



**MARCH 26 - 28, 2025**

ORANGE COUNTY CONVENTION CENTER  
ORLANDO, FLORIDA

PRESENTED BY:



# FIRST - TIME EXHIBITOR GUIDE



# INTRODUCTION

**GLOBAL PET EXPO**, produced by the **American Pet Products Association** (APPA) and the **Pet Industry Distributors Association** (PIDA), is the premier international gathering for the pet products industry. This show provides the ultimate opportunity to showcase your business, make new connections, and forge new partnerships.

Unlike any other investment, trade shows can open many doors for your business. With that in mind, it's important to approach trade shows with the right strategies to maximize profitability – and that's where we come in. With this Guide, you'll learn how to identify your overarching business goals and the elements of an effective show strategy, along with:

- Tips on navigating your first trade show
- Tactics to strengthen your trade show strategy
- Tools and resources to yield results
- Best practices to maximize your return on investment

**We're excited to have you join us at Global Pet Expo and help you along your journey to a successful first show!**



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# IDENTIFY YOUR GOALS



**Trade shows offer countless opportunities for your business. Whether you want to increase profitability, provide exposure for your brand, grow your customer base or make product sales, it's important to set goals and develop strategies to maximize your return on investment. Exhibiting at Global Pet Expo is an investment in your business, and we value our role in helping to support yours.**



## GLOBAL PET EXPO OFFERS MANY OPPORTUNITIES:

### Expand Your Customer Base

Meet with qualified buyers from over 80 countries, including pet industry superstores, mass-market retailers, independent retailers and more.

### Launch Your New Products

Display your latest product launch in the New Products Showcase, a 45,000-square-foot area of the show floor where buyers vote for the best new products. Winning a Best in Show Award is a great way to gain industrywide recognition and valuable press coverage for your product.

### Gain Exposure for Your Brand

You get more than floor space when you exhibit at Global Pet Expo. Take advantage of opportunities to gain maximum exposure for your brand, engage with buyers and connect with the media.

### Network with Pet Industry Professionals

Passion for our pets is the foundation of the pet industry. Meet fellow like-minded pet professionals and industry pioneers to grow your network and make new partnerships at various networking events.

### Sharpen Your Knowledge

Take advantage of free education sessions with the Global Learning Series. Valuable business-focused, professional development sessions include topics on profitability and growth, human resources, customer experience, market data and insights, public relations, marketing, social media, and more.

### Leverage APPA Member Benefits In Person

Meet with APPA's team of industry experts to support your business, including market research analysts, export-import specialists, government and regulatory affairs, financial services and more.



# BUILD YOUR SHOW BUDGET

## IDENTIFY YOUR BOOTH NEEDS

Before you begin building your show budget, you must first identify your booth needs and understand the potential associated costs. A few thought-starter questions to consider are:

- *What size booth do I need?*
- *How much product am I able to show in my booth?*
- *Will we be doing any live presentations or demonstrations?*
- *Will I rent or custom build my booth?*
- *What design elements should I consider?*
- *What staff support will I need at my booth?*
- *What's most important to the customer when they visit the booth?*



## BOOTH LOCATION

Consider what area of the show floor might best suit your needs. For example, a Specialty Section could benefit your product niche and boost your visibility and profits. Specialty areas on the show floor include:

- **What's New!**
- **The Natural Pet**
- **Aquatics & Exotics**
- **The Modern Pet**
- **Supplier Pavilion**



# BOOTH CONSTRUCTION

If you're new to the world of trade shows, you might be wondering how to get from space on a floor plan to a fully executed booth on the show floor. Some exhibitors rent their exhibit and furnishings, while others opt for a custom build. Factors like budget, design concept and display needs will all take part in deciding what's best for your business. If you're not sure how to navigate these initial considerations, we recommend checking out the following tips linked below from our official service contractor, Global Experience Specialists (GES):

- **Exhibit Rental or Custom Build – Which Way to Go?**
- **Design Tips for Event Booths, Exhibits and Displays**

## GET FAMILIAR WITH TRADE SHOW TERMINOLOGY

**A crash course on key trade show terms will help you navigate the budgeting process more easily. Here are some frequently used terms to help you get started.**

### ELEMENTS OF A BOOTH

#### Corner

A corner is the point where two sides of an exhibit space meet with exposure to an aisle on both sides.

#### Frontage

Refers to dimensions across the front of an exhibit (e.g., a 10' x 30' exhibit has 30' of front space).

