for the health of your **business**.
for the happiness of our **pets**.

Your APPA Membership Benefits

www.americanpetproducts.org
As the leading trade association for pet product manufacturers, manufacturers’ reps and importers, APPA offers a host of benefits to help our members grow and prosper.

Your APPA membership provides the exclusive opportunity to exhibit at Global Pet Expo, the premier event for the pet products industry. As an exhibitor, your company has direct access to a host of marketing tools to increase visibility and drive sales before, during and after the show, including access to registered buyers, media contacts, advertising and sponsorship opportunities, and the post-show attendee list.

Global Opportunities Education Series

APPA offers educational webcasts on topics pertinent to your business. Presentations by renowned speakers and pet industry experts bring you can't-miss education. All webcasts are archived for convenient download.

For questions about your APPA member benefits, contact us at memberservices@americanpetproducts.org or call 203-532-0000 ext. 520
This program combines educational webcasts, market updates and networking to help members navigate the nuances of the pet industry. APPA has partnered with seasoned pet industry specialists to assist members with a variety of topics, including retail strategy development, supply chain distribution, merchandising, inventory, productivity, team building and more.

Use our online Help Desk for a direct connection via email at businessedge@americanpetproducts.org.

**APPA’s Minority Business Development Program**

The APPA Minority Business Development Program provides targeted assistance to minority manufacturers who produce 51% USA-sourced products. The program offers technical and business development services, including access to capital, federally contracted services, B2B networking, strategic business consulting, export consulting and COVID-19 resilience resources.

Both domestic and international members can benefit from APPA’s Export-Import Solution Center. Receive customized answers and the resources you need from our experienced international trade experts.

To get answers to your global trade questions or to schedule a complimentary 45-minute consultation use our online Help Desk via email at ex-imsc@americanpetproducts.org.

**The Export-Import Bank of the U.S.**

Take the fear out of exporting and increase your company’s international sales. U.S.-based businesses can access a variety of products, including export credit insurance, guaranteed credit for working capital and guaranteed commercial loans to foreign buyers.

**Food Export USA and The Branded Program**

Food Export USA offers a variety of programs and services to help grow exports of value-added food and agricultural products. Food Export’s programs are open to APPA members who are U.S. pet food or agricultural product manufacturers promoting products comprised of at least 50% U.S. agricultural origin, minus water and packaging.

The Branded Program is a cost-share service that assists small U.S. suppliers with promoting your brand-name pet food products overseas. Approved participants receive a 50% cost reimbursement on eligible marketing and promotional activities.
Government & Regulatory Affairs
APPA's Government and Regulatory Affairs Department helps you comply with the maze of regulations that may impact your business. We inform our members about laws, regulations and proposed legislation and offer guidance on the complexity of regulations affecting the industry.

APPA's Weekly Newsletters
Stay in the know with the APPA's weekly Pet Care Community Newsletter and Member Benefit Outlook. Together, these newsletters provide you with valuable APPA news and member benefits, industry information and policies affecting the pet industry.

UPS®
Receive discounted shipping solutions through UPS®.

Lenovo Savings Program
APPA members are eligible to receive discounts of up to 30% off the everyday public web price on Lenovo products, including laptops, tablets, desktops and more.

For questions about your APPA member benefits, contact us at memberservices@americanpetproducts.org or call 203-532-0000 ext. 520
The APPA National Pet Owners Survey
The APPA National Pet Owners Survey provides you with data and hard facts on American pet product consumers. The survey highlights industry trends and supplies you with demographic information to help you make important sales and marketing decisions. APPA members receive a free copy.

National Pet Owners Survey Data Portal
APPA's Interactive National Pet Owners Survey Data Portal is an easy-to-use data exploration tool that allows you quick, customized access to APPA's valued consumer insights data. Analyze the data the way you need it, when you need it. Just a few clicks is all it takes to get to know U.S. pet product consumers.

The APPA COVID-19 Pulse Study: Pet Ownership During The Pandemic
This 4-volume tracker study measures the impact of COVID-19 on pet ownership, particularly pet product and service consumption.

APPA Generational Report
Volume 3 analyzes the generational trends that help define the pet product marketplace. Based on the APPA National Pet Owners Survey, the Generational Report is a deep dive into all aspects of pet ownership by generation.

Euromonitor International
Euromonitor International is the world's leading independent provider of global strategic intelligence on industries, countries and consumers. APPA members receive a 15% discount on all syndicated research.

Packaged Facts®
Packaged Facts® is a premier source of market intelligence on the pet care, food and services industry, and it provides comprehensive data reports on many pet industry segments. Free report summaries prepared exclusively for APPA members can be purchased in their entirety at a 10% discount.
For questions about your APPA member benefits, contact us at memberservices@americanpetproducts.org or call 203-532-0000 ext. 520

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