From trusted market data and access to the latest industry news to Global Pet Expo, networking events, training and professional development opportunities, we've got all your business needs covered.

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

Join Today
www.AmericanPetProducts.org/Join
Eligibility Requirements for APPA Membership

**MANUFACTURERS**
Applicants must be a pet product manufacturer, importer or brand holder

- Membership application that includes:
  - A brochure, website or advertisement
  - Sales invoice to a retailer, distributor or wholesaler*
  - Matching shipping document
- 75% of your income must come from manufacturing, importing or sourcing pet products
- $1,000 joining fee + annual dues to activate membership
*Domestic manufacturers must show a transaction originating from their facility in the U.S. International applications do not have to originate or ship to a location in the U.S.

**MANUFACTURER REPRESENTATIVES**
Applicants must represent pet product manufacturers

- Applicants must provide contact information for at least two manufacturers* that they are currently representing
- $350 joining fee + annual dues to activate membership
*References do not have to be APPA members.

**RIGHT START**
1 year associate membership for start-up companies

- Membership application that includes:
  - Proof the business is a legal entity*
  - Proof the business is actively engaged in launching a pet product
- Pet Products must be intended for sale to retailers, distributors or wholesalers
- $350 joining fee + dues to activate membership
*Visit our webpage for more information on acceptable forms of proof for establishing eligibility for the Right Start membership category.

**LIVESTOCK**
Applicants must breed/sell companion animals (dogs, cats, fish, birds, small animals, reptiles, equines)

- Membership application that includes:
  - A brochure, website or advertisement
  - Sales invoice
  - Matching shipping document
- All livestock must be intended for sale at the retail level
- $1,000 joining fee + annual dues to activate membership

### APPA JOINING FEE AND MEMBERSHIP DUES

<table>
<thead>
<tr>
<th>WORLD WIDE SALES OF PET PRODUCTS (USD)</th>
<th>U.S. MANUFACTURERS AND LIVESTOCK SUPPLIERS</th>
<th>NON-U.S. MANUFACTURERS AND LIVESTOCK SUPPLIERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $500,000</td>
<td>$1,000 Joining Fee + Annual Dues (USD)</td>
<td>$1,000 Joining Fee + Annual Dues (USD)</td>
</tr>
<tr>
<td>$500,000 to $2,000,000</td>
<td>$840</td>
<td>$1,170</td>
</tr>
<tr>
<td>$2,000,000 to $5,000,000</td>
<td>$1,235</td>
<td>$1,650</td>
</tr>
<tr>
<td>$5,000,000 to $10,000,000</td>
<td>$2,395</td>
<td>$3,085</td>
</tr>
<tr>
<td>$10,000,000 to $15,000,000</td>
<td>$4,650</td>
<td>$5,430</td>
</tr>
<tr>
<td>$15,000,000 to $25,000,000</td>
<td>$7,560</td>
<td>$8,250</td>
</tr>
<tr>
<td>$25,000,000 to $50,000,000</td>
<td>$8,600</td>
<td>$9,480</td>
</tr>
<tr>
<td>$50,000,000 to $100,000,000</td>
<td>$10,275</td>
<td>$11,360</td>
</tr>
<tr>
<td>$100,000,000 +</td>
<td>$12,100</td>
<td>$12,840</td>
</tr>
<tr>
<td>$50,000,000 to $100,000,000</td>
<td>$16,650</td>
<td>$17,775</td>
</tr>
<tr>
<td>MANUFACTURER REPRESENTATIVE</td>
<td>$350 Joining Fee + Annual Dues of $570</td>
<td></td>
</tr>
<tr>
<td>RIGHT START</td>
<td>$350 Joining Fee + Annual Dues of $570</td>
<td></td>
</tr>
</tbody>
</table>

Visit us at [www.AmericanPetProducts.org/Join](http://www.AmericanPetProducts.org/Join) to access the online application
Global Pet Expo delivers the right people to move your business and the industry forward. Come network and form partnerships with everyone from pet product manufacturers, importers, retailers, thought leaders, trailblazers, and creative minds advancing the $132 billion pet care industry. Produced by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA), Global Pet Expo is the premier international gathering for the pet industry.