#### Trolley Path Frontage

Dimensions across the front of an exhibit that sit on the same path as the Show Floor Trolley.

### TYPES OF DISPLAYS

#### Linear Booth

Linear booths, also called “in-line” booths, have only one side exposed to an aisle and are arranged in a series along a straight line. These booths are most commonly 10' x 10' (3.05m x 3.05m) deep.

#### Corner Booth

A corner booth is a linear booth exposed to aisles on two sides. Corner booths have a minimum size requirement of 10' x 20' (3.05m x 6.10m).

#### Perimeter Booth

A perimeter booth is a linear booth that backs an outside wall of the exhibit facility rather than against another exhibit.

#### Island Booth

An island booth is a booth exposed to aisles on all four sides. The dimensions of an island booth are 20' x 20' (6.10m x 6.10m) or larger.

**For our detailed  
Display Rules, [click here.](#)**







HAGEN  
GROUP

TAKE  
A BITE  
ON THE  
WILD  
SIDE

FLUVAL

MANUFACTURERS  
POLL  
FOOD OF  
THE YEAR  
WINNER



OLDIER FLY LARVAE  
INGREDIENT  
#BSFL  
INSECT SUPER FOOD

ASKY UV

ZEUS

EXIT

Booth 2419

Advanced Watercare  
Hagen | Booth 2419  
Global Pet Expo  
7945 Mandarin Drive  
Orlando, FL 32819



## BOOTH PACKAGES

### Standard 10x10 Booth — What's Included

- Backwall Drape: 8' High (Gray)
- Sidewall Drape: 3' High (Gray)



### UPGRADE: First Time Exhibitor Booth Package - Recommended

- 6' skirted table
- 10'x10' standard 13 oz. carpet
- Side chairs (2)
- Vacuuming prior to show opening
- Wastebin (1)
- 200 pounds of material handling or (2) small package shipments

## BOOTH PRICING & PACKAGES

### Calculating Your Booth Rental Cost

Several factors will determine the cost of your booth space. You should reference the following prices and formula to determine the potential cost of your booth space rental:

#### 2025 Booth Pricing

- \$30.50 per square foot (by Jan. 31, 2025)
- \$32.50 per square foot (after Jan. 31, 2025)
- Corner Booth Premium: \$200 (two-booth minimum required)
- Trolley Path Frontage Fee: \$250 per 10 ft. of frontage on main trolley paths

*Note: There is a 10' x 20' minimum on corner booths, and all island booths have four corners.*

### Formula to Calculate Booth Space Cost

**Step 1:** Determine the total square footage of your booth space:

\_\_\_\_ ft. x \_\_\_\_ ft. = \_\_\_\_ Total sq. ft.    *Note: A standard 10' x 10' booth equals 100 sq. ft.*

**Step 2:** Use the following formula to calculate your booth space costs:

$$\begin{array}{r} \text{[Total sq. ft.]} \\ \times \text{[Cost per sq. ft.]} \\ \hline \text{[\$Amount per sq. ft.]} \\ + \text{[# of Corners} \times \$200.00] \\ + \text{[# of Frontage per 10'} \times \$250.00] \\ \hline \text{[\$Amount Due]} \end{array}$$

## ADDITIONAL BUDGET CONSIDERATIONS



### Advance Rates

Many of our official show vendors offer discounted rates for services secured by a specific deadline. Take advantage of these advance rates to obtain discounts on a variety of vendors and services.

