Global Pet Expo®
Digital Access

Packed with Opportunities

FREE FOR QUALIFIED BUYERS

- New product launches and opportunities to grow your business.
- Show specials, rebates, free shipping and other discounts.
- Retailer education and market data sessions — full schedule inside.
- Keynotes, special events and networking.

MARCH 24–26, 2021

Register Now
GlobalPetExpo.org

Presented by: APPA, PIDA

Follow
Learn & Connect
IN A NEW WAY

Welcome to your preview of Global Pet Expo Digital Access. This year, the event will be hosted on a user-friendly interactive digital platform. Simple, intuitive platform design and graphics will guide you through the online experience.

From every connection you make and new product you discover, experience why Global Pet Expo Digital Access is packed with opportunities.

Explore digital showcases filled with the latest trends and new products to grow your pet business and stock your shelves. The digital Exhibit Hall features product videos, digital brochures, messaging functions, live video chat and appointment setting. Many exhibitors will offer show specials, advertised in their digital showcase.

Be “in the know” today and stay on the leading edge of what’s coming tomorrow in our thriving global marketplace.

You can engage with exhibitors before the first day by setting up your buyer profile and making yourself available for matchmaking.

The three-day conference is designed with the most essential content for your business. 23 hours of educational programming. Sessions will focus on actionable takeaways from inspiring, experienced speakers, and many will have optional chat boxes and Q&A.

Work never stops, especially these days, but taking time out of your busy schedule to attend Global Pet Expo Digital Access — even if only for an hour or two at a time — will give you access to new products, actionable and timely resources, informed speakers, educational sessions and online networking opportunities. Sessions will be offered live and on demand to accommodate your ever-changing schedule. Here is a schedule at a glance, so you can plan ahead (all times are EST).

<table>
<thead>
<tr>
<th>Wednesday, March 24</th>
<th>Thursday, March 25</th>
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<tbody>
<tr>
<td>8:00am</td>
<td>Check your e-mail for today’s Show Daily</td>
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<tr>
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<td>Exhibitor Showrooms Open</td>
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<tr>
<td>12:00pm – 12:40pm</td>
<td>Keynote/Town Hall State of the Industry</td>
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<tr>
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How to Register

Registration is free for qualified buyers. All buyers must verify that they work for an established business with a history of purchasing pet products in quantity from a manufacturer or distributor for resale to the consumer.

GlobalPetExpo.org
Exhibitors are busy inside the digital event platform setting up their product showcases and getting ready for opening day.

On March 24, all pre-registered, qualified buyers will receive a link to enter the event.

Once inside the digital event platform, you can expect to:

### VISIT
Visit exhibitor showrooms to review their newest and bestselling products and link to their full product catalog.

### SEARCH
Search for products by category, sub-category and a variety of specific attributes.

### SET UP
Set up meetings, direct message or chat live with the exhibitors inside the platform.

### ATTEND
Attend education programs featuring global pet ownership trends, the impact of the pandemic, merchandising strategies and more.

### FOR BUYER SUCCESS

#### Your first stop?
Make time to take in the New Products Showcase and see hundreds of debut products and designs to keep customers returning for more.

While exploring the New Products Showcase, cast your vote for these Best in Show Awards categories:
- Aquatics
- Small Animal
- Bird
- Reptile
- Boutique
- Natural Pet
- Cat
- Point-of-Purchase
- Dog

### Find the right products for your customers:

#### WHAT’S NEW!
What’s New! is a section on the show floor highlighting companies who are new to Global Pet Expo — so you can be the first to carry these products in your stores.

#### THE NATURAL PET
The fastest-growing category in the industry, The Natural Pet offers natural supplements, healthy treats, new innovative diets and recipes, and other holistic or organic products.

#### EVERYTHING AQUATIC
View the latest freshwater and saltwater innovations in aquariums and decor, filtration equipment, and more, for professionals and aquatic hobbyists. Shop Everything Aquatic to expand and diversify your product selection.

#### THE BOUTIQUE
Everything from high-end apparel and fashion-forward leashes and collars to gourmet and unique treats.

#### THE MAIN EXHIBIT HALL
Looking for products outside of the Specialty Sections? We’ve got you covered! The Main Exhibit Hall showcases a broad array of the year’s hottest products!

