



WELCOME TO OUR WORLD



THE PREMIER INDUSTRY EVENT

February 26-28

2020

ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLORIDA

**INCREASE THE IMPACT OF YOUR
BOOTH WITH A SPONSORSHIP AT
GLOBAL PET EXPO**

GLOBALPETEXPO.ORG



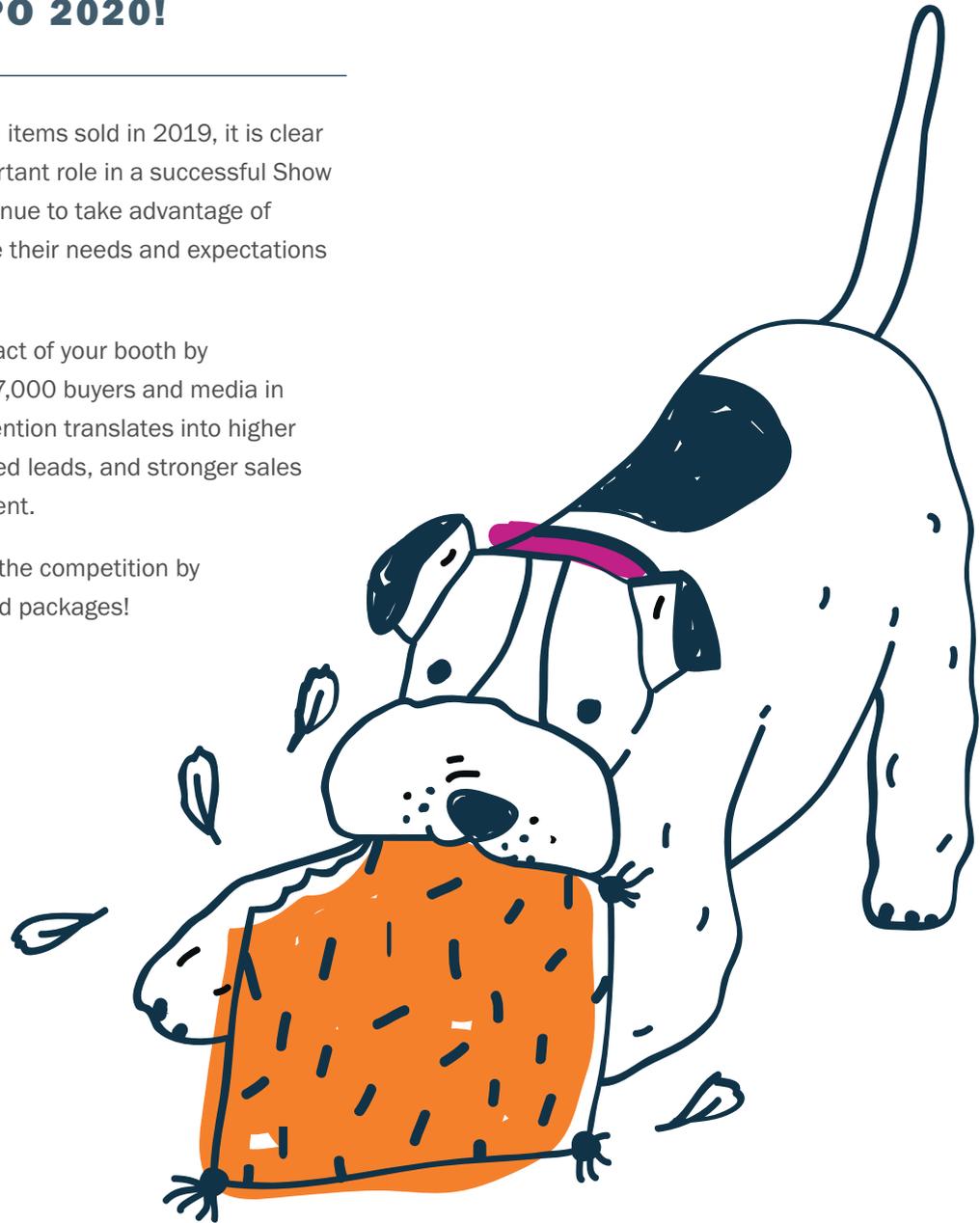
A WORLD ABOVE THE REST

MAXIMIZE YOUR EXPOSURE AND BUILD BRAND AWARENESS WITH A SPONSORSHIP AT GLOBAL PET EXPO 2020!

