



LIMITED NUMBER  
OF **SPONSORSHIP**  
**OPPORTUNITIES**  
**AVAILABLE**

# THE SHOW THAT MEANS BUSINESS

---

THE PREMIER  
INDUSTRY EVENT  
MARCH 22-24, 2017  
**GLOBALPETEXPO.ORG**



INCREASE THE IMPACT OF YOUR BOOTH WITH  
**A SPONSORSHIP AT GLOBAL PET EXPO**

# BOOST VISIBILITY

DRIVE TRAFFIC AND BUILD BRAND AWARENESS WITH A SPONSORSHIP AT GLOBAL PET EXPO.

## SPREAD YOUR REACH.

Bring more buyers to your booth and boost brand awareness with a sponsorship at Global Pet Expo.

Sponsorships increase the impact of your booth by guaranteeing your exposure to over 6,200 buyers and media that attend. That additional attention translates into higher interest, greater traffic, more leads, and stronger sales after the event.



## YOUR OPPORTUNITY TO MAKE A BOLD STATEMENT.

While you're building visibility, booth traffic and brand awareness with a sponsorship at Global Pet Expo, you set yourself apart from the competition.

Because they're highly visible and limited in number, sponsorships distinguish sponsors from their competitors. In a post-show survey, 70% of Global Pet Expo buyers told us they recognized exhibitors from their sponsorships.





# EVEN MORE ADVANTAGES

## EVERY GLOBAL PET EXPO SPONSORSHIP INCLUDES THESE VALUE-ADDED EXTRAS:

- A highlight of your company's name and booth number on the Interactive Floor Plan of the Global Pet Expo website
- Placement of your company's logo and booth number on a 28' x 7' banner outside the Show's main entrance (banner recognizes all sponsors)
- Placement of your company's logo and booth number on 22" x 28" signs throughout the main lobby and the show floor (signs recognize all sponsors)
- Placement of your company's logo and booth number in a thank-you ad in the Show Dailies distributed at the Show (ad recognizes all sponsors)
- A highlight of your company's name and booth number on the Floor Plan Map & City Guide
- Recognition in a news release distributed to more than 250 members of the media

*To receive these extras, sponsorship must be paid in full by February 24, 2017.*

## CHOOSE FROM SEVERAL UNIQUE SPONSORSHIP OPPORTUNITIES:



# DOUBLE SIZED PRESS BINS

NEW

This limited sponsorship opportunity provides your company the chance to display your press kits and products in Bins that are double the size (approximately 24" wide, 9" deep and 12" high) of the standard Bins. Since there's a limited supply of these highly visible Bins, your company is sure to stand out as the media peruses the room for information on the latest and greatest products the industry has to offer! Your Custom Bin includes a sign noting your company and booth number.

**COST:** \$500 for all 3 days

*Exhibitor must provide press content/products for Bin, and logo and booth number for sign production. Exhibitor is responsible for filling and monitoring need to refill materials in Bin. Global Pet Expo is not responsible for monitoring Bins or returning items placed in Bins. All materials must fit within the Bin space allotted.*



# ROTATING LIGHT BOX

NEW

See Your Brand in Lights! Capture attendees' attention while they shop. These spinning light towers, located in the main aisles of the show floor, are sure to be noticed. See your company's message from every angle with these 360 degree rotating towers.

**COST:** \$6,000 for all three sides



# SHOW FLOOR SPORTS BAR

NEW

Global Pet Expo brings you its official show floor Sports Bar, bound to be a hot spot for sports (and spirits) fans alike! With March Madness in full swing, it will be quite the busy location. This sponsorship gives you the opportunity to brand the bar with your company name throughout, as well as have the servers/bartenders in your brand's attire (pending approval). Don't strike out on this great opportunity—the show floor Sports Bar is sure to be a hit!

**COST:** Call for pricing





# EXHIBIT FLOOR AISLE SIGN

Aisle Signs hang above every aisle on the show floor and help direct attendees to booth locations. By sponsoring an Aisle Sign, attendees will see your company's logo and booth number hanging proudly above your row while they are walking the Show.

**COST:** \$1,500 per aisle

*The exhibitor is responsible for supplying artwork on or before February 24, 2017.*



## MAIN LOBBY FLAGS

Get noticed with a high-impact 9' by 2' flag. Flanking the lobby area, these flags are highly visible. Every time attendees travel, they will see your message and booth number flying high.

**COST:** \$1,800 per location

**GO TO:** <http://globalpetexpo.activate.ges.com>

*The exhibitor is responsible for supplying artwork on or before February 24, 2017.*



## 30-SECOND PRODUCT PITCH VIDEO

Maximize the visibility of your product with a 30 second commercial spot. Your video will play on multiple screens in the main lobby and on shuttle buses to and from select hotels. Buyers will learn about your company and product before they even set foot on the Show floor.

**COST:** \$2,000

*The exhibitor is responsible for supplying video on or before March 10, 2017.*



## LOBBY DISTRIBUTION

Begin your face-time with buyers the moment they arrive on site. This sponsorship opportunity gives your representative the right to hand out product samples or sales collateral to attendees as they enter the main lobby of the convention center, putting your booth at the top of attendees lists!

**COST:** \$3,000 per day

*Exhibitor is responsible for supplying staff. Handout is subject to show management approval.*



## DIGITAL SIGNAGE

Imagine your brand, booth number, and call to action in video form. You will be showcased on a digital screen present in 9 locations scattered throughout the second floor main hallway. Don't pass up this sponsorship opportunity—limited space available.