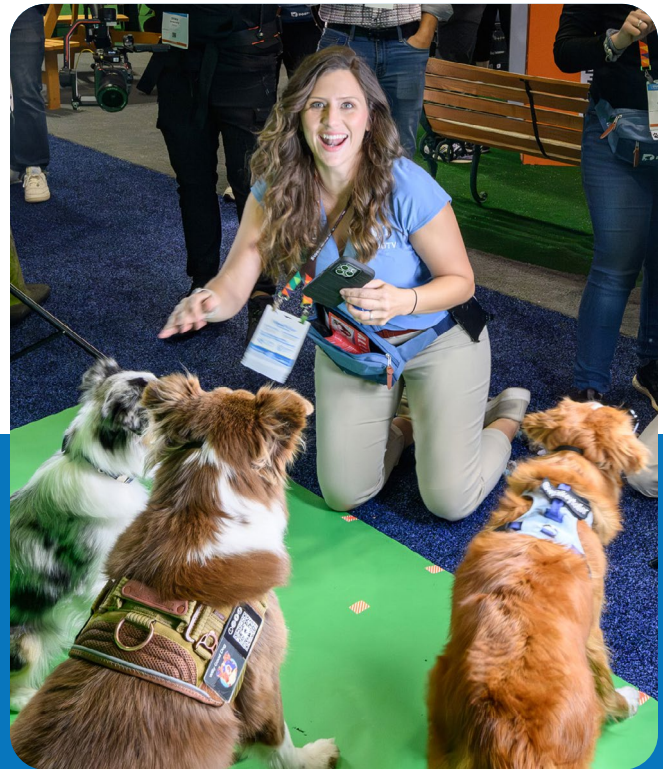


### Shipping & Material Handling

Shipping and material handling fees can account for a large portion of your trade show expenses. To minimize this expense, start estimating the overall weight of your booth properties and supplies needed early on in the planning process.

## CREATE YOUR BUDGET

Now that you understand the essential elements that determine the cost of your booth space, you're ready to start building your trade show budget. Understanding the costs associated with your trade show participation is critical to developing an accurate budget and analyzing your return on investment post-show. From booth space fees to booth furnishings, marketing materials, staffing, travel costs and more – creating your show budget will help you make informed business decisions throughout the planning process.





# CREATE A BOOTH THAT STANDS OUT

## SECURING YOUR BOOTH SPACE

### Submit Your Booth Application

The first step to securing your booth space is to complete your booth space application.

#### Step 1: Review the Floor Plan

Before you start your application, review the [floor plan](#) and create a list of your top ten booths ranked in order of preference. Make sure to note the booth type for your top choice and the specifications by clicking on the desired space. Use this information to calculate the cost of your preferred booth space using the formula outlined in Section 2.

#### Step 2: Access Your Booking Code

To start your application, you'll need to use the booking code link you received in your email. If you cannot locate your booking code, email [bookingcode@americanpetproducts.org](mailto:bookingcode@americanpetproducts.org).

#### Step 3: Complete the Application Form

The last step is to complete the booth application, referencing your list of top ten booths and the specification of your top choice. Having this information readily available will minimize the risk of your session timing out while you work on completing the form.

**Important Note:** The application will ask you to enter your exhibiting name. If you're unsure at this time, that's okay – you can always change this later.



# RECEIVING YOUR BOOTH ASSIGNMENT

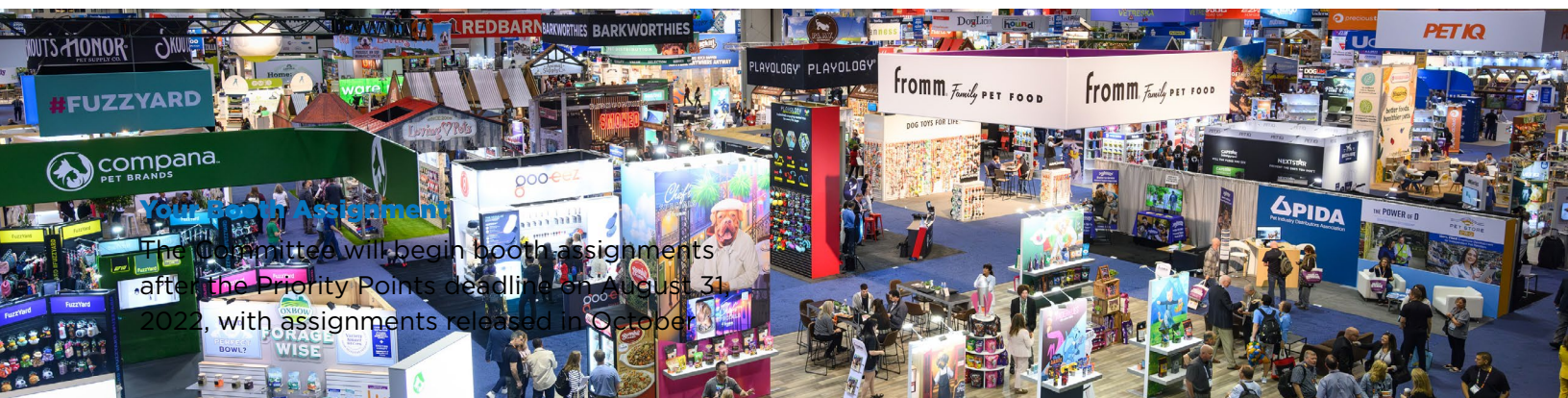
Now that you've submitted your application, consider the following to understand how and when you'll receive your booth assignment:

## Priority Points System

The [Priority Points System](#) determines the order in which booths are assigned during the Priority Point period. During this period, the Booth Assignment Committee assigns booth space requests from applications received by August 31, 2024, based on the number of Priority Points, date of exhibit space contract completion and a 50% deposit payment. Learn more about the Priority Points System and how to determine your Priority Points [here](#).