With over 60 sponsors and 80+ items sold in 2019, it is clear that sponsorships play an important role in a successful Show experience. Our sponsors continue to take advantage of these advertising tools because their needs and expectations are continuously met.

Sponsorships increase the impact of your booth by guaranteeing exposure to over 7,000 buyers and media in attendance. This additional attention translates into higher interest, greater traffic, increased leads, and stronger sales before, during, and after the event.

Distinguish your business from the competition by participating in our one-of-a-kind packages!





SHOW FLOOR TROLLEY EXCLUSIVE

The Show Floor Trolley is a unique opportunity for your company to be exposed to every attendee that walks (or rides) up and down the Show floor. Traveling both main aisles, your trolley provides a platform for your company to reach current customers, and to meet new ones by driving traffic to your booth. The trolley will be decorated in your company's messaging, which can strengthen brand equity and increase sales. Includes drivers, trolleys, naming right, and more.

COST: \$20,000 (TWO TROLLEYS FOR ALL THREE DAYS)



SHOW FLOOR SPORTS BAR WITH WI-FI EXCLUSIVE

Global Pet Expo is excited to offer you its official Show floor Sports Bar, proven to be a popular destination for fans of sports and spirits! This engaging sponsorship provides you with the opportunity to brand the bar with your company name throughout, as well as have the bartenders dressed in your brand's attire (or uniform). Don't strike out on this great opportunity—the show floor Sports Bar is sure to be a hit!

COST: \$10,000



COFFEE LOUNGE WITH WI-FI EXCLUSIVE

Where do buyers grab a quick "pick-me-up" to re-energize? The Coffee Lounge, of course! A hot spot like this is sure to attract scores of visitors and draw attention to your brand. This cool lounge area is located on the Show floor and includes furniture, food kiosk, and signage.

COST: \$10,000



EXHIBIT HALL BAG SPONSOR EXCLUSIVE

Promote your company during and after the Show with our Exhibit Hall Bag sponsorship. Your company name will be displayed front and center on this handy carryall, supplied to 7,000 qualified buyers and the media. Attendees will see these bags all over the Show floor and take them home for personal use, cementing your brand in their minds. Attendees will receive the bag first at registration before they enter the Show floor.

COST: \$10,000

Global Pet Expo will produce and ship bags to the Show. The Global Pet Expo logo must appear on one side of the bag same size as sponsored logo on the opposite side of bag.

MAIN AISLE PARK BENCHES (NEW)

If you want to grab the attention of the Show's attendees, look no further than our new Global Pet Expo Park Benches! Your branded park bench will be placed on one of the two main aisles on the Show floor. In order to maximize impact, your messaging will be featured on the park bench for attendees to observe as they sit to take a break. Includes bench graphics, carpet, floor decal, set up and dedicated space.

COST: \$1,000 PER BENCH

The exhibitor is responsible for supplying artwork on or before January 17, 2020.



MODERN CHARGING STATION (NEW)

Capture remarkable visibility by sponsoring one of our new charging stations! These in-demand stations will be located in high traffic areas throughout the main Show floor. Here, attendees will be exposed to your message while they sit back, relax, and charge up for the day. These stylish stations will house your company's logo on the table. Includes dedicated space, carpet, electricity, table, and chairs.

COST: \$4,500

The exhibitor is responsible for supplying artwork on or before January 17, 2020.



AISLE BANNER & FLOOR DECAL COMBO PACK (NEW)

Have you ever wanted to be in two places at once? Now you can, with our Aisle Banner and Floor Decal Combo Pack! Double your impact with a presence on the Show floor. Includes printing, installation, and removal.

COST: \$2,500

The exhibitor is responsible for supplying artwork on or before January 17, 2020.





