

APPA[®]

American Pet Products Association

APPA MANUFACTURER MEMBER PROSPECTUS

For Pet Product Companies & Brands





American Pet Products Association

APPA Manufacturer Membership

Join the largest community in pet!

Why Join the APPA?

Becoming an American Pet Products Association (APPA) member connects you to the premier pet industry community, providing exclusive access to the resources, research, and relationships that fuel business growth and success. Whether you want to expand your reach, gain industry insights, or increase brand visibility, APPA membership offers an unparalleled opportunity to elevate your position in the pet industry.

The APPA Community

1,300+ COMMUNITY
BUSINESS
MEMBERS

With a diverse network of over 1,300 businesses, APPA represents the full spectrum of the pet products industry—from manufacturers and suppliers to distributors and service providers. This dynamic community is driven by a shared commitment to promoting the health and well-being of pets and enhancing the pet ownership experience. As a member, you'll be part of an influential group shaping the industry's future, with access to a wealth of knowledge, connections, and opportunities.



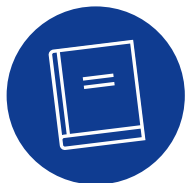
MEMBERSHIP BENEFITS FOR MANUFACTURERS

Included With Your Membership



Exclusive Expo Access:

Secure your spot at Global Pet Expo—the industry’s largest and most sought-after trade show. This premier event will sell out, so don’t miss your chance to connect directly with top buyers, retailers, suppliers, and distributors.



Unforgettable Educational Opportunities:

Access to Global Learning Series and The Pet Summit, the industry’s newest curated education driving the evolution of the pet industry with uniquely curated tracks for everyone in your organization.



Industry Research & Insights:

Exclusive discounted & complimentary access to industry reports, white papers, and the industry-leading annual State of the Industry Report.



Brand Exposure & Marketing Support:

Take advantage of APPA’s marketing channels to promote your business, increase visibility, and enhance your brand’s reach & legitimacy.



Networking Opportunities:

Connect with industry leaders, decision-makers, and influencers through curated events, members-only opportunities, and specialized forums. Access our online member directory to connect with other APPA members.



Industry Advocacy:

Be part of the collective voice advocating for pet industry interests at both the state and federal levels. Our member contributions have allowed APPA to give back over \$15 million in the last ten years, leading development and change for the industry. Your membership will allow APPA to continue to give back and advocate for pets and pet owners.

GATHER

APPA Convenes the Best in Pet



Global Pet Expo - The Industry's Premier Event

As the largest annual trade show for the pet industry, Global Pet Expo is where business gets done. With more than 1,300 exhibitors and over 20,000 attendees registered, the show offers an unmatched opportunity to showcase your products, forge new partnerships, and solidify your position in the market.



The Pet Summit - The #1 Educational Conference in Pet!

The Pet Summit provides the ultimate opportunity for professional development, education and networking. Join us for a variety of curated tracks on topics such as brand & storytelling, investment perspectives, data & insights, sustainability (powered by Pet Sustainability Coalition), tech & innovation, and the future of retail. Learn more at ThePetSummit.com.



APPA - Advancing and Uniting the Pet Industry

Webinars - Your Connection to Trending Industry Topics

Join fellow pet industry professionals for live, interactive webinars featuring the topics that matter most for your business. Hear from industry thought leaders and subject matter experts on issues including trade, data insights, regulatory updates, sustainability and more.

Global Pet Expo Attendee Demographics

Retail Buyers:

Representing large chains, independent retailers, and international distributors.

Key Decision-Makers:

Including C-level executives, senior managers, and category buyers.

Influencers and Media Outlets: Expanding reach and influence to consumers globally.

CONNECT WITH 10,000+

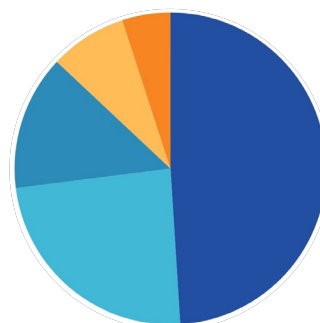
KEY DECISION MAKERS FOR UNMATCHED BUSINESS GROWTH!

