

APPA Member Marketplace

Your Benefits Unleashed



APPA MEMBER BENEFITS PACKAGE

Depending on whether you are a domestic or international manufacturer, importer, manufacturers' representative or a supplier of companion animals, your APPA membership benefits include:



“ APPA is a reliable and trustworthy source to go to for answers for our business and market research. As a fast growing company reaching new territories, APPA offers the knowledge and solutions that help us propel forward. ”

Tanya Tavares, Kennelmaster Foods, Inc.

MEMBERSHIP BENEFITS

Global Pet Expo

- 🐾 Buyer contact lists
- 🐾 Media contact list
- 🐾 Public Relations guide
- 🐾 Advertising and sponsorship opportunities
- 🐾 Post-show attendee lists
- 🐾 Market Access seminars and Retail Market Tour

More Benefits...

- 🐾 **Export-Import Consulting Services**
- 🐾 **Public Relations and Marketing discounted programs**
- 🐾 **E-update:** APPA's weekly e-newsletter, includes the latest pet industry news
- 🐾 **APPA SmarBrief:** News and policies affecting the pet industry
- 🐾 **APPA's Government & Regulatory Affairs Legal Counsel**
- 🐾 **APPA Referral Network:** Online business opportunities
- 🐾 **Well Fargo Insurance Services:** Business, health and group employee insurance
- 🐾 **Educational Webcasts:** Topics pertinent to APPA members
- 🐾 **Cyber Security Training**
- 🐾 **Shipping discounts through UPS**
- 🐾 **Product Recall Services**
- 🐾 **Export-Import Bank of the U.S.:** Offers support to grow your international sales

Market Research

- 🐾 **APPA National Pet Owners Survey:** Market research on U.S. pet owners
- 🐾 **APPA Generational Report:** Examines pet ownership by generation
- 🐾 **Packaged Facts:** Data reports on various pet industry segments
- 🐾 **Euromonitor International:** Comprehensive international pet industry market research

“ It's a privilege to be a member of APPA. Taking advantage of all the membership opportunities has been a great way for us to grow our business. ”

Ralph Cohen, Enchante – Precious Tails



DISCOUNTED AFFINITY PROGRAMS

APPA offers a variety of discounted affinity programs that are sure to help your company's bottom line, including:

- 🐾 **ADP Payroll Processing Services**
- 🐾 **Careerbuilder Job Postings**
- 🐾 **Lenovo Technology Products**
- 🐾 **Staples & Office Depot**
- 🐾 **Constant Contact Email Marketing**
- 🐾 **Discounted Fuel Cards for all U.S. Regions**
- 🐾 **MSC Industrial Supply**
- 🐾 **And Much More**

For a full list of benefits, go to www.americanpetproducts.org/marketplace

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