### Ready to Start?
Register at GlobalPetExpo.org

### Shop Show Specials
- Price and/or volume discounts
- Rebates with a purchase
- Minimums waived/reduced
- Free shipping
- And more!

### How to Search the Digital Exhibitor Showcases
- Search companies A-Z
- Search by product category
- Search by show specials
- Search by brands

### How to Interact with Exhibitors Online
- Fill out your profile as soon as you register — the more exhibitors know about you, the more targeted their offers and communications can be
- Schedule a live, video appointment
- Send an email to the manufacturer
- Watch a video
- Review product brochures
- Use the chat function to ask questions
- Shop show specials
- Vote for Best in Show Awards in the New Products Showcase
23 hours
OF EDUCATIONAL PROGRAMMING OVER 3 DAYS
FREE to all Global Pet Expo Digital Access registrants.

Introducing the new Global Learning Series, customized for retailers, distributors, exhibitors and other special groups. Many sessions include Q&A with the speakers and may be offered on demand for viewing once the live event closes.

Paws2Learn — Quick, on-the-go learning experiences and three Paws2Give sessions covering initiatives and good works everyone in the pet care community should learn about.


Market Data Sessions — What to plan for in 2021 and beyond, including the latest data in pet ownership, profitability, and more.

Hot Topics — Your business has been turned upside down. Dive into hot topics facing the pet industry.

Retailer Success Series — 18 sessions, presented by retail industry experts in the following knowledge areas:

• Customer Experience
• Human Resources
• Leadership
• PR & Marketing
• Profitability & Growth

Register at GlobalPetExpo.org

Global Learning Series Schedule

Wednesday, March 24

12:00pm-12:40pm

Keynote: State of the Industry
2020 was a year of profound change. The pet care community experienced increased demand from pet owners while the pandemic disrupted production capabilities, supply chain efficiency and consumer shopping habits. The APPA and PIDA executive team will look back on this extraordinary year and its impact on pet products and services and explore what 2021 has in store for our industry. Will the pet industry top the $100 billion mark for the first time? Join us to find out!

SPEAKERS: Steve King, APPA President & CEO; Celeste M. Powers, CAE, President Pet Industry Distributors Association (PIDA)

12:45pm-1:00pm

Update from HABRI
The mission of The Human Animal Bond Research Institute (HABRI) is to advance the vital role of the human-animal bond in the health and well-being of individuals, families, communities and companion animals. Hear more about how you can help support HABRI and promote the human-animal bond.

SPEAKER: Andrew McNaughton, HABRI

1:00pm-1:40pm

HERO Customer Experience in a COVID-19 Environment
Andy illustrates that crises lead to forced innovation, therefore we need to create solutions to provide even better services. Customers will always remember how they were cared for and appreciated during a time of crisis. Andy also shares examples from around the globe on how to create customer loyalty, avoid dissatisfaction and improve reputation, including on social media. Enjoy this timely, interactive and impactful program, which provides critical solutions to our industry during the COVID-19 pandemic.

SPEAKER: Andy Masters, Masters Performance Improvement, Inc.

1:45pm-2:00pm

Natural Pet Products Trends
Take a deep dive into the natural attributes impacting the pet industry today.

SPEAKER: Amy Kerr, SPINS

How to Make 2021 Make up for 2020!
The COVID-19 pandemic made 2020 the most challenging year in recent history. Now, we need to figure out the steps we must take to rebuild the business and set it up for future success. Share key strategies and techniques that every retailer should follow to make 2021’s sales and performance turn 2020 into just a fading bad memory.

SPEAKER: Dan Jablons, Retail Smart Guys

The Impact of COVID-19 on U.S. Pet Ownership
Join us for a comprehensive look at how the COVID-19 pandemic has impacted U.S. pet ownership. The seminar will feature data from The APPA National Pet Owners Survey, as well as APPA’s COVID-19 Pulse Study. These studies explore consumer attitudes and behaviors over the course of 2020, including pet product purchasing and service consumption.