Pet Products & Services Decision Makers



C-Level: 34%
Manager Level: 26%
Associate Level: 19%
Director: 14%
VP Level: 7%

Retail Attendance by Format



Mass, Dollar, Club & Other: 49%
Grocery: 24%
Farm, Fleet & Hardware Retailer: 14%
Ecommerce: 8%
Specialty Retailer: 5%

INFORM

Access the Latest Pet Owner Insights

APPA
Research & Insights

Research & Insights to Drive Success

APPA members enjoy access to cutting-edge research and critical insights to make informed business decisions.

Research & Insights Publications

State of the Industry Report:

An annual deep dive into the trends and dynamics shaping the pet industry.

NPOS Pet Ownership Market Reports:

Covering key data and insights on various pet segment categories and consumer trends.

Pet Segmentation Reports (Pet Owner Playbooks)

An in-depth analysis of seven distinct pet owner segments, each defined by unique attitudes, behaviors, and motivations.

White Papers & Blog Articles:

In-depth reports on specific topics, including species-specific data, emerging trends, and more.

Pet Industry Webinars:

Specialized research and education throughout the year that you can attend live, or on your schedule.

These resources provide a solid foundation to help businesses anticipate market changes, identify new opportunities, and strategize for growth.



CONNECT

Shaping the Future of the Pet Community



Building Lasting Connections

APPA membership is more than just a business investment—it's a community. Our programs and resources are designed to help you build strong relationships with industry leaders, potential clients, and key influencers.

Brand Awareness & Promotion

- Utilize APPA's marketing channels and community to increase your brand visibility.
- Take advantage of co-branded marketing tools and programs to reach a broader audience.

Networking Opportunities

- Attend APPA-hosted events, forums, and summits to connect with other members and industry stakeholders.
- **Circles - NEW IN 2026!** Join exclusive member groups to share insights, discuss challenges, and explore collaboration opportunities.

Membership Portal

- Access the online membership portal to manage your profile and access member-exclusive resources.
- Connect with other members via the online member directory (**NEW in 2026!**)

APPA[®]

American Pet Products Association

READY TO JOIN?

Becoming an APPA member positions your business at the forefront of the pet industry. Enjoy unmatched access to industry events, research, and a powerful network of peers. We are continually adding new products, features, and benefits to your membership to meet the growing needs of your business.



APPA Manufacturer Membership Tiers

ELITE \$14,000 \$60K Value	PREMIUM \$7,500 \$45K Value	BASIC \$1,500 \$20K Value
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ELITE | \$14,000 | \$60K Value

Perfect For:

Established brands and high-growth companies looking for comprehensive industry leadership, maximum visibility, and extensive networking opportunities. This tier is ideal for companies aiming to lead the market and leverage every available tool to stay ahead of competitors.

Key Benefits

Research & Insights:

Complimentary downloadable access to State of the Industry and National Pet Owner Survey reports and Pet Owner Playbooks, 60% discount on NPOS Online Portal and additional research products.

Networking & Events:

Includes eligibility to exhibit at Global Pet Expo, eligibility to enter the New Product Showcase, and entry to the Global Pet Expo Members Lounge. Plus, Elite members receive early access to hotel reservations and other show services.

Thought Leadership:

Access to APPA newsletters, regulatory updates, premium white paper access, and two complimentary passes to The Pet Summit.

Brand Awareness:

Priority inclusion in Buyer & Holiday Guides, discounts on digital marketing services such as product and experience videos, and early access to sponsorship opportunities. Opportunity to submit member press releases for APPA distribution.

Additional Benefits:

Priority access to additional service and marketing opportunities and inclusion in online member directory.

With a focus on maximum reach and top-tier benefits, this membership is ideal for companies that want to lead the industry and **maximize their impact** through strategic visibility and engagement.



Your Annual Manufacturer Elite Membership Benefits

The product summary below is the foundation for Elite membership with American Pet Products Association (APPA). New products are added on a rolling basis. Membership is notified of changes to the product summary via email to the primary contact associated with the membership. Contact information can be updated in the online APPA Portal.

