pet Expo vendors from the Exhibitor Services Manual which will be sent out in January 2012.

10' x 10'
inline



10' x 20'
corner





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CONNECT with qualified buyers and industry leaders

DISCOVER trends, ideas and industry information

GROW your business, your resource list and relationships

Put the power of global trade at your fingertips.

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