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

Top Four Reasons to Join:

1. Global Pet Expo connects you with buyers and distributors from the U.S. and globally.
2. Market research to understand how the needs and behaviors of U.S. pet owners impact your product development, sales and marketing.
3. Media exposure to help you pitch stories and get coverage that can grow your business.
4. Industry consultants are available to provide expert guidance and research to help solve members' pet business questions.

Join Today
www.AmericanPetProducts.org/Join
Join APPA today and put your member benefits to work

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 your business needs, including APPA’s Interactive Data Portal, COVID Pulse Study, Packaged Facts and Euromonitor data, and more.

4. **GLOBAL OPPORTUNITIES EDUCATION SERIES**
   APPA offers educational webcasts geared toward all pet industry professionals. Webcasts are also available on-demand.

5. **APPA CONSULTANTS**
   Gain knowledge and guidance from APPA’s pet retail experts and export-import specialists.

6. **APPA’S PET CARE COMMUNITY NEWSLETTER**
   Stay informed every week on the latest pet industry, regulatory and legislative news, exclusively for members.

7. **PUBLIC RELATIONS PROGRAM**
   Leverage APPA’s public relations team to increase media exposure for your products. Participate in media opportunities to secure free targeted media pitching and outreach on your behalf and use media engagement tools to support your brand’s public relations strategy at Global Pet Expo.

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

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

Unleash the power of APPA Membership

Contact Booth & Membership Sales for more information and to join

Karyn Bennitt, Director, Booth & Membership Sales
kbennitt@americanpetproducts.org | P: 203.532.3607

Nicole Forbes, Manager, Booth & Membership Sales
nforbes@americanpetproducts.org | P: 203.532.3604

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.

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

2024 APPA JOINING FEE AND MEMBERSHIP DUES

<table>
<thead>
<tr>
<th>WORLDWIDE SALES OF PET PRODUCTS (USD)</th>
<th>U.S. MANUFACTURERS AND LIVESTOCK SUPPLIERS $1,000 Joining Fee + Annual Dues (USD)</th>
<th>NON-U.S. MANUFACTURERS AND LIVESTOCK SUPPLIERS $1,000 Joining Fee + Annual Dues (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $500,000</td>
<td>$865</td>
<td>$1,205</td>
</tr>
<tr>
<td>$500,000 to $2,000,000</td>
<td>$1,270</td>
<td>$1,700</td>
</tr>
<tr>
<td>$2,000,000 to $5,000,000</td>
<td>$2,465</td>
<td>$3,180</td>
</tr>
<tr>
<td>$5,000,000 to $10,000,000</td>
<td>$4,790</td>
<td>$5,500</td>
</tr>
<tr>
<td>$10,000,000 to $15,000,000</td>
<td>$7,785</td>
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</tr>
<tr>
<td>$15,000,000 to $25,000,000</td>
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<td>$9,765</td>
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<tr>
<td>$25,000,000 to $50,000,000</td>
<td>$10,585</td>
<td>$11,700</td>
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<tr>
<td>$50,000,000 to $100,000,000</td>
<td>$12,465</td>
<td>$13,225</td>
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<tr>
<td>$100,000,000 +</td>
<td>$17,150</td>
<td>$18,310</td>
</tr>
</tbody>
</table>

MANUFACTURER REPRESENTATIVE
$350 Joining Fee + Annual Dues of $590

Membership is for third-party companies that represents many manufacturers and assists with sales to distributors and retailers. Companies are not eligible to exhibit but may work in the booth for the companies they represent.

RIGHT START
$350 Joining Fee + Annual Dues of $590

One year membership for pet startups and emerging brands. Companies are not eligible to exhibit.

Visit us at www.AmericanPetProducts.org/Join to access the online application
Global Pet Expo

MARCH 20-22, 2024
Orange County Convention Center
Orlando, Florida

AT THE HEART OF INNOVATION

BUYER INFORMATION

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

A BETTER BOOTH EXPERIENCE
APPAP 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

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

DEVELOP LONG-TERM RELATIONSHIPS

6,700 QUALIFIED BUYERS

1,000+ NEW PRODUCTS

40 EDUCATIONAL SESSIONS

ATTENDEES COME FROM 82 COUNTRIES

$137 BILLION INDUSTRY AND GROWING

COSTS TO EXHIBIT

- $29 per square foot** BY Jan. 31, 2024
- $31 per square foot** AFTER Feb. 1, 2024
- Corner booth premium $200 (two-booth minimum required)
- Trolley path frontage fee $250 per 10 ft. of frontage on main trolley paths

**Standard 10’ x 10’ booth is equal to 100 square feet or 9 square meters

FOLLOW US on Facebook and Twitter for up-to-the-minute information.
“APPA gives us access to customers in one spot and data that would be hard to aggregate without our membership. We appreciate the opportunity to grow with APPA.”
Lauren Soto, Mazuri Exotic Pet Nutrition

“We have been proud APPA members for over 17 years. If we weren’t APPA members or at Global Pet Expo, we would be at a disadvantage in the pet industry.”
Dough & Noah Jakubowski, Pet Gear, Inc.

“APPA is a key partner in keeping our company informed and connected with the pet industry. The business and market insights provided through the Business Edge program are invaluable. We are proud to be APPA members!”
Casey Jones, Primo Pup