	Membership Feature	Annual Benefit
APPA Research & Insights	NPOS - State of the Industry	Complimentary
	NPOS - Species Reports	Complimentary
	Pet Segmentation - Executive Summary	Complimentary
	Pet Segmentation - Pet Owner Playbooks	Complimentary
	NPOS Online Data Platform Subscription	60% Discount
	Premium Whitepaper Access	Complimentary
	Regulatory Updates	Complimentary

Global Pet Expo	Eligible to Exhibit	Yes
	Exhibiting Member Badges	Complimentary unlimited domain verified badges. Max 6 non-domain verified badges
	Non-Exhibiting Member Badges	2 Included - 6 additional \$2,500/each
	Eligible to submit for New Product Showcase	Yes
	Competitive Edge Audit (first year exhibitors only)	Complimentary
	Access to Member Lounge	Complimentary
	Priority access to hotels, exhibitor move-out, and more	Yes

The Pet Summit	All-Access or Single-Track Badges	2 Complimentary
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Brand Awareness & Marketing	APPA Newsletter	Complimentary
	Press Release Publication	Complimentary
	Podcast Product Feature	Complimentary, while available
	Webinar Sponsorship Opportunities	Access
	Digital Marketing Opportunities (Sample opportunities include: newsletter banner, sponsored article, digital ad campaign, etc.)	Access
	Global Pet Expo Sponsorships	Early Access

Additional Value	Government & Regulatory Affair Guidance	Access
	Inclusion in online member directory	Complimentary

APPA Manufacturer Membership Tiers

ELITE
\$14,000
\$60K Value

PREMIUM
\$7,500
\$45K Value

BASIC
\$1,500
\$20K Value

PREMIUM | \$7,500 | \$45K Value

Perfect For:

Growing organizations looking to expand their market presence and capitalize on enhanced research and networking opportunities. Companies in this tier are focused on reaching a broader audience through additional promotional avenues and gaining deeper insights into the industry.

Key Benefits

Research & Insights:

Complimentary downloadable access to State of Industry and National Pet Owner Survey reports, 30% discount on NPOS Online Data Platform and opportunity to purchase Pet Owner Segmentation reports.

Networking & Events:

Includes eligibility to exhibit at Global Pet Expo, eligibility to enter the New Product Showcase, and entry to the Global Pet Expo Members Lounge.

Thought Leadership:

Access to APPA newsletters, regulatory updates, premium white paper access, and discounted admission to The Pet Summit.

Brand Awareness:

Opportunity for inclusion in Buyer & Holiday Guides, member press releases, and more.

Additional Benefits:

Inclusion in online member directory.

This tier provides a strong combination of research, industry exposure, and enhanced networking, making it ideal for companies seeking to **strengthen their market presence**.



American Pet Products Association
americanpetproducts.org



Your Annual Manufacturer Premium Membership Benefits

The product summary below is the foundation for Premium membership with American Pet Products Association (APPA). New products are added on a rolling basis. Membership is notified of changes to the product summary via email to the primary contact associated with the membership. Contact information can be updated in the online APPA Portal.

	Membership Feature	Annual Benefit
APPA Research & Insights	NPOS - State of the Industry	Complimentary
	NPOS - Species Reports	Complimentary
	Pet Segmentation - Executive Summary	Complimentary
	Pet Segmentation - Pet Owner Playbooks	Access
	NPOS Online Data Platform Subscription	10% Discount
	Premium Whitepaper Access	Complimentary
	Regulatory Updates	Complimentary

Global Pet Expo	Eligible to Exhibit	Yes
	Exhibiting Member Badges	Complimentary unlimited domain verified badges Max 4 non-domain verified badges
	Non-Exhibiting Member Badges	2 Included - 4 additional \$2,500/each
	Eligible to submit for New Product Showcase	Yes
	Competitive Edge Audit (first year exhibitors only)	Complimentary
	Access to Member Lounge	Complimentary