DOUBLE SIZED PRESS BINS

This valuable sponsorship opportunity provides your company the opportunity to display your press kits in bins that are double the size (approximately 24" wide, 9" deep, and 12" high) of the standard bins. Your company is sure to stand out as the media peruses the room for information on the latest and greatest products the industry has to offer! Your custom bin includes a sign noting your company name and booth number.

COST: \$500 FOR ALL THREE DAYS

Exhibitor must provide press content for bin, and logo/booth number for sign production. Exhibitor is responsible for refilling materials in the bin.



FLOOR DECAL

Make your mark at Global! A floor decal is an exceptional way to lead buyers and press to your booth. These hard-to-miss promotional decals make a bold statement, and can include your company's logo, booth number, and product message. Floor decals can be placed in the main lobby and on the Show floor in key locations to help buyers find their way to your booth. In a world where everyone is looking down at their phones, you'll want to be present where their eyes are. Includes printing, installation, and removal of decal.

COST: PRICING STARTS AT \$1,000 FOR 48" DECAL.

Other size options are available, call us about sizes and pricing.

The exhibitor is responsible for supplying artwork on or before January 17, 2020.



PRESS OFFICE PANELS

These larger than life panels will be the first thing members of the press will see when they enter the Press Office. Located on the dividing wall inside the Press Office, these panels are sure to get noticed! Includes printing, installation, and removal of panel.

COST: \$1,200 PER PANEL

The exhibitor is responsible for supplying artwork on or before January 17, 2020.



SHOW FLOOR AISLE BANNERS

"Attention Shoppers! Your company logo on Aisle 200!" Aisle banners hang above every aisle on the Show floor and help direct attendees to booth locations. By sponsoring an aisle banner, attendees will see your company's logo and booth number hanging proudly above your row while they are walking the Show. You won't regret making it easier for buyers to find you. Includes printing, installation, and removal of banner.

COST: \$1,600 PER AISLE

The exhibitor is responsible for supplying artwork on or before January 17, 2020. Aisle signs are 4' wide x 2' high.



MAIN LOBBY FLAGS

Welcome buyers as they enter the main lobby with your company's flag flying. A bold statement, the main lobby flags provide a beautiful and high-impact opportunity to reach the masses. Includes printing, installation, and removal of flag.

COST: \$1,800 PER LOCATION

FOR LOCATIONS GO TO: <http://globalpetexpo.activate.ges.com>

The exhibitor is responsible for supplying artwork on or before January 17, 2020. Main Lobby Flags are 2' wide x 9' high.



30-SECOND VIDEO COMMERCIALS

Why not maximize the visibility of your product with a 30-second commercial spot? Your video will play on multiple screens throughout the convention center. Enable buyers to learn about your company and product before entering the Show and while on the floor.

COST: \$2,000

The exhibitor is responsible for supplying video on or before February 12, 2020.





LOBBY DISTRIBUTION

Maximize your facetime with buyers by greeting them the moment they arrive on site. This sponsorship opportunity gives your representative the right to hand out product samples or sales collateral to attendees as they enter the Main Lobby of the convention center, putting your product in their pocket and your booth at the top of their lists!

COST: \$3,000 PER DAY

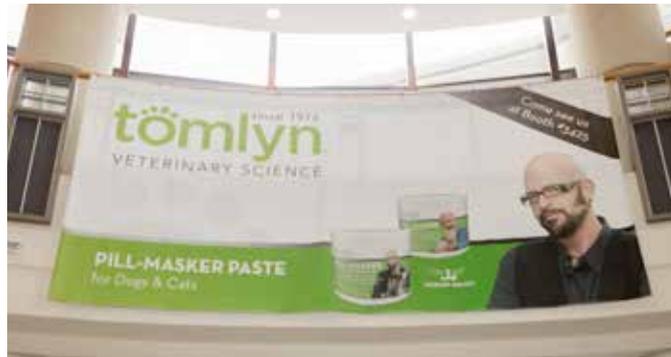
Exhibitor is responsible for supplying staff. Handout is subject to show management approval. Price includes storage for your materials and clean up.

MAIN LOBBY BANNER

Say "Good Morning" and "Good Evening" to attendees and media each day of the Show by sponsoring a super-sized main lobby banner! This is a sure-fire way to make a first and lasting impression. Includes printing, installation and removal of banner.