SPEAKER: Julie Springer, APPA
From an omnimarket cross-sector perspective, this presentation of Packaged Facts research covers key market issues in the wake of COVID-19: Pet market growth, pet acquisition and pet population across animal types, pet care psychographics and the “new breed” of pet owners, e-commerce/channel share shifts, and digital pet health care trends. Addressed in this market growth and opportunities context are the roles and impact of pet welfare causes, subscription products and services, product personalization and customization, and broader consumer market drivers.

**Speaker:** David Sprinkle, Packaged Facts

**4:00pm–4:40pm**

**Retail Market Tour**

Our very successful live tour has been adapted to a webcast format for Global Pet Expo Digital Access. Join us for a pet industry market briefing and guided retail outlet overview from our moderator and retail specialist, Dave Bolen. Dave will highlight visits to the leading pet retail outlets to showcase U.S. market issues in the wake of COVID-19: Pet market growth, pet acquisition and pet population across animal types, pet care psychographics and the “new breed” of pet owners, e-commerce/channel share shifts, and digital pet health care trends. Addressed in this market growth and opportunities context are the roles and impact of pet welfare causes, subscription products and services, product personalization and customization, and broader consumer market drivers.

**Speaker:** Dave Bolen, The Bolen Group

**Thursday, March 25**

**12:00pm–12:40pm**

**Keynote: The New Normal in Retail**

Faced with the daunting challenge of retailing during a worldwide pandemic, pet stores across the country made critical adjustments to their businesses while leveraging unique, established strengths to continue serving customers in their time of need. In this lively panel discussion, learn not only how a diverse group of independent and neighborhood pet specialty retailers not only overcame the unprecedented challenges posed by COVID-19, but how they plan to drive their businesses to new heights in a post-pandemic retail landscape.

**Moderator:** Mark Kalaygian, Pet Business

**12:45pm–1:00pm**

**Update from Paws in the Classroom**

Tune in to learn more about this program supported by Global Pet Expo’s partners, APPA and PIDA. This session will provide an overview of the mission and goals for the Pets in the Classroom program. Learn additional ways you can get involved in supporting the entire pet care community.

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**Global Learning Series Schedule**

**2:00pm-2:40pm**

**It’s Time to Adapt — or Die on the Vine:** Marketing Tactics You Must Use in 2021 to Connect with Your Customers

The events of the past year have fundamentally changed the way customers interact with retailers — including your pet business. Online shopping habits have been altered forever, and for pet businesses to survive this permanent consumer change, they must be prepared to quickly adopt new marketing strategies or suffer the fate of the dinosaurs. Join us as we give lessons that will help your pet business ride with the tide — and not be a victim of extinction. Attendees will gather critical tools and marketing strategies that will always help them generate revenue and build customer loyalty. Let’s work on a marketing strategy that will propel your pet business to more profit — whatever the circumstances!

**Speaker:** Amy Kerr, SPINS

**Enchancing the Customer Experience**

Learn how to tell a story from the outside in, create an extraordinary time in your store, implement touchless solutions, and review every touchpoint to create a new experience with safety in mind.

**Speaker:** Chris Miller, Pacific Store Designs

**Pet Innovation in the Marketplace**

From CBD, to grain-free, to raw, the pet industry is in a state of change as pet parents place emphasis on the types of products they buy to fuel their furry or scaly kids. SPINS has seen how the natural and specialty pet market has adapted human health and wellness trends, driving innovation in pet products now more than ever. Join pet industry expert Amy Kerr of SPINS for an overview of how pet innovation manifests in the marketplace, including hot functional ingredients in pet food, treats and wellness care segments, plus how natural and organic pet products stack up against conventional items.

**Speaker:** Amy Kerr, SPINS

**Never Have a “Difficult Conversation” Again: Communication Is the Key to Effective Relationships with Your Employees**

In this session, we will talk about what effective communication looks like: Communication as a two-way street; setting performance expectations so employees adapt your mission, vision and goals, while doing what you need them to be doing; providing regular feedback, and not just the negative stuff; and documenting performance conversations quickly and painlessly. Anne will show how small, simple investments of your time with your staff can have big payoffs, including increased retention, reduced turnover, improved performance, happy employees — and a better quality of life for you.

