Packed with Opportunities

Global Pet Expo®

March 24-26 2021
Orange County Convention Center
ORLANDO, FLORIDA

Learn more about exhibiting

GlobalPetExpo.org

Presented by:

APPAA
Pet Industry Distributors Association

PIDA
American Pet Products Association
Meet Qualified Buyers

ATTENDEES COME FROM 105 COUNTRIES

6,508 QUALIFIED BUYERS

97% of buyers had a positive experience at the show

46% of first-time attendees

85% of buyers say their business has been strengthened by attending Global Pet Expo

80% of buyers trust Global Pet Expo to help them achieve their goals

NEW prospects for your pipeline

18,000 buyers, exhibitors, media outlets, trade press, social media influencers and other industry professionals from around the globe.

Expand Your Customer Base and Increase Distribution

Pet Industry Superstores
Mass-Market Retailers
Distributors
Regional Multi-Unit Retailers’ Chains

E-Commerce
Independent Retailers
Discount Retailers
Farm & Fleet Stores

Home & Garden
Specialty Buyers
International Importers
Point-of-Purchase Display Products

Learn more about exhibiting at GlobalPetExpo.org

Our Buyer Qualification Promise
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.
Global Pet Expo, produced by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA), is the premier international event for the pet industry. Global Pet Expo connects top manufacturers, importers, buyers and experts in pet care with the best business opportunities to showcase new products, introduce trends to buyers and share ideas that move our community forward.

Global Pet Expo is all about innovation. With annual spend on pet products and services growing every year, this show is built on your passion for innovative solutions, healthy pets and responsible pet care.

Events are about more than just brand exposure. At Global Pet Expo, you can meet partners, industry pioneers, current customers, new customers and even competitors that can change the way you develop products and run your own business.

For over 60 years, the show has provided innovative fuel for the economic powerhouse that is the pet industry.

Be a part of that story.

Reserve your 2021 booth space today.

GlobalPetExpo.org
Better Booth Experience
and brand exposure

LAUNCH your new products in our legendary New Products Showcase

MEET with buyers from over 80 countries

FIND a profitable niche in one of our Specialty Sections

ENGAGE with sponsorship and advertising opportunities

LEVERAGE public relations opportunities from our PR firm, The Impetus Agency

SHARPEN your knowledge with business education and tactics for growth

POWER UP with promotions and sponsorships in the online Marketing Toolkit


When you exhibit at Global Pet Expo, you get more than just floor space. Take advantage of these additional opportunities to gain maximum exposure for your company and products.

- 2021 Registered Buyer List
- Advertising Opportunities
- Exhibitor Press Release Submissions
- Access to Registered Media Lists
- Public Relations Guide
- Show Specials for Buyers
- Sponsorship Opportunities
- Social Media Opportunities
Take advantage of the powerful New Products Showcase

Global Pet Expo has introduced us to a broader spectrum of buyers throughout the world. I highly recommend the show for international exposure.

Patricia Darquea, Shady Paws, USA

Buyers flock to the New Products Showcase to find dynamic, innovative new products for their customers. Plus, every product in the Showcase is automatically entered in our renowned Best in Show contest — providing even more exposure for your company.

1st, 2nd and 3rd place awards are presented for:

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

This awards presentation happens right on the busy show floor and attracts buyer and mega-media attention. Submissions are accepted online starting in December 2020.

Only confirmed exhibitors can participate in the New Product Showcase, so

Contact Us today to choose a booth

Nicole Mitchell, Director
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Abigail Marco, Coordinator
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As family pets become more like family members, the niche market continues to soar. Boost your visibility and profits by selecting a booth in one of the Global Pet Expo Specialty Sections. Whether your focus is boutique, health or emerging trends, you will see extra traffic and stand out from the crowd. Our curated show floor makes it a snap for specialty buyers to find your section, your booth and your business.

WHAT’S NEW!
What’s New! is a section on the show floor highlighting companies who are new to Global Pet Expo. This is a high-exposure opportunity to show off your wares. Attendees will follow the extra signage straight to your booth — so they can be the first to carry your products in their stores.

THE NATURAL PET
One of the fastest-growing specialty sections at the Show and across the industry, The Natural Pet is perfect for exhibitors who focus on holistic, organic and natural pet products. We have the largest stream of buyers ready to follow the path to your green, natural and/or environmentally friendly products.