**FOR LOCATIONS & PRICING GO TO:
HTTP://GLOBALPETEXPO.ACTIVATE.GES.COM**

The exhibitor is responsible for supplying artwork on or before January 17, 2020. The exhibitor is responsible for packing and shipping costs of their banner post show.

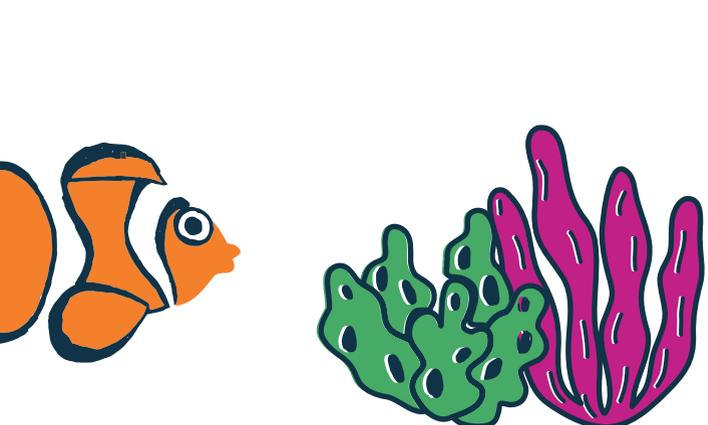


DIGITAL SIGNAGE

Imagine your brand, booth number, and call to action on the big screen, in video form! Your attention-grabbing message will be showcased on a digital screen present in 13 locations scattered throughout the second-floor main hallway. Don't pass on this sponsorship opportunity—limited space is available.

COST: \$3,900

The exhibitor is responsible for supplying digital file on or before February 14, 2020. File format can be static or video, and plays for 8 seconds without sound.



COLUMN WRAPS

Columns are an unavoidable part of any Show. Take advantage of these obstructions by participating in a column wrap sponsorship outside the exhibit hall. This additional exposure is sure to make a positive first impression, driving traffic to your booth. Includes print, installation, and removal of wrap.

COST: \$4,000

The exhibitor is responsible for supplying artwork on or before January 17, 2020.

Please note: Some of these columns require a cut-out allowance for the fire alarm strobes that are attached to the column.



BRANDING TOWERS

Standing proud throughout the main lobby and Show floor are our super-sized, framed panels! Be sure to make a huge impression on buyers as well as members of the media by participating in this sponsorship. A branding tower is a can't-miss opportunity to demonstrate brand leadership, promote your products, and drive traffic to your booth. Includes printing, installation, and removal of tower.

COST: 1-SIDED \$2,000, 2-SIDED \$2,500

The exhibitor is responsible for supplying artwork on or before January 17, 2020. Each side of the branding towers are 38" W x 84" H.

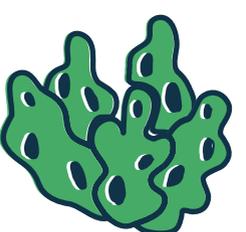
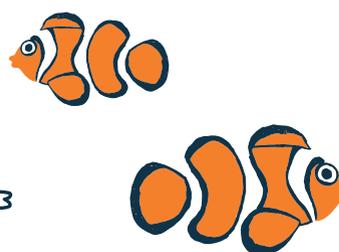
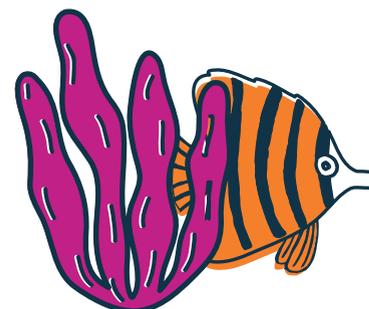
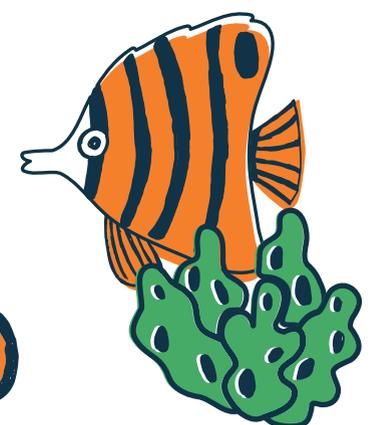


LIGHT BOXES

As attendees embark upon the Show, guide them through the Main Lobby traffic route with dramatic light boxes featuring your company's message. Your backlit ad will not only stand out but make a first and lasting impression. Includes production, installation, electricity, and removal.

