Packed with Opportunities
TO ELEVATE YOUR BRAND

Guarantee your company extra exposure before, during and after Global Pet Expo by becoming a sponsor. APPA has created a program of affordable sponsorship options — available exclusively to 2021 Global Pet Expo exhibitors — and are designed to get your company’s name and logo front and center with attendees.

GlobalPetExpo.org

Presented by: APPA | PIDA
Sponsorships are cited as an essential way to provide added exposure for your company, its products and brand to thousands of buyers and media. We’re also proud to sponsor the media reception, an evening dedicated to honoring those making a difference in the pet community with the Excellence in Journalism and Outstanding Contributions to the Pet Industry Award.

Joe Toscano, Vice President/Director Trade & Industry Development
Purina Sales North America
APPA Member 34 Years
Global Pet Expo Sponsor 15 Years

Global Pet Expo gives us an opportunity to showcase Purina’s new items, communicate our nutritional philosophy and highlight our scientific expertise with key members of the pet industry, including our customers, partners and members of the media. We’re also proud to sponsor the media reception, an evening dedicated to honoring those making a difference in the pet community with the Excellence in Journalism and Outstanding Contributions to the Pet Industry Award.

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In fact, they can play an important role in your success at Global Pet Expo.

RESERVE A HIGH-IMPACT SPONSORSHIP AT GLOBAL PET EXPO
We are proud to offer innovative and targeted opportunities and earn the trust of returning sponsors year after year. We work hard to partner with our exhibitors to deliver the best experience possible.

*Center for Exhibition Industry Research (CEIR)
We are excited to offer the following NEW Sponsorships for Global Pet Expo 2021!

**FLOATING SPHERE**
Capture the attention of thousands of buyers and media with these unique spheres, suspended several feet in the air and strategically placed by the show’s main entrance. These opportunities are limited, so reserve yours today to get your company the added recognition you are seeking!

**HAND SANITIZER GEL**
A staple in our everyday lives, personal hand sanitizer gel will surely be one of the most widely used show takeaways. Branded with your company’s logo and booth number, this convenient and useful item will be given to buyers at registration.

**REUSABLE MASKS**
Make a statement with your company logo and booth number front and center on a reusable mask that will be given to buyers at registration. Your brand will be tough to miss as attendees hit the show floor.

**TOUCHLESS KEY TOOL**
This innovative tool will not only be useful at the show but also as attendees head to restaurants and hotels throughout their stay. Keep your brand top of mind with this handy item perfect for a touchless alternative to opening drawers and doors, touching keypads, ATM, and elevator buttons.

**SANITIZING STATION**
Consider sponsoring one or more of our hand sanitizing stations that will be located in all areas occupied by Global Pet Expo at the Orange County Convention Center (OCCC). These stations will see heavy traffic leading up to and during the show. This is an effective way to get your company logo and booth number noticed by key attendees all week long.

**SOCIAL DISTANCING SIGNAGE**
Signage detailing social distancing guidelines will be strategically placed in all areas occupied by Global Pet Expo at the OCCC. Get your booth number and company logo in front of thousands of attendees as they view this important signage designed to keep all attendees apprised of current safety guidelines.

Over the past few years, I have purchased a sponsorship package through Marian Thielsen and Global Pet Expo for my company The Green Pet Shop. Marian has always done her best to get the very best placement/prices for me and my team, and always follows up to make sure everything has been printed/placed to our satisfaction. I do believe the branding towers I have purchased at the Expos have proved to be a benefit and brought more buyers to my booth. I look forward to the day we can return to Global Pet Expo, and I have full intention on continuing my sponsorship agreements!

*Brian Wright, Vice President*  
The Green Pet Shop  
APPA Member 9 Years  
Global Pet Expo Sponsor 6 Years
AISLE SIGN & FLOOR DECAL COMBO PACK
Have you ever wanted to be in two places at once? Now you can with our Aisle Sign and Floor Decal Combo Pack! Double your impact with a presence both on and off the show floor. Includes printing, installation and removal.
Cost: $2,500
The exhibitor is responsible for supplying artwork on or before February 26, 2021.

FLOOR DECAL
Make your mark! 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 and booth number. 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 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 to find out.
The exhibitor is responsible for supplying artwork on or before February 26, 2021.

SHOW FLOOR AISLE SIGNS
Make it easier for buyers to find you. Aisle signs hang above every aisle on the show floor and help direct attendees to booth locations. By sponsoring an aisle sign, attendees will see your company’s logo and booth number hanging proudly above your row while they are walking the show. Includes printing, installation and removal of banner.
Cost: $1,600 per aisle
The exhibitor is responsible for supplying artwork on or before February 26, 2021. 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
The exhibitor is responsible for supplying artwork on or before February 26, 2021. Main Lobby Flags are 2’ wide x 9’ high.

