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
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>Time</th>
<th>Wednesday, March 24</th>
<th>Thursday, March 25</th>
<th>Friday, March 26</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am</td>
<td>Check your e-mail for today’s Show Daily</td>
<td>Check your e-mail for today’s Show Daily</td>
<td>Check your e-mail for today’s Show Daily</td>
</tr>
<tr>
<td>9:00am</td>
<td>Exhibitor Showrooms Open</td>
<td>Exhibitor Showrooms Open</td>
<td>Exhibitor Showrooms Open</td>
</tr>
<tr>
<td>12:00pm – 12:40pm</td>
<td>Keynote/Town Hall State of the Industry</td>
<td>Keynote/Town Hall State of Independent Retail</td>
<td>Keynote/Town Hall Inclusive Leadership Keynote</td>
</tr>
<tr>
<td>12:45pm – 1:00pm</td>
<td>Paws2Give Sessions</td>
<td>Paws2Give Sessions</td>
<td>Paws2Give Sessions</td>
</tr>
<tr>
<td>1:00pm – 3:40pm</td>
<td>Education Sessions</td>
<td>Education Sessions</td>
<td>Education Sessions</td>
</tr>
<tr>
<td>4:00pm</td>
<td>New Products Showcase</td>
<td>New Products Showcase Winner Announced</td>
<td></td>
</tr>
<tr>
<td>6:00pm</td>
<td>New Products Voting Ends</td>
<td>New Products Voting Ends</td>
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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.

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

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!

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
- Bird
- Boutique
- Cat
- Dog
- Small Animal
- Reptile
- Natural Pet
- Point-of-Purchase

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

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

Ready to Start?
Register at GlobalPetExpo.org
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 post, 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: 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

Paws2Give Update from 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

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
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: Lynn Switanowski, Creative Business Consulting Group

Enhancing 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 have big payoffs, including increased retention, reduced turnover, improved performance, happy employees — and a better quality of life for you.

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 adopt 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

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.

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.

SPEAKER: David Sprinkle, Packaged Facts

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. in-store merchandising strategy in practice. The itinerary contains views and insights into a variety of pet product retailers touching on leaders in the pet specialty, mass, and e-commerce channels.

SPEAKER: Dave Bolen, The Bolen Group

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.

MODERATOR: Mark Kalaygian, Pet Business
## Global Learning Series Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Organization/Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00pm–1:40pm</td>
<td><strong>Navigating the New Normal: Embracing Work &amp; Life in the Era of COVID-19</strong></td>
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<td></td>
<td>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.</td>
<td></td>
<td>Euromonitor International</td>
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<td></td>
<td><strong>SPEAKER:</strong> Jared Koerten, Euromonitor International</td>
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<td></td>
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<tr>
<td>1:00pm–1:40pm</td>
<td><strong>Hire the &quot;Right Fit&quot; Employees Every Time</strong></td>
<td></td>
<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 &quot;best fit&quot; candidate, and practice conducting the three phases of a great behavioral employment interview.</td>
</tr>
<tr>
<td>1:45pm–2:00pm</td>
<td><strong>Introducing Clubhouse for Your Business</strong></td>
<td></td>
<td>Join this mini session for the basics of getting on Clubhouse and tips and tricks on how to utilize it to grow your network, and shine a light on your pet business. Pet professionals have been flocking to Clubhouse since the end of 2020 — a tremendous global platform for new and seasoned pet professionals.</td>
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<tr>
<td>2:00pm–2:40pm</td>
<td><strong>Finding More Space in Your Store</strong></td>
<td></td>
<td>This session will show you how to find hidden space in the same footprint of your store. Using these ideas and concepts, you can add at least 77 linear feet of selling space to an average 2,400-square-foot store. You will learn: 10 NEW display ideas to save space in your store; Unlock 3 KEY areas to display more products; and 3 secrets to give customers more aisle space.</td>
</tr>
<tr>
<td>2:45pm–3:00pm</td>
<td><strong>The Latest from PIJAC</strong></td>
<td></td>
<td>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.</td>
</tr>
<tr>
<td>3:00pm–3:40pm</td>
<td><strong>Delegate Like a Boss in 5 Easy Steps</strong></td>
<td></td>
<td>When delegation opportunities arise, too many business owners and managers think, &quot;It's quicker and easier to do it myself.&quot; 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!</td>
</tr>
<tr>
<td>3:00pm–3:40pm</td>
<td><strong>From Scrambling to Planning and Beyond: Planning and Preparing Your Pet Business for Whatever Comes Next</strong></td>
<td></td>
<td>The past year has been full of retail business interruption. 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 &quot;might&quot; 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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</tbody>
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**Notes:**
- **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.
- **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!
Global Learning Series Schedule

Friday, March 26

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 Inclusionist®. 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

Paws2Give

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 available 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

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

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

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
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