Booth assignments for applications submitted after August 31, 2024, are determined on a first come, first serve basis upon exhibit space contract completion and 100% payment of booth costs.

Once the Committee determines your booth assignment, you (or your designated trade show contact) will receive an email notification with your booth number. This email will also contain a link to your [Exhibitor Dashboard](#), which we'll dive further into later in this Guide.



# DESIGNING YOUR BOOTH

Designing your booth is where the fun begins – and the options are endless. When determining the best layout and design for your booth exhibit, start by referencing the show [floor plan](#). Always plan your layout according to the space you contracted, placing the reception area or front of your booth along where the most traffic will pass by.

## Exhibitor Services

Global Pet Expo contracts with official show vendors to provide exhibitors with services and design enhancements for their space, such as flooring, furniture, electricity, audio/visual and more.

## Exhibitor Services Kit

We highly recommend working with our official service contractor, Global Experience Specialists (GES), for your booth needs. The [Exhibitor Services Kit](#) is your one-stop shop for booth construction, rentals, furnishings (e.g., carpet, tables, chairs, display cases), signage, shipping and more.

**For questions regarding these services, contact:**



Domestic: (800) 801-7648  
International: (702) 515-5970





Ultra

AISLE  
4900

AMERICA  
PRODUCT

AISLE  
5200

Global Pet Expo

Great Lakes  
Pet Treats

\$8.50  
PALLET  
PRICING



### Show Services & Vendors

Use our official show vendors for any additional show services, such as:

- Audio/Visual
- Catering
- Internet
- Lead Retrieval
- Photography
- Plant & Floral
- Phone
- OCCC Services (Electrical, Plumbing & Gas, Rigging, Hanging)

**Access a full list of additional show vendors and services [here](#).**

### Display Rules

Review the [Display Rules](#) for important guidelines for booth construction, such as:

- Booth space dimensions and use of space
- Canopies, ceilings, hanging signs and graphics, towers, and more
- Accessibility compliance under the Americans with Disabilities Act (ADA)
- Flammable and toxic materials
- Storage and fire regulations
- Electrical and lighting
- Use of sound equipment

**Review the Display Rules [here](#).**



## CREATING THE ULTIMATE EXPERIENCE AT YOUR BOOTH

With so much for buyers to see, creating unique and engaging opportunities at your booth will set your brand apart from other exhibitors and leave a lasting impression.

**Here are a few successful ideas we've seen executed by our exhibitors:**

- Product demonstrations
- Contests and giveaways
- Pet training sessions
- Booth events with snacks and beverages
- Press conferences
- Q&A sessions
- Live animals, adoptable pets
- Celebrities or social media influencers (human and pet!)
- Interactive elements/activities unique to your brand or company culture

**Access a full list of additional show vendors and services [here](#).**



# INCREASE YOUR BRAND EXPOSURE

Take advantage of Global Pet Expo's digital engagement tools and resources to increase your brand exposure on the show floor and beyond. The Exhibitor Dashboard will serve as your hub to access these resources and more designed to increase visibility for your brand and products.

## CUSTOMIZE YOUR DIGITAL LISTING

Customize your Digital Listing to increase your discoverability in the [digital floor plan](#) and [Show Planner](#). Update your company details and product information to optimize your listing and increase visibility in buyers' search results – the more information you include, the more likely your listing will appear in buyers' search results and their personalized exhibitor recommendations.

**There are three packages available for your digital listing:** Standard (included with your booth space rental), followed by Platinum and Titanium. Depending on your goals and budget, upgrading your listing may be a valuable investment for your business and a great tactic to support your show strategy. Learn more about Digital Packages [here](#).

## UPDATE YOUR SHOW DIRECTORY LISTING

When updating your digital listing, you'll also have the opportunity to confirm your company information for Global Pet Expo's official Show Directory. The Show Directory is a printed publication distributed to buyers when they arrive at the show that includes your company name, booth number, contact information, website and product description. Brand consistency is important, so be sure to update and confirm this information before the deadline.

