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:

Pet Industry Distributors Association

Follow
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).

**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

### 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

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

### How to Interact with Exhibitors Online
- Price and/or volume discounts
- Rebates with a purchase
- Minimums waived/reduced
- Free shipping
- And more!

### Shop Show Specials
- Vote for Best in Show Awards in the New Products Showcase
Global Learning Series

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.

Keynote Series — State of the Industry Keynote session, Post-Pandemic Success for Independent Retailers, and Integrating Diversity, Equity & Inclusion Into Your Business Culture

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
- PR & Marketing
- Human Resources
- Profitability & Growth
- Leadership

Register at GlobalPetExpo.org

Global Learning Series Schedule

Wednesday, March 24

12:00pm-12:40pm  Keynote Series

State of the Industry Keynote

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  Paws2Give

Pets 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.

SPEAKER: Julie Springer, APPA

1:00pm–1:40pm  Hot Topics

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  Market Data Sessions

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

Pet Ownership During the Pandemic: APPA’s Market Research Reveals 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

Keeping Great Employees

Anne will share a few simple and cost-effective suggestions on how to keep talent: Understand who you are competing with for talent, determine what incentives motivate your employees, and utilize low- or no-cost methods to improve employee satisfaction.

SPEAKER: Anne Rollins, Rollins HR Consulting
SPINNER: care segments, plus how natural and organic pet products
hot functional ingredients in pet food, treats and wellness
pet innovation manifests in the marketplace, including
innovation in pet products now more than ever. Join pet
has adapted human health and wellness trends, driving
SPINS has seen how the natural and specialty pet market
types of products they buy to fuel their furry or scaly kids.
a state of change as pet parents place emphasis on the
experience with safety in mind.
extraordinary time in your store, implement touchless
Learn how to tell a story from the outside in, create an
more profit — whatever the circumstances!
It's Time to Adapt — or Die on the Vine:
Consulting Group
2:45pm–3:00pm
Pet Sustainability Coalition
Tune in to learn more about this program to promote sustainability in the pet industry. Learn how you can get involved in supporting this important initiative.
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
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.
3:45pm–4:30pm
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.
Panels and Breaks
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
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.
3:45pm–4:30pm
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.
Panels and Breaks
12:00pm–12:40pm
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
1:00pm–1:40pm
Due to the COVID-19 crisis, organizations have downsized and are operating extremely trim. 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 normal in both work and life.
SPEAKER: Andy Masters, Masters Performance Improvement, Inc.
1:00pm-1:40pm
Hire the “Right Fit” Employees Every Time

Many employers are frustrated that they can’t find the seemingly star employee they met in the interview. This 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.

SPEAKER: Jared Koerten, Euromonitor International

2:00pm-2:40pm
Empowering Employees to Empower Themselves

Letting go of control in your pet business can be difficult for many owners and managers. However, by empowering your employees to empower themselves, your employees will become stronger, more confident, and they’ll feel more ownership and accountability to their jobs and your business. Research also shows that empowering employees leads to happy customers and a more successful business. In this fun and interactive workshop, you’ll learn the steps to take to create an empowered and productive workforce by providing employees with clear responsibilities, boundaries and freedom for decision making; provide effective feedback that motivates; and more.

SPEAKER: Jared Koerten, Euromonitor International

2:45pm-3:00pm
PIJAC Session

Tune in to learn more about the Pet Industry Joint Advisory (PIJAC), supported by Global Pet Expo’s partners, APPA and PIDA. This session will provide an introduction of PIJAC, their mission, and goals for 2021 and beyond. Learn additional ways you can get involved in supporting the entire pet care community through involvement with PIJAC.

Delegate Like a Boss in 5 Easy Steps

When delegation opportunities arise, too many business owners and managers think, “It’s quicker and easier to do it myself.” However, when you avoid delegating, you not only hurt yourself, your business and your employees’ development, but you also risk losing great employees because lack of opportunities for growth is one of the top reasons employees leave their jobs. In this quick mini session, leadership and communication expert Amy Castro will share her 5 essential steps to effective delegation as well as tips for making every delegated task or project a success!

SPEAKER: Amy Castro, Triad Communications Inc.

3:00pm-3:40pm
From Scrambling to Planning and Beyond: Planning and Preparing Your Pet Business for Whatever Comes Next

The past year has been full of retail business interruption. Was your pet business prepared, or was it left scrambling “astonishing.” Dreaming is done. Today you are trying creative ways to get them in the store and not be in love with online ordering. We’ll focus on 8 critical areas of your store that each need to be spot on to deliver that “astonishing” experience at every single touchpoint you have with your customer, including the “face” of your business culture and how diversity and inclusion internally and externally is more important than ever. The A.C.E. grading scale includes marketing, exterior and interior, employees, merchandising, and 3 more areas you might not have considered. You can’t afford not to deliver an A+ astonishing experience at every turn.

SPEAKER: Anne Obarski, Merchandising Concepts

How to Help Pets and Increase Profits by Building a Strong Supplement Section

SPEAKER: Bill Bookout, NASC

Friday, March 26
12:00pm-12:40pm
DEI: Inclusive Leadership in the Pet Industry

SPEAKER: Dr. Nika White

12:45pm-1:00pm
Pets and Vets Session

Paws2Give

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; with 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

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

1:00pm–1:40pm

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

2:45pm–3:00pm

Successful Experience.

Attending a digital conference for the first time?

KEEP THESE TIPS IN MIND FOR A

1 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.

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

3 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.

4 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.

5 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.

6 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