**YOUR APPA MEMBERSHIP = A Better Booth Experience**

- **6,000 QUALIFIED BUYERS**
- **52%** of attendees are first-time prospects for your pipeline
- **1,000+ NEW PRODUCTS**
- **40 EDUCATIONAL SESSIONS**
- **$123 BILLION INDUSTRY AND Growing**

**REGISTERED BUYERS**
- Mass Market Retailers
- Distributors
- Single-unit Retailers
- Online/Direct Retailers
- Multi-unit Retailers
- Wholesalers
- Other
- Importers/Exporters

**EXCLUSIVE!** Exhibitors get access to the Global Pet Expo invitation list, which includes pre-qualified buyer registrants from the past 2 years and the 2023 advanced registration list, available 3 weeks pre-show.

APPA provides everything you need to maximize brand exposure:
- New Products Showcase & Best in Show Awards
- **FREE** customizable marketing resources in the Online Marketing Toolkit
- Advertising and sponsorship opportunities can boost exposure up to 4X
- Access to registered media lists, press release distribution and public relations best practices

**YOUR APPA MEMBERSHIP = A Better Booth Experience**

**SHOW OFF WHAT MAKES YOU SPECIAL**

Boost your visibility and profits by selecting a booth in one of the Global Pet Expo Specialty Sections:
- **WHAT'S NEW!**
- **THE NATURAL PET**
- **COUNTRY PAVILIONS**
- **EVERYTHING AQUATIC**
- **THE BOUTIQUE**

**COSTS TO EXHIBIT:**

<table>
<thead>
<tr>
<th>Cost Description</th>
<th>Before 12/31/23</th>
<th>After 1/1/24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard 10' x 10' booth</td>
<td>$28.00 per ft.</td>
<td>$30.00 per ft.</td>
</tr>
<tr>
<td>Corner booth premium</td>
<td>$200</td>
<td></td>
</tr>
<tr>
<td>Trolley path frontage fee</td>
<td>$250 per 10 ft.</td>
<td></td>
</tr>
</tbody>
</table>

**Standard 10’ x 10’ booth is equal to 100 square feet or 9 square meters**
As the pet product industry’s leading international trade association, membership with APPA is an investment in your company’s future

Membership provides engagement with pet business experts, visibility to your customers and access to resources to help expand your business in the global marketplace

1 GLOBAL PET EXPO
Exhibiting connects APPA members with thousands of qualified buyers and the best opportunities to showcase their new products, learn about trends and share ideas to move the pet care community forward

2 APPA NATIONAL PET OWNERS SURVEY
The leading resource of consumer insights and market intelligence on the U.S. pet products market and pet owner demographics. Use this trusted, objective and actionable data to make smart business decisions

3 MARKET RESEARCH
Market research solutions to cover all of your business needs, including APPA’s Interactive Data Portal, COVID Pulse Study, Packaged Facts and Euromonitor data, and more

4 APPA BUSINESS EDGE
Gain knowledge and strategic focus from globally renowned business advisors and experts who can help you understand the dynamics of the pet industry and navigate the retail landscape

5 PUBLIC RELATIONS PROGRAM
Programs and opportunities to create increased media exposure for your company and products

6 EXPORT-IMPORT SOLUTION CENTER
Expand your international trade activities with customized support from experienced professionals, education and global market data

7 GOVERNMENT & REGULATORY AFFAIRS
Helps you identify and comply with regulations and laws that affect your business

8 DISCOUNT BUSINESS SERVICES
Reduce your costs with discounts on shipping and other business necessities
*For U.S. Companies Only

9 APPA’S PET BUSINESS BOOTCAMP
This program will empower you with a solid framework of business basics that have direct applications to the pet industry, as well as advanced strategies for smart growth. Available in live sessions or on-demand

Unleash the power of APPA Membership

Contact Member Relations for more information and to join
Karyn Bennitt, Director
kbennitt@americanpetproducts.org | P: 203.532.3607

www.AmericanPetProducts.org/Join