**Speaker:** Anne Rollins, Rollins HR Consulting

**2:45pm-3:00pm**

**Pet Sustainability Coalition**

Learn how 200 pet companies measure, improve, and celebrate their profitable environmental and social impact. Presented by Caitlyn Dudas, Co-Founder and Executive Director.

**PET STORE PRO: Training for Success**

Pet Store Pro recently launched several new enhancements to this free retailer training program. Learn how you can incorporate this program into your overall employee training.

**3:00pm-3:40pm**

**What’s Your Pink Pig? How to Feed and Nurture Your Competitive Clout!**

Marketing, service and creating a customer experience are all critical parts of any successful business. But what is it that really sets your company apart from the competition in an unusual way, post crisis? When your customers talk about your business, what is the first thing they now say to describe your business? Discover simple things that you must do to cement your brand in your customers’ minds. Ask yourself, “Is my team part of my brand and how can I make that impression one that lasts and spreads?” Learn how creating and marketing a “Contagious Experience” for your customers will drive them to your business the first time — and then encourage them to return and spread the word along the way.

**Speaker:** Anne Obarski, Merchandising Concepts

**U.S. Pet Market Outlook and Trends 2021**

From an omnimarket cross-sector perspective, this presentation of Packaged Facts research covers key market issues in the wake of COVID-19: Pet market growth, pet acquisition and pet population across animal types, pet care psychographics and the “new breed” of pet owners, e-commerce/channel share shifts, and digital pet health care trends. Addressed in this market growth and opportunities context are the roles and impact of pet welfare causes, subscription products and services, product personalization and customization, and broader consumer market drivers.