30-SECOND COMPANY VIDEO
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 on the floor.
Cost: $2,000
The exhibitor is responsible for supplying video on or before February 12, 2021.

Global Pet Expo offers a wide range of sponsorship opportunities to separate your brand from the competition and showcase your innovations.

Contact Us
for more information

Marian Thielsen
Associate Vice President
Sales & Marketing
mthielsen@americanpetproducts.org
P 203.554.6121
** 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 surefire way to make a first and lasting impression. Includes printing, installation, and removal of banner at the end of the show.

**Pricing starts at $3,000**
The exhibitor is responsible for supplying artwork on or before February 26, 2021. The banner is produced, hung and removed at the end of the show. The exhibitor is responsible for packing and shipping costs of their banner at the end of the 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 in 13 locations scattered throughout the second-floor main hallway. Limited space is available.

**Cost: $3,900**
The exhibitor is responsible for supplying digital file on or before March 14, 2021.

**COLUMN WRAPS**
Columns are an unavoidable part of any Convention Center. Take advantage of these obstructions by participating in a column wrap sponsorship inside or 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.

**Pricing starts at $4,000**
The exhibitor is responsible for supplying artwork on or before February 26, 2021. Please note: Some of these positions 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 $3,000**
The exhibitor is responsible for supplying artwork on or before February 26, 2021. Each side of the branding towers is 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. Your backlit ad will not only stand out but also make a first and lasting impression. Includes production, installation, electricity and removal.

**Cost: 1-Sided $4,000; 2-Sided $5,000**
The exhibitor is responsible for supplying artwork on or before February 26, 2021. Each side of the light boxes is 34 15/16" W x 76 15/16" H.
YOUR SPONSORSHIP ALSO INCLUDES THESE value-added extras:

- First right of renewal for next year’s show
- Highlight of your company’s name and booth number on the Floor Plan 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 will appear on the Global Pet Expo website, under the Sponsorship Tab (ad recognizes all sponsors)
Applications will not be processed until full payment is received. All Sponsorship Opportunities are on a first-come, first-served basis. By signing this application, Advertiser agrees to be bound by terms and conditions contained and referenced herein, as well as those which may be issued by Global Pet Expo Management and sent to Advertiser under separate cover prior to Global Pet Expo.

### AVAILABLE SPONSORSHIPS

Ask us how to create a sponsorship package that meets your needs and budget. Leverage new and unique sponsorships to build brand awareness, drive booth traffic and pitch new products beyond the footprint of your booth. We can help stretch your dollars — using these prices as a guide, APPA will consult with you to develop a package that is a perfect match to your goals. Early-Bird Value Pricing and Combo Packs are just two ways to maximize your promotional budget and target the specific buyers you need to reach.

#### BOLD BRANDING

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>NEW! Floating Sphere</td>
<td>$8,000</td>
<td>$9,000</td>
</tr>
<tr>
<td>Main Lobby Banner (pricing starts at)</td>
<td>$3,000</td>
<td>$3,600</td>
</tr>
<tr>
<td>Column Wraps (pricing starts at)</td>
<td>$4,000</td>
<td>$4,800</td>
</tr>
<tr>
<td>Main Lobby Flags</td>
<td>$1,800</td>
<td>$2,160</td>
</tr>
<tr>
<td>1-Sided Branding Tower</td>
<td>$2,000</td>
<td>$2,400</td>
</tr>
<tr>
<td>2-Sided Branding Tower</td>
<td>$3,000</td>
<td>$3,600</td>
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<tr>
<td>1-Sided Light Box</td>
<td>$4,000</td>
<td>$4,800</td>
</tr>
<tr>
<td>2-Sided Light Box</td>
<td>$5,000</td>
<td>$6,000</td>
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#### DIGITAL DISPLAYS

<table>
<thead>
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<tbody>
<tr>
<td>30-Second Company Video</td>
<td>$2,000</td>
<td>$2,400</td>
</tr>
<tr>
<td>On multiple digital screens in Expo Hall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Signage in Common Areas</td>
<td>$3,900</td>
<td>$4,680</td>
</tr>
<tr>
<td>Convention Center Lobby &amp; Walkways</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aisle Sign and Floor Decal—Combo Pack</td>
<td>$2,500</td>
<td>$3,000</td>
</tr>
<tr>
<td>Floor Decal (pricing starts at)</td>
<td>$1,000</td>
<td>$1,320</td>
</tr>
<tr>
<td>Aisle Banner ( priced per aisle)</td>
<td>$1,600</td>
<td>$1,920</td>
</tr>
</tbody>
</table>

Contact APPA to learn more.

Marian Thielsen, Associate Vice President, Sales & Marketing
mthielsen@americanpetproducts.org P 203.554.6121
1. PAYMENT TERMS: An electronic invoice will be sent immediately upon receipt of Advertiser’s signed contract. Full payment is due upon receipt of the invoice.

2. EFFECTIVENESS: This contract and the sponsorship shall not be effective until full payment is received and the contract is accepted by American Pet Products Association (“Global Pet Expo Management”) as indicated on the application. Global Pet Expo Management reserves the right to accept or reject any contract in its sole and absolute discretion. Upon acceptance by Global Pet Expo Management, a copy hereof indicating Global Pet Expo Management’s acceptance will be mailed to Advertiser. In the event this contract is rejected by Global Pet Expo Management, Global Pet Expo Management will notify Advertiser of the same in writing, and all payments rendered by Advertiser in connection herewith shall be promptly returned to Advertiser. Notwithstanding the foregoing, in the event notice of rejection is not provided, this contract will be deemed to be accepted by Global Pet Expo Management ten (10) days following receipt of full payment.

3. CANCELLATION: This contract may be canceled by Advertiser at any time upon written notice to Global Pet Expo Management, subject to the following cancellation charges. Premium sponsorships are non-cancellable. A 100% cancellation charge equal to the aggregate amount paid by Advertiser (the “Total Advertising Charges”) will be applied in full upon cancellation of the contract. For all other media, if such notice is received by Global Pet Expo Management on or before 90 days prior to the opening day of the exhibition, Advertiser shall pay Global Pet Expo Management, a cancellation charge equal to one-half (50%) of the Total Advertising Charges; and if such notice is received by Global Pet Expo Management thereafter, Advertiser shall pay Global Pet Expo Management, a cancellation charge equal to the Total Advertising Charges. Should Advertiser cancel its exhibit space, regardless of whether the sponsorship is resold, the sponsorship will cease but payment is required in accordance to the cancellation policy stated above.

4. RIGHT OF OFFSET: Global Pet Expo Management shall have the right to offset the amount of any obligation due and owing to Global Pet Expo Management. From Advertiser against any obligations at any time due and owing to Advertiser by Global Pet Expo Management, whether under this contract or under any other contract arrangement or understanding between Global Pet Expo Management and Advertiser. In addition, this contract is subject to Global Pet Expo Management standard credit terms and policies, and Global Pet Expo Management may apply any amounts received from Advertiser toward any other outstanding balance due from Advertiser. Advertiser shall be liable for all monies due and cost of collection, including attorney’s fees, as a result of any collection efforts by Global Pet Expo Management under this contract.

5. ADVERTISER’S CONTENT: Media space reserved under this contract shall only be used for content which advertises or promotes goods and/or services manufactured or sold by Advertiser named on the reverse side hereof, and related to the show, and Advertiser may not assign, sublet, or otherwise promote any other goods or any firm or entity in such media space. Advertiser’s content submitted for use in the media space pursuant hereto, which content shall include, but not be limited to, text, illustrations, graphics, representations, sketches, maps, trademarks, logos, labels or service marks, shall comply with all applicable laws respecting the content of published matter (whether in printed, televised, recorded, or online media). Without limiting the generality of the foregoing, Advertiser’s content shall comply with all applicable laws respecting obscenity, pornography, false or misleading advertising or an unfair or deceptive trade practice or act, unfair competition, libel, slander and/or defamation, piracy, plagiarism, invasion of privacy rights or publicity, and shall not infringe or misappropriate any copyright, trademark, trade secret, confidential information or intellectual property rights of any third party. Advertiser agrees to indemnify, defend and hold Global Pet Expo Management, its affiliates or related entities or any of their respective directors, officers, employees, agents, or representatives (collectively, “Representatives”) harmless from any and all claims, demands, liabilities, losses, expenses, costs, including attorney’s fees, arising out of or attributable to the use of Advertiser’s content provided pursuant hereto. In no event will acceptance by Global Pet Expo Management of any of Advertiser’s content constitute a waiver of its right to indemnification hereunder.

6. RECORDING RELEASE: Advertiser for itself and on behalf of its affiliates and related entities and any of their respective Representatives hereby consents to the taking of photographs, video and audio recording for the use of Global Pet Expo Management in promotion of its promotional materials that may appear in print online, or in other media.

7. EDITORIAL DISCRETION: Global Pet Expo Management reserves the right to place the word “Advertised” or words of similar meaning in any Advertiser content. Advertiser is subject to investigation by Global Pet Expo Management of Advertiser’s products and services in light of any representations or claims made in content regarding such products or services. Global Pet Expo Management reserves the right to reject any Advertiser’s content which Global Pet Expo Management, in its sole discretion, determines to be inconsistent with its publication standards or with the overall character of the media space. In the event Global Pet Expo Management rejects any Advertiser’s content, Advertiser shall be entitled to the refund of a pro rata portion of the Total Advertising Charges actually received by Global Pet Expo Management attributable to the media space which Advertiser does not utilize pursuant hereto.

8. LIMITATION OF LIABILITY: Global Pet Expo Management shall not be responsible for any loss or damage to Advertiser’s property or materials. Under no circumstances shall Global Pet Expo Management have any liability for lost profits or other special, incidental or consequential damages. Global Pet Expo Management’s total liability hereunder, or in connection with the provision of media space, shall, in no case, exceed the amount of the portion of Total Advertising Charges received by Global Pet Expo Management from Advertiser.

9. FORCE MAJEURE: Global Pet Expo Management shall have no liability for any failure to perform its obligations hereunder where such failure to perform was due to any riot, strike, civil disorder, act of war, act of terrorism or threat thereof, act of God, pandemic, government regulation or law, or any other cause of any kind whatsoever not within Global Pet Expo Management’s reasonable control. Without limiting the generality of the foregoing, the parties acknowledge and agree that as of the date hereof it is difficult to predict the impact, if any, on the recent outbreak of the novel strain of coronavirus (“COVID-19”) on the physical attendance and/or production of the Global Pet Expo in Orlando, Florida starting March 24, 2021. Accordingly, in the event any actions are taken whether by Global Pet Expo Management, Advertiser or a governmental authority (i) to curb the outbreak of COVID-19; or (ii) that are otherwise the direct or indirect result of the threat of COVID-19, and in the case of either (i) or (ii), such actions effect the Global Pet Expo Management’s or Advertiser’s ability to perform or exploit its rights under this contract, as applicable. Global Pet Expo Management shall have the right to terminate this contract with immediate effect upon the delivery of written notice of the same to Advertiser. In the event this contract is terminated by Global Pet Expo in accordance with this Section 9, the terms of Section 3 shall apply with respect to the availability of a refund, if any.

10. MISCELLANEOUS: This contract contains the entire understanding of the parties with respect to the subject matter hereof and there are no other agreements, understandings or representations of warranties, except as expressly set forth herein. The rights of Global Pet Expo Management under this contract shall not be deemed waived except as specifically stated in a writing signed by an authorized officer of Global Pet Expo Management. This contract and all related documents and all matters arising out of or relating to the making or performance of this Agreement, are governed by, construed in accordance with and enforced under the laws of the State of New York. This contract and all matters arising out of or relating to, the making or performance of this contract must be brought only in a state or federal court within the State of New York located in the Borough of Manhattan and Advertiser hereby expressly consents to the personal jurisdiction of any such court. Global Pet Expo Management shall be entitled to recover the costs, including reasonable attorney’s fees and/or collection fees, in any action brought to enforce this contract or its rights hereunder. This contract may be signed in counterparts, and signatures may be exchanged electronically. Global Pet Expo Management shall also be entitled to recover all accrued finance charges through the payment of the full amount of this contract.

11. GLOBAL PET EXPO TRADEMARK LICENSE: Advertisers may wish to use the Global Pet Expo official trademark in its promotional materials for its exhibition in the Global Pet Expo. Therefore, Global Pet Expo hereby grants a nonexclusive, nontransferable license to Advertiser solely for the use of the Global Pet Expo logo in advertisements and promotional material to promote its exhibition in the Global Pet Expo referred to herein. Advertiser should review and adhere to the License Rules for Use of the Global Pet Expo Trademark displayed on the Global Pet Expo Web site at www.globepetexpo.com and shall not alter the logo in any way. Logos will be made available on the foregoing web site or Advertiser may phone the Global Pet Expo Management office for further information.

12. NON-DISPARAGEMENT: Advertiser agrees that they will not disparage or make any derogatory comments about Global Pet Expo, Global Pet Expo Management and/or its affiliates, representatives or any of their respective Representatives. If any Advertiser breaches this provision, in addition to all other rights and remedies, Global Pet Expo Management shall have the right to terminate this contract, and disqualify the breaching party from any advertising or sponsorship opportunities in connection with any Global Pet Expo Management event.