COST: 1-SIDED \$3,000, 2-SIDED \$5,000

The exhibitor is responsible for supplying artwork on or before January 17, 2020. Each side of the branding towers are 34 15/16" W x 76 15/16" H.



2020 SPONSORSHIP AGREEMENT

For more information and availability of Sponsorship Opportunities, contact Marian Thielsen at (203) 532-3601, email: mthielsen@americanpetproducts.org or Josh Vetere at (203) 532-3652, email: jvetere@americanpetproducts.org

COMPANY INFORMATION

Company _____ Contact Name _____
Address _____
City _____ State/Province _____ Postal Code _____ Country _____
Booth # _____ Phone _____ Email _____

Applications will not be processed until full payment is received. All Sponsorship Opportunities are on a first-come, first-served basis. By signing this application, Exhibitor agrees to be bound by terms and conditions contained and referenced herein, as well as those which may be issued by Management and sent to Exhibitor under separate cover prior to Global Pet Expo.

Signature Required _____

METHOD OF PAYMENT (CHECK ONE)

Check or money order (must be in U.S. funds drawn on a U.S. bank and made payable to APPA/PIDA Global Pet Expo). Please send payment to:

Global Pet Expo, 225 High Ridge Road, Suite W200, Stamford, CT 06905

MasterCard Visa American Express Discover

Card Number _____ Expiration Date (mm/yy) _____ CVV Code _____

Authorized Signature _____ Date _____

Credit Card Billing Address (if different from above) _____ Zip _____

PREMIUM SPONSORSHIPS

EXCLUSIVE: Show Floor Trolley\$20,000 (2 Trolleys for all 3 days) \$ _____ EXCLUSIVE: Coffee Lounge with Wi-Fi\$10,000 \$ _____

EXCLUSIVE: Show Floor Sports Bar with Wi-Fi\$10,000 \$ _____ EXCLUSIVE: Exhibit Hall Bag Sponsor\$10,000 \$ _____

AL LA CARTE OPPORTUNITIES

Main Aisle Park Benches (NEW)\$1,000 per bench \$ _____ 1-Sided Branding Tower\$2,000 \$ _____

Modern Charging Station (NEW)\$4,500 \$ _____ 2-Sided Branding Tower\$2,500 \$ _____

Aisle Sign and Floor Decal Combo Pack (NEW)\$2,500 \$ _____ 1-sided Light Box\$3,000 \$ _____

Double Sided Press Bin\$500 for all 3 days \$ _____ 2-sided Light Box\$5,000 \$ _____

Press Office Panels\$1,200 per panel \$ _____ Floor Decal-Size _____ \$ _____

Show Floor Aisle Banner\$1,600 per aisle \$ _____ Banner-Location _____ Size _____ \$ _____

Main Lobby Flags\$1,800 per location \$ _____ **TOTAL \$ _____**

30-Second Video Commercials\$2,000 \$ _____

Lobby Distribution-Day(s)\$3,000 per day \$ _____

Digital Signage\$3,900 \$ _____ \$ _____

Column Wraps\$4,000 \$ _____ **TOTAL \$ _____**

PERSONALIZED OPPORTUNITIES

Customized sponsorships are available to suit any and all of your business needs.

CONTRACT TERMS AND CONDITIONS

1. PAYMENT TERMS: Full payment must be enclosed. Applications will not be processed until full payment is received.

2. EFFECTIVENESS: This Agreement shall not be effective until accepted by Global Pet Expo Management. Global Pet Expo reserves the right to reject any contract in its sole and absolute discretion. Upon acceptance by Global Pet Expo, a copy hereof indicating Global Pet Expo's acceptance will be mailed to the Advertiser. In the event this Agreement is rejected by Global Pet Expo Management, all payments tendered by the Advertiser in connection herewith shall be promptly returned to the Advertiser.