## EXPLORE SPONSORSHIP OPPORTUNITIES

Take advantage of a wide range of sponsorship opportunities to expand your brand reach beyond your booth – both digitally and throughout the show floor. Consider a sponsorship that helps foster the ultimate brand experience for your business, tells a story about your brand voice or presents your products in a unique way. For more information, check out our [sponsorship opportunities](#).



# LEVERAGE DIGITAL TOOLKITS

## Marketing Toolkit

Start promoting your company's participation in the show well before arriving onsite to make the most of your marketing efforts with the **Marketing Toolkit**. With the Marketing Toolkit, you can:

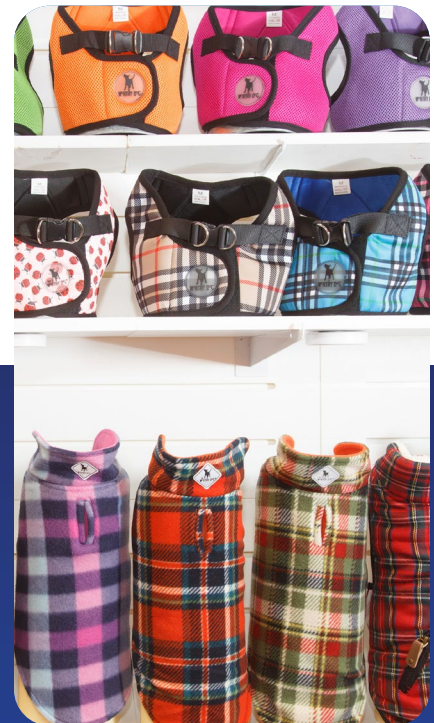
- Access the official Global Pet Expo logo to include in your promotional materials.
- Request customized branded Global Pet Expo flyers and social media graphics.
- Discover opportunities to pitch your products to press and media for additional exposure.
- Leverage sample messaging to jump-start your communications efforts.

## Social Media Toolkit

Social media plays a significant role in strengthening your connections and engagement at the show. Develop a social media strategy that promotes your show participation and engages with fellow attendees before, during and after the show. Access social media graphics, content ideas, messaging and more [here](#).

## #GlobalPetExpo

We encourage all attendees to use the official show hashtag #GlobalPetExpo and tag @GlobalPetExpo in your posts to make it easy for attendees to find and engage with your content. Also, make sure to follow and engage with us on our social channels, including **Instagram**, **Facebook**, **Twitter** and **LinkedIn**.





# ENGAGE WITH BUYERS

**Buyer outreach and engagement are critical to your success at a trade show. At Global Pet Expo, we offer a variety of resources to help you engage with the right buyer audience for your business.**

## ENGAGEMENT TOOLS

### Appointments & Messaging

Schedule meetings at your booth and exchange messages with buyers ahead of the show. To start, head to the [“Appointments & Messaging”](#) feature in your Exhibitor Dashboard to set your communications preference. Here, you'll be able to create appointment slots for buyers to schedule meetings with your team and turn on the Messaging feature to exchange messages. If you decide to turn on the Messaging feature, we recommend assigning a designated sales team member to oversee inbound messages.

**Note:** This is a dual opt-in feature – you will only be able to message with buyers who have also turned on Messaging.

### Recommendations

Optimize your digital listing to get in front of the right buyers. The Show Planner offers buyers tools to locate exhibitors by generating a list of recommended exhibitors based on their set preferences. This is why it's important for you, the exhibitor, to make sure your digital listing is complete – the information included in your digital listing is what's used to generate personal recommendations for buyers in their Show Planner.

## SHOW SPECIALS

Buyers have indicated that Show Specials are a key benefit to attending trade shows, making Show Specials yet another tactic to help drive traffic to your booth. Navigation in the Show Planner allows buyers to aggregate exhibitor searches by Show Specials, so use this feature as another opportunity to increase your discoverability.

**Some examples of Show Specials include:**

- Discount offers
- Free shipping
- Giveaways
- Bonus with purchase



# NEW PRODUCTS SHOWCASE AWARDS

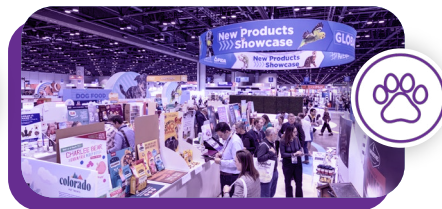
The New Products Showcase is like the Oscars of the pet industry for newly launched pet products. Buyers flock to this 45,000-square-foot area of the show floor to discover the latest and greatest products for their customers and vote for their favorite products.