**COST:** \$3,900

*The exhibitor is responsible for supplying artwork on or before February 24, 2017.*



## PRESS OFFICE SPONSORSHIP

*(Exclusive)*

Interested in getting your company noticed by some of the top key influencers in the media today? If so, the Global Pet Expo Press Office sponsorship may be exactly what your company needs to stand out and grab the attention of these important Show attendees!

When more than an expected 250 key members of the media and a host of prominent bloggers arrive at Global Pet Expo, their first stop will be the Press Office located just outside the main entrance. In addition to picking up badges in the Press Office, the media also conduct interviews, search through press kits and attend press-exclusive events at this location. The Global Pet Expo Press Office is widely revered as one of the best Trade Show Press Rooms around, which brings a steady flow of traffic throughout the event. Global Pet Expo provides media with food and beverage daily, and this space is solely reserved for registered members of the press.

This exclusive sponsorship provides you the opportunity to display a banner as well as provide giveaways and display product on (1) 8-Ft. draped table in the Press Office. You will be provided with a registered media list ahead of the Show and a final list post-Show so that you may welcome or follow up with the media that attended Global Pet Expo 2017.

**COST:** \$4,000 for all 3 days

*Exhibitor must provide banner, promotional materials, giveaways, and product. The exhibitor is responsible for setting up of display and removal of display at the end of the Show.*



# MEDIA WRAP LUNCHEON

(Exclusive)

Global Pet Expo show organizers are excited to bring you an exclusive media sponsorship opportunity, the Global Pet Expo Media Wrap Luncheon! As the sole sponsor of the media wrap-up event as the Show comes to a close, your company will have the opportunity to meet with key members of the press and provide them with your insights and thoughts as the Show concludes. This is an excellent opportunity to ensure your key messages reach the members of the media that covered Global Pet Expo.

The media will also be provided with a first look at Show numbers (attendance, booths, social media stats, etc.) as well as information on New Products Showcase winners and the first opportunity to obtain photos from all of the events from Global Pet Expo 2017, all highly coveted information that has never before been released at the Show. The luncheon will be on Friday, March 24 starting at 11:45 am.

**To maximize your exposure as the Press Lunch Sponsor, Global Pet Expo will provide the following:**

- Naming right of the event "Private Press Luncheon Sponsored by your Company Name"
- Four representatives from your company will spend valuable face time with key media players
- Lunch for all attendees will be provided
- Your logo will be included in an email blast to the press (sponsorship must be secured by February 12)
- One 22" x 28" sign at the lunch featuring your company logo and booth number as the exclusive sponsor of the Press Luncheon
- Display product, literature on lunch tables
- Managing of any logistics involved with this premier event

**COST:** \$5,000

*Note: Sponsor must provide banner, promotional materials, giveaways, product, and logo. The sponsor is responsible for setting up the display and removing their products and materials at the end of the event.*



## COFFEE LOUNGE WITH WI-FI

Where do buyers go to grab a quick "pick-me-up" and re-energize? The Coffee Lounge, of course! A hot spot like this (FREE WIFI) is sure to attract scores of visitors and draw attention to your brand. Claim the Coffee Lounge today.

**COST:** Call for pricing



## BRANDING TOWERS

Standing proud throughout the main lobby, these 38" x 84" super-size framed panels make a huge impression on buyers as well as members of the media. A Branding Tower is a can't-miss opportunity to demonstrate brand leadership, promote products, and drive traffic to your booth.

**COST:** See agreement for pricing

*The exhibitor is responsible for supplying artwork on or before February 24, 2017.*



# LIGHT BOXES

(1-sided and 2-sided available)

Be a standout! We designed a traffic route that attendees follow when they enter the show which serves as the stage for these dramatic light boxes, located throughout the main lobby. Your backlit ad will not only stand out, it will also be one of the first advertisements attendees encounter.

**COST:** Call for pricing

*The exhibitor is responsible for supplying artwork on or before February 24, 2017.*



# THE GLOBAL PET EXPO TROLLEY

The Global Pet Expo Trolley is an excellent opportunity for your company to be exposed to every attendee that walks the show floor. Traveling the main aisle, The Global Pet Expo Trolley provides a platform for your company to reach current customers, and to meet new ones by driving traffic to your booth. By placing your company name/logo on The Global Pet Expo Express you will strengthen your brand equity, awareness and potential to increase sales.

**COST:** Call for pricing







## FLOOR DECAL

A Floor Decal is an exceptional way to lead buyers to your booth. These hard-to-miss promotional vehicles make a bold statement, and can include your company's logo, booth number and product message.

**COST:** Call for size, pricing, and locations.

*The exhibitor is responsible for supplying artwork on or before February 24, 2017.*

## LOBBY BANNER

Each day of the Show, lobby banners make a first, and lasting impression. These displays provide your super-sized message to Global Pet Expo buyers and media as they enter the main lobby in the mornings, and are seen by attendees again as they leave the Show in the evenings.

**GO TO:** <http://globalpetexpo.activate.ges.com>

*The exhibitor is responsible for supplying artwork on or before February 24, 2017. The banner is produced, hung, and removed at the end of the Show. Banner will be returned to exhibitor's booth at the end of the Show. The exhibitor is responsible for packing and shipping costs their banner home.*







# GET TO KNOW YOUR BUYERS!

92%

Came to Global Pet Expo  
to find new products

98%

Would recommend the  
show to a colleague

97%

Would recommend Global  
Pet Expo to other buyers