3. CANCELLATION: This Agreement may be canceled by the Advertiser at any time upon written notice to Global Pet Expo Management, subject to the following cancellation charges. Premium sponsorships are non-cancelable. A 100% cancellation charge equal to the Total Advertising Charge will be applied in full upon cancellation of the Sponsorship Agreement. For all other media, if such notice is received by Global Pet Expo Management on or before 90 days prior to the opening day of the exhibition, the Advertiser shall pay Global Pet Expo Management, a cancellation charge equal to one-half (50%) of the Total Advertising Charge; and if such notice is received by Global Pet Expo Management thereafter, the Advertiser shall pay to Global Pet Expo Management, a cancellation charge equal to the Total Advertising Charge. Should Advertiser cancel its exhibit space, regardless of whether the sponsorship is sold, the sponsorship will cease but payment is required in accordance to the cancellation policy stated above.

4. RIGHT OF OFFSET: Global Pet Expo Management shall have the right to offset the amount of any obligation due and owing to Global Pet Expo Management, from the Advertiser against any obligations at any time due and owing to the Advertiser by Global Pet Expo Management, whether under this Contract or under any other contract, arrangement or understanding between Global Pet Expo Management and the Advertiser. In addition, this contract is subject to Global Pet Expo Management standard credit terms and policies, and Global Pet Expo Management may apply any amounts received from Advertiser toward any other outstanding balance due from Advertiser. Advertiser shall be liable for all monies due and cost of collection, including Attorney's fees, as a result of any collection efforts by Global Pet Expo Management under this Contract.

5. ADVERTISER'S CONTENT: Media Space reserved under this Contract shall only be used for content which advertises or promotes goods and/or services manufactured or sold by the Advertiser named on the reverse side hereof, and related to the show, and the Advertiser may not assign, sublet, or otherwise promote any other goods or any firm or entity in such Media Space. The Advertiser's content submitted for use in the Media Space pursuant hereto, which content shall include, but not be limited to, text, illustrations, graphics,

representations, sketches, maps, trademarks, logos, labels or service marks, shall comply with all applicable laws respecting the content of published matter (whether in printed, televised, recorded, or on-line media). Without limiting the generality of the foregoing, the Advertiser's content shall comply with all applicable laws respecting obscenity, pornography, defamation, copyright, trademark, and other intellectual or intangible property rights. The Advertiser agrees to indemnify and hold Global Pet Expo Management, its affiliates, agents and representatives, harmless from any and all claims, demands, liabilities, losses, expenses, costs, including attorney's fees, arising out of or attributable to the use of the Advertiser's content pursuant hereto, whether acceptance by Global Pet Expo Management in any Media Space shall be deemed a waiver of its rights to indemnification hereunder.

6. RECORDING RELEASE: Sponsor consent to the taking of photographs, video and audio recording for the use of Global Pet Expo Management in promotional or news materials that may appear in print, online, or in other media.

7. EDITORIAL DISCRETION: Global Pet Expo Management reserves the right to place the word "Advertisement" or words of similar meaning in any Advertiser content. Advertiser is subject to investigation by Global Pet Expo Management of the Advertiser's products and services in light of any representations or claims made in content regarding such products or services. Global Pet Expo Management reserves the right to reject any Advertiser's content which Global Pet Expo Management, in its sole discretion, determines to be inconsistent with its publication standards or with the overall character of the Media Space. In the event Global Pet Expo Management rejects acceptance of this Contract or otherwise rejects any Advertiser's content, the Advertiser shall be entitled to the refund of a pro rata portion of the Total Advertising Charges actually received by Global Pet Expo Management attributable to Media Space which the Advertiser does not utilize pursuant hereto.