If you're launching a new product at Global Pet Expo, entering for a chance to win Best in Show could offer great exposure to kick-start your launch. Buyers vote for best new products across 13 categories, displayed below. Winners are announced at the Best in Show Awards ceremony, an event that garners media attention and visibility for your product, with awards presented for Best in Show, Second and Third Place within each category.

**For more information about the New Products Showcase, [click here](#).**



**NATURAL**



**PET TECH  
INNOVATION**



**PET  
SUSTAINABILITY**



**DOG FOOD  
& TREATS**



**DOG PRODUCTS**



**AQUATIC**



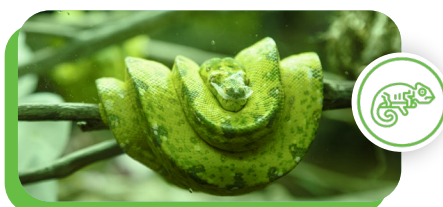
**CAT**



**FARM & FEED**



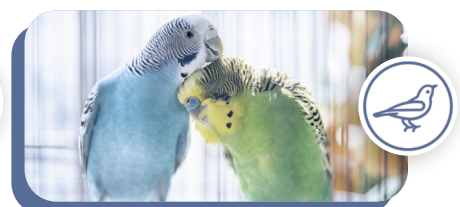
**THE MODERN PET**



**REPTILES**



**SMALL ANIMALS**



**BIRD**



# New Products Showcase

GLOBAL Pet Expo

IPIDA Pet Industry Distributors Association

New Products Showcase





# DEVELOP YOUR PUBLIC RELATIONS STRATEGY

**Public relations is essential to your trade show strategy, and engaging with media could give your brand or product game-changing exposure. We recommend leveraging these public relations resources to help you develop a public relations strategy with engagement tactics that support your business goals.**

## REGISTERED MEDIA LIST

The registered media list contains the contact information of all registered media who've opted in to receive exhibitor communications. Use this to support your media outreach efforts, secure a high level of engagement and ensure your exhibit is a success before you even arrive at the show. A few examples of how to use this list include:

- Distribute your latest press releases
- Send product teasers
- Invite media to your booth, event or press conference
- Connect on social media

**The registered media list will be available to download in your [Exhibitor Dashboard](#).**

## PUBLIC RELATIONS GUIDE

The Public Relations Guide is a comprehensive resource to help you develop your public relations strategy and support your media outreach surrounding your participation at Global Pet Expo, including:

- Writing a press release
- Preparing a press kit
- Public relations messaging
- Media engagement tips
- Do's and don'ts for interviews with media
- Media engagement opportunities at the show

**Access the Public Relations Guide [here](#).**

## THE PRESS OFFICE

The Press Office is where media check in at the show and congregate for media events, gather show information and collect exhibitor press kits. This space serves as a valuable opportunity to engage with media beyond your booth and introduce yourself to the Global Pet Expo PR team.

### Press Kit Bins

The Press Office layout consists of a perimeter of clear, stacked bins available to exhibitors to display press kits and press materials. Secure a press bin to ensure your press kit materials are easily accessible to media. Learn more about securing a press kit bin in our Public Relations Guide.





# PREPARE FOR THE SHOW

**With so many elements that go into participating in a trade show, we understand that the planning and logistics can seem daunting. As you prepare for the show, use this section to help you keep track of key priorities and touchpoints throughout the planning process.**

*Note that while the information in this section is extensive, it is not exhaustive, so make sure to keep up with exhibitor email updates to help you stay on top of important deliverables and deadlines.*

## **Leverage the Exhibitor Checklist**

The **Exhibitor Checklist** is the ultimate list of deliverables and deadlines for the show. Use this interactive tool to stay on top of tasks specific to your booth, deliverables associated with package upgrades, sponsorship deadlines and more. You can even add custom items to your list, receive email notifications about upcoming deadlines and add deadlines directly to your preferred calendar platform.

## **Use the Exhibitor Dashboard and Exhibitor Services Kit**

Whether you're simply looking for a general place to begin your show prep or trying to locate a specific resource, the **Exhibitor Dashboard** is the best place to start, followed by the **Exhibitor Services Kit**, which contains information on all of your booth and service needs.

## ENGAGEMENT TOOLS & RESOURCES

- Complete your **digital listing**.
- Confirm your Show Directory listing.
- Set up **Appointments & Messaging**.
- Enter product(s) in the **New Products Showcase**.
- Order **lead retrieval**.

## STAFF, TRAVEL & ACCOMMODATIONