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

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

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

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

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 Market Timeline at (203) 522-3961, email: market.timeline@petexpo.net or Joan Pettit at (203) 520-3622, email: petexposed@petexpo.net

COMPANY INFORMATION

Company

Contact Name

Address

City

State/Province:

Postal Code

Country

Country

City

State/Province

Postal Code

Number: Phone

Fax

Email

Website

Mailing Address

Subject to change without notice.

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

Signature Block

METHOD OF PAYMENT

☐ Check or money order (must be in U.S. funds drawn on a U.S. bank and made payable to APWNY Global Pet Expo). Please mail payment to:

Global Pet Expo, 233 High Ridge Road, Danbury, CT 06810

☐ Money Order

☐ Visa

☐ American Express

☐ Discover

Card Number:

Expiration Date:

CVV Code:

Authorized Signature:

Date:

Card Billing Address (If different from above):

PREMIUM SPONSORSHIPS

EXCLUSIVE: Show Floor Sponsor – Unlimited Show Floor exhibit space for 1 year:

EXCLUSIVE: Coffee Lounge with 4 people:

EXCLUSIVE: Exhibit Booth (no rapporteur):

ALL LA CARTE OPPORTUNITIES

Main Stage (reserved) ($2,000)

Product Demo Stage ($2,000)

Ask Advice Stage ($2,000)

Double Sided Post Card ($2,000)

Ask Advice Stage ($2,000)

Ask Advice Stage ($2,000)

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TOTAL

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PERSONALIZED OPPORTUNITIES

Marketing opportunities are available to suit any and all of your business needs.

○ Show Floor Sponsor – Unlimited Show Floor exhibit space for 1 year:

○ Coffee Lounge with 4 people:

○ Exhibit Booth (no rapporteur):

○ Main Stage (reserved)

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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