8. LIMITATION OF LIABILITY: Global Pet Expo Management shall not be responsible for any loss or damage to company's property or materials, and shall have no liability for any failure to perform its obligation hereunder where such failure to perform was due to any riot, strike, civil disorder, act of war, act of terrorism or threat thereof, act of God or any other cause of any kind whatsoever not within Global Pet Expo Management's reasonable control. Under no circumstances shall Global Pet Expo Management have any liability for lost profits or other special, incidental or consequential damages, and Global Pet Expo Management's total liability hereunder, or in connection with the provision of Media Space, shall, in no case, exceed the amount of the Total Advertising Charges actually received by Global Pet Expo Management from the Advertiser.

9. MISCELLANEOUS: This Contract contains the entire understanding of the parties with respect to the subject matter hereof and there are no other agreements, understandings, or representations or warranties, except as expressly set forth herein. The rights of Global Pet Expo Management under this Contract shall not be deemed waived except as specifically stated in a writing signed by an authorized agent of Global Pet Expo Management as an official officer of Global Pet Expo Management. This Agreement is governed and shall be construed under the laws of the state of New York including the laws governing choice of forum. Any action brought under the terms of this Contract may be brought only in a court having a venue within the State of New York and the Advertiser hereby expressly consents to the personal jurisdiction of any such court. Global Pet Expo Management shall be entitled to recover the costs, including reasonable attorney's fees and/or collection fees, in any action brought to enforce this Contract or its rights hereunder. Global Pet Expo Management shall also be entitled to recover all accrued finance charges through the payment of the full amount of this Contract.

10. GLOBAL PET EXPO TRADEMARK LICENSE: Exhibitor may wish to use the Global Pet Expo official trademark in its promotional materials for its exhibition in the Global Pet Expo. Therefore, Global Pet Expo hereby grants a non-exclusive nontransferable license to exhibitor for the use of the "Global Pet Expo" logo in advertisements and promotional material to promote its exhibition in the Global Pet Expo referenced above. Exhibitor should review the License Rules for Use of the Global Pet Expo Trademark displayed on the Global Pet Expo Web site at www.globalpetexpo.org. Logos will be made available on the Global Pet Expo Web site or Exhibitor may phone the Global Pet Expo office for further information.

11. NON-DISPARAGEMENT: Advertisers agree that they will not disparage or make any derogatory comments about Global Pet Expo Management, or Global Pet Expo, its directors, officers, employees, agents, subsidiaries, affiliates or related entities. If any Advertiser(s) breach this provision, Management shall have the right to terminate this Contract, and disqualify the breaching party from any future advertising or sponsorship opportunities in connection with Global Pet Expo.

GLOBAL PET EXPO
225 High Ridge Road
Suite W200
Stamford, CT 06905

PRESORTED
FIRST CLASS
PAID
XXXXXX, CT
PERMIT # XX

Liz Reitman
Reitman & Associates
11 Park Place, Suite 916
New York, NY 10003

FPO

EVEN MORE ADVANTAGES

EVERY GLOBAL PET EXPO SPONSORSHIP INCLUDES THESE VALUABLE BENEFITS:

- 🐾 First right of renewal for next year's Show
 - 🐾 Highlight of your company's name/booth number on the website Floor Plan & Onsite Map/City Guide
 - 🐾 Placement of your company's logo on a 28' x 7' banner outside the Show's main entrance (banner recognizes all sponsors)
 - 🐾 Placement of your company's logo on signage throughout the Show floor (signs recognize all sponsors)
 - 🐾 Thank you ad in the Show Dailies and Show Directory distributed on-site
 - 🐾 Thank you ad will appear on the Global Pet Expo website, under the Sponsorship Tab post show (ad recognizes all sponsors)
 - 🐾 Recognition in a press release distributed to more than 200 members of the media (will recognize all sponsors)
 - 🐾 Company listed in a post-Show review mailing to over 10,000
- To receive these FREE benefits, sponsorship must be paid in full by January 17, 2020.**

FEBRUARY 26-28, 2020

ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLORIDA



SHOW HOURS

Wednesday 9:00am - 6:00pm

Thursday 9:00am - 6:00pm

Friday 9:00am - 5:00pm

QUESTIONS?

- 🐾 Contact Marian Thielsen
mthielsen@americanpetproducts.org
203-532-3601
- 🐾 Contact Josh Vetere
jvetere@americanpetproducts.org
203.532.3652