COUNTRY PAVILIONS
Grow your competitive edge with high-quality suppliers from other nations. The Country Pavilions are set aside for exhibitors and products from across the globe and continue to be a treasure for buyers who love to discover new territory.

EVERYTHING AQUATIC
Cast the biggest net for new business by exhibiting in the Everything Aquatic section, the hub for every aquatic buyer at Global Pet Expo. This clearly marked destination makes it easy for you to make a splash with buyers.

THE BOUTIQUE
The trendiest “pink” carpet event of the year in the pet industry takes place in this section! If bling, baubles and chichi are your thing, The Boutique is where you’ll find fashion-forward buyers with a flair for the decadent and the luxurious.

APPA gives recognition and credibility to companies that exhibit at Global Pet Expo. Buyers know that an APPA member is a good company to purchase quality products from. We have been a member for more than 15 years.

John Phillips Jr., Wholistic Pet Organics, USA

Learn more about Exhibiting
GlobalPetExpo.org
2021 BOOTH RENTAL PRICES
In consideration of our members and the difficult times experienced this year, Global Pet Expo will hold pricing at the 2020 level.

The pricing will remain:
• $25.50 per square foot by January 25, 2021*
• $27.50 per square foot after January 25, 2021
• Corner booth premium — $200.00 (two-booth minimum required)
• Trolley Path Frontage Fee — $250.00 per 10 ft. of frontage on main trolley paths

*Standard 10’ x 10’ booth is equal to 100 square feet
Also, you’ll have added flexibility with the payment plan — a smaller deposit and more time for the final payment.

The new schedule is:
• 25% deposit due with application until August 31.
• After August 31, Full Deposit will be due
• 25% payment due October 30
• Remaining balance payment due December 31

REGISTRATION & BADGE POLICY
• Official Global Pet Expo badges with the attendee’s name and company must be worn at all times.
• Sharing of badges is not permitted.
• A photo I.D. is required to obtain a badge.

Note: We will comply with health and safety practices recommended by event organizers and venue management.

SHOW FLOOR RULES
• Show Management shall have sole discretion over admission at all times.
• Exhibit Hall access is limited to the Registration Category assigned to your company.
• Children under 16 are not allowed on the show floor, including infants and toddlers.
• Wheeled carts and large wheeled suitcases are not allowed on the Exhibit Floor.
• Animals are only permitted on the show floor in an exhibitor’s booth with written permission from APPA 15 days prior to the Show. Buyer and Manufacturer Representative attendees are not permitted to bring animals onto the show floor.
• Solicitation is prohibited on the show floor except by exhibitors within their booths.
• Cash sales are prohibited.
• Any promotional materials placed or distributed outside the exhibitor’s booth without the prior written consent of Management will be removed and discarded.

PHOTOGRAPHY & VIDEO POLICY
• Taking photos or video of exhibit booths without the exhibitor’s permission is prohibited.
• No photography or video is permitted in the New Products Showcase.

These rules are subject to change.

GlobalPetExpo.org
The health and well-being of our participants is paramount. Exhibitors, buyers and all attendees alike can expect to hear from us in the coming months with regular safety updates. We are committed to producing an event that provides you the ability to focus on conducting business.

Andrew Darmohraj, executive vice president and COO, American Pet Products Association

As we think differently about how to connect the pet care community, you’ll notice changes relating to:

- Convention Center Policies
- Social Distancing
- Exhibit Hall Layout and Capacity
- Hygiene and Sanitization
- Networking Events and Matchmaking
- Event Logistics
- Education Experience
- Staff Training

What won’t change is our commitment to you.

We’ve heard amazing stories about how our industry has innovated to adapt to quickly changing times. We’re excited to continue this momentum in March by facilitating new ideas, products, technologies and connections to help us continue to move forward.

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As the pet industry’s leading association, American Pet Products Association (APPA) has worked to grow and support the industry in many ways beyond the direct services APPA provides its members and retailers through Global Pet Expo. These contributions have driven and sustained significant programs designed to strengthen our industry, increase pet ownership, and build awareness of the joys and health benefits of pet ownership. Learn more about APPA’s initiatives.