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<td>Due to the COVID-19 crisis, organizations have downsized and are operating extremely tight. Never before have managers and employees been asked to wear so many hats and do more with less both in the office and remotely while balancing the anxiety of health, finances and family. A timely, interactive, and impactful program that truly helps attendees embrace our new norm in both work and life.</td>
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<td>Many employers are frustrated to find that the seemingly stellar employee they met in the interview is not the person who shows up to work the first day of the job. Participants in this fun and interactive program will analyze the difference between behavioral and traditional interviews, identify the benefits of a structured, behavioral interview, practice developing behavioral interview questions that will help identify the “best fit” candidate, and practice conducting the three phases of a great behavioral employment interview.</td>
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<td>The past year has been full of retail business interruptions. Was your pet business prepared, or was it left scrambling to create strategies that would keep the sales flowing and the customers satisfied? Know this — chaos will continue to happen, and the key is to prepare for the chaos that “might” come. Attendees will spend time forward thinking about their business to ensure that chaos does NOT rule the day — whether its planned or not. Join us and learn how to create strategies for each part of your business to be as flexible as it can be when it comes to dealing with all types of business difficulties and disruptions.</td>
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| 12:00pm–12:40pm | **Keynote: Inclusive Leadership**  
Viewing diversity and inclusion as a leadership function is vital for well-functioning organizations. Years of experience have taught us that a diverse, inclusive workplace and society do not just happen, yet we recognize that huge demographic shifts are happening that impact society, requiring strategic diversity and intentional inclusion to be practiced at every level to optimize performance. Learning how to become effective allies and strengthen team engagement requires operating as Intentional Inclusionists®. Dr. Nika White, the author of The Intentional Inclusionist®, will discuss principles for becoming an inclusion-minded leader with a focus on intercultural difference and unconscious bias.  
**SPEAKER:** Dr. Nika White |
| 12:45pm–1:00pm | **Update from Pets and Vets Program** |
| 1:00pm–1:40pm | **Retail Survivors! Who Will Make It, Who Won't and Why**  
We go through the attributes that retailers need to have today to make their businesses bulletproof for 2021 and beyond. It includes everything a retailer needs to consider to not only survive this incredibly difficult year but also some case studies for retailers who are actually beating last year’s numbers!  
**SPEAKER:** Dan Jablons, Retail Smart Guys |
| 1:00pm–1:40pm | **Now Is the Time to Expand Your Exports**  
Pivoting to exports may be the right choice for your business as other markets recover faster than the United States. Do you know the top international markets for your products? What market entry strategies could you pursue? Do you know how to find qualified buyers in those markets?  
We'll identify some of the top export markets for the pet products industry. Trade assistance programs at both the federal and state level are waiting to help you, and we'll cover some of what they can do for you, including some finance options that can allow you to update equipment and build inventory. They can help you find and qualify buyers and can be a great source for assistance before you follow up with the business lead you just picked up. It's time to think beyond our borders in your search for market opportunities. Firms that step up and do the groundwork when times are tough are the ones that reap the biggest rewards when we hit the next up cycle.  
**SPEAKER:** Laurie Wolff, Distinguished Fellow, NASBITE International |
| 1:45pm–2:00pm | **The Power of Words: Branding and Brand Language**  
This session is about how to think about branding and why it's important to everything you do. With small brands and retailers, it's normal to skip over the words and get right to selling. Having the wrong words, though, affects your website, product information, Google Ads and pretty much everything else. In this session, find out why branding and words are so important.  
**SPEAKER:** Phil Chang, Retail Phil |
| 2:00pm–2:40pm | **Pandemic Retailing in the Pet Industry**  
What shoe is going to drop next? Learn how to address the new shopping experience psychology of shoppers: new store design strategies; 5 new apps and software to help you in these troubled times; the “new first point of contact” ideas and solutions; and what to expect when it’s finally all over.  
**SPEAKER:** Chris Miller, Pacific Store Designs |
| 2:45pm–3:00pm | **How to Give Your Customers a Total Retail Experience and Build Your Pet Community!**  
To stay ahead of competition, today’s retailer needs to be more than just a checkout line. Find out how adding support services, in-store and online experiences builds customer relationships, creates community and increases product sales!  
**SPEAKER:** Patricia Zeller, Animal Connection LLC |
| 3:00pm–3:40pm | **Celebrating Diversity in the Pet Industry**  
Panel discussion with pet industry professionals from diverse backgrounds. Hear about their industry and career choices and how the pet industry can be more inclusive.  
**SPEAKER:** Nancy Hassel, American Pet Professionals |
| 3:00pm–3:40pm | **Leveraging LinkedIn for Your Pet Business**  
Yes, LinkedIn. We will show you the amazing ways you can leverage LinkedIn, stand out, make incredible professional connections, and reach more customers and clients. Simple tips will include how to have an effective LinkedIn profile, business page and how to find those contacts you never thought you would be able to reach.  
**SPEAKER:** Nancy Hassel, American Pet Professionals |
| **12:00pm–12:40pm** | **Language of The Intentional Inclusionist** |
| **12:45pm–2:00pm** | **Paws2Give** |
| **3:00pm–3:40pm** | **The Hidden Power of Pricing**  
Every day you make pricing decisions that impact both your margin and the buying experience of your customers. Are you making the most out of those decisions? Pricing is complicated but research has unlocked some key insights that can help your bottom line. Behavioral economics and other scientific studies have revealed a number of patterns that can work to your advantage. This session will cover insights from a number of economic models and studies. No calculations here — just the important insights that have come from a field recently awarded Nobel Prizes for its top thinkers. Be informed and deliberate when you decide to raise or lower a product's price. Use patterns of behavior to your business advantage.  
**SPEAKER:** Laurie Wolff, Distinguished Fellow, NASBITE International |
First, turn on your out of office. Participating during official event hours has huge benefits, such as asking the speakers questions in real time and interacting with other attendees.

Minimize distractions, turn off notifications, and avoid multitasking like checking emails, etc.

Engage with every feature available from sessions to chats to exhibit showcases. All are designed to foster cross-functional learning and break down knowledge silos.

Set up appointments. Once you set up your profile, exhibitors that match your interests can contact you to set up appointments, in advance. You can also request appointments with specific exhibitors once the platform opens. The more robust your buyer profile is, the better your matches and more efficient your shopping experience.

Bookmark the platform. Missed a session or a detail in a session you did attend? Don’t worry. The content will remain accessible to attendees through April 5, 2021.

Online events are better when you attend them with friends. Make plans to catch up and discuss keynote sessions after the fact or message colleagues throughout about points you found interesting. This interaction can keep you engaged with the content. There are networking features built into the digital platform that help you build your network, private message other attendees and more.

Register at GlobalPetExpo.org