

2022

2023

JOIN
APPA



for the health of
your **business.**

for the happiness
of our **pets.**



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.

APPA[®]

American Pet Products Association

Join Today

www.AmericanPetProducts.org/Join

Advancing the Pet Industry and your bottom line



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 GLOBAL OPPORTUNITIES EDUCATION SERIES

APPA offers educational webcasts geared toward all pet industry professionals. Webcasts are also available on-demand

5 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

6 APPA'S PET CARE COMMUNITY NEWSLETTER

Stay informed every week on the latest pet industry, regulatory and legislative news, exclusively for members

7 APPA'S MEMBER BENEFIT OUTLOOK NEWSLETTER

APPA's weekly Member Benefit Outlook keeps you up-to-date on the latest APPA news, upcoming webcasts and member benefits

8 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

9 EXPORT-IMPORT SOLUTION CENTER

Expand your international trade activities with customized support from experienced professionals, education and global market data

10 GOVERNMENT & REGULATORY AFFAIRS

Helps you identify and comply with regulations and laws that affect your business

11 DISCOUNT BUSINESS SERVICES

Reduce your costs with discounts on shipping and other business necessities

**For U.S. Companies Only*

12 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 Bennett, Director, Member Relations & Business Development

kbennett@americanpetproducts.org | P: 203.532.3607

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

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

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



MARCH 22-24, 2023 | Orlando, Florida

EVERYTHING *you need*

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 \$123.6 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.**

6,000 QUALIFIED BUYERS

52% ARE FIRST-TIME ATTENDEES: NEW PROSPECTS FOR YOUR PIPELINE

1,000+ NEW PRODUCTS

40 EDUCATIONAL SESSIONS



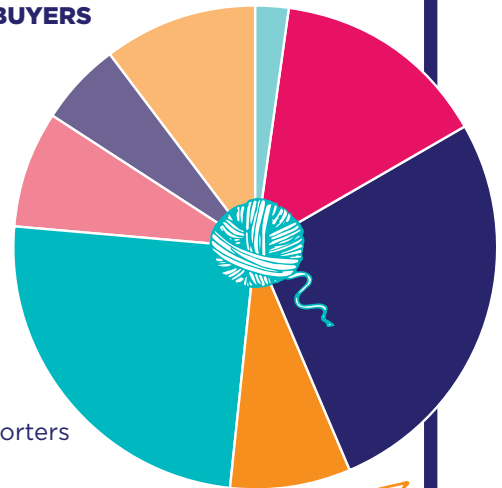
ATTENDEES COME FROM **80** COUNTRIES

\$123 BILLION INDUSTRY AND GROWING



REGISTERED BUYERS

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



YOUR APPA MEMBERSHIP= *A Better Booth Experience*

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.

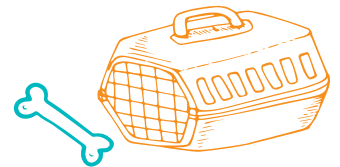
APPA provides everything you need to maximize brand exposure:

- ✓ 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

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:

\$28.00 per square foot**	BY Tuesday, Jan. 31, 2023
\$30.00 per square foot**	AFTER Wednesday, Feb. 1, 2023
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

When the Value is Clear the decision is easy

**Member
since 2015**

“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.

**Member
since 2003**

**Member
since 2017**

“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

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