The Pet Summit	All-Access or Single-Track Badges	10% Discount
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Brand Awareness & Marketing	APPA Newsletter	Complimentary
	Press Release Publication	Complimentary
	Podcast Product Feature	Complimentary, while available
	Webinar Sponsorship Opportunities	Access
	Digital Marketing Opportunities (Sample opportunities include: newsletter banner, sponsored article, digital ad campaign, etc.)	Access
	Global Pet Expo Sponsorships	Access

Additional Value	Government & Regulatory Affair Guidance	Access
	Inclusion in online member directory	Complimentary

APPA Manufacturer Membership Tiers

Discover which American Pet Products Association membership is best for you. All member tiers enjoy benefits such as eligibility to exhibit at Global Pet Expo, discounted research, and much more!

ELITE
\$14,000
\$60K Value

PREMIUM
\$7,500
\$45K Value

BASIC
\$1,500
\$20K Value

BASIC | \$1,500 | \$20K Value

Perfect For:

People looking for foundational industry resources and basic access to key events and networking opportunities. This membership is ideal for companies that need an affordable way to gain visibility, attend industry events, and start building connections.

Key Benefits

Research & Insights:

Complimentary access to annual State of Industry report, opportunity to purchase downloadable APPA's National Pet Owners Survey and Pet Owner Segmentation reports, and 10% discount on NPOS Online Data Platform.

Networking & Events:

Includes eligibility to exhibit at Global Pet Expo, eligibility to enter the New Products Showcase, and entry to the Global Pet Expo Members Lounge.

Thought Leadership:

Access to APPA newsletters, regulatory updates, premium white paper access, and discounted admission to The Pet Summit.

Brand Awareness:

Opportunity for inclusion in Buyer & Holiday Guides, member press releases, and more.

Additional Benefits:

Inclusion in online member directory.

This tier provides **essential resources and visibility tools** without the additional complimentary research, marketing and promotional perks found in higher tiers.



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Your Annual Manufacturer Basic Membership Benefits

The product summary below is the foundation for Basic membership (member tier) with American Pet Products Association (APPA). New products are added on a rolling basis. Membership is notified of changes to the product summary via email to the primary contact associated with the membership. Contact information can be updated in the online APPA Portal.

	Membership Feature	Annual Benefit
APPA Research & Insights	NPOS - State of the Industry	Complimentary
	NPOS - Species Reports	Access
	Pet Segmentation - Executive Summary	Complimentary
	Pet Segmentation - Pet Owner Playbooks	Access
	NPOS Online Data Platform Subscription	10% Discount
	Premium Whitepaper Access	Complimentary
	Regulatory Updates	Complimentary

Global Pet Expo	Eligible to Exhibit	Yes
	Exhibiting Member Badges	4 complimentary badges per 100 sq ft of booth space. Additional badges \$2,500.
	Non-Exhibiting Member Badges	2 Included - 2 additional \$2,500/each
	Eligible to submit for New Product Showcase	Yes
	Competitive Edge Audit (first year exhibitors only)	Complimentary
	Access to Member Lounge	Complimentary

The Pet Summit	All-Access or Single-Track Badges	10% Discount
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Brand Awareness & Marketing	APPA Newsletter	Complimentary
	Press Release Publication	Complimentary
	Podcast Product Feature	Complimentary, while available
	Webinar Sponsorships	Access
	Digital Marketing Opportunities (Sample opportunities include: newsletter banner, sponsored article, digital ad campaign, etc.)	Access
	Global Pet Expo Sponsorships	Access

Additional Value	Government & Regulatory Affair Guidance	Access
	Inclusion in online member directory	Complimentary

YOUR APPA EXPERIENCE REIMAGINED

Smarter access. Seamless shopping. More value for your membership.

The new APPA Portal & Store brings everything together in one place—making it easier to access research, find member resources, and unlock exclusive benefits.

Log In and Explore the New Experience

Discover a faster, easier way to access the insights that power your business.



The New APPA Portal & Store is Designed to Help You:

- Access insights quickly
- Reduce friction in purchasing
- Share knowledge across your team
- Get the most out of your membership

Log In to the APPA Portal at: my.americanpetproducts.org

