

Global Pet Expo Planning Tools, Tips, & Timeline

Marketing Toolkit & More

It is important for exhibitors to be proactive in their outreach to make the most of the exhibiting experience. Take advantage of our FREE marketing resources including buyer invitation list, media lists, promotional stickers, a customized web banner, and public relations guide. Browse the Marketing Toolkit [here](#).

Be seen at the show beyond your booth! Discover sponsorship opportunities ASAP. Contact Josh Vetere at josh@americanpetproducts.org.

Enter your new product into the [New Products Showcase](#) for increased exposure and the chance to win an award!

Stand out with an ad placement in Pet Business Magazine publications including the Official Show Preview Guide, Show Directory, Show Floor Map & Guide, and Show Daily. Contact Michelle David at mdavid@macfad.com.

Global Pet Expo Exhibitor Checklist

- ✓ Register for [Exhibitor Badges](#) beginning November 2
- ✓ [Book a hotel room](#) at a discounted rate through OnPeak, our official housing vendor. To contact OnPeak directly, please call (855)992-3353 or email globalpet@onpeak.com
- ✓ [Plan your trip](#) to Orlando
- ✓ Confirm and/or edit your [Show Directory Listing](#) beginning November 2
- ✓ Review [Show Rules](#) & [Display Rules](#)
- ✓ Prepare your booth! Place show orders through the Exhibitor Services Manual available online beginning *November 13*:
 - Order furniture, carpeting, decorating, labor services, freight and/or material handling. Need help? Contact GES at (800)475-2098 or ges.com/chat
 - Order electricity, aerial rigging and lighting, water, plumbing, compressed air, natural and LP gas, and cable TV services. Need help? Contact the Orange County Convention Center (OCCC) at Exhibitor.Services@occc.net or (800)345-9898
 - Rent a lead retrieval to scan your leads onsite at Global Pet Expo. Need help? Contact Registration Technology at (708)383-5950

Important Dates & Deadlines*:

November 13, 2015	Final booth payment due. Check your balance and pay online GES Exhibitor Services Manual Live - Begin to Prepare Your Booth
January 22, 2016	Show Directory Listing Deadline
February 3, 2016	Preview Guide Ad Closing
February 12, 2016	Show Directory Ad Closing
February 17, 2016	Lead Retrieval Discounted Rate Deadline
February 19, 2016	Show Daily Ad Closing Show Floor Map & Guide Ad Closing
February 22, 2016	Orange County Convention Center (OCCC) Discounted Rate Deadline <i>(electricity, aerial rigging and lighting, water, plumbing, compressed air, natural and LP gas, and cable TV services)</i>
February 28, 2016	GES Discounted Rate Deadline <i>(furniture, carpeting, decorating, labor)</i>
March 3, 2016	Lead Retrieval Standard Rate Order Deadline
March 8, 2016	GES Advance Warehouse Shipment Deadline
March 10, 2016	Exhibitor Badge Pre-Registration Closing
March 14-15, 2016 <i>ONLY</i>	GES Direct Shipment to Show Site (OCCC)
March 14, 2016	Exhibitor Move-In, 8-5 pm
March 15, 2016	Exhibitor Move-In, 8-5 pm New Products Showcase Registration Closing
March 16-18, 2016	Global Pet Expo Show Hours: Wednesday and Thursday, 9-6 pm; Friday, 9-5 pm

ENJOY THE SHOW!

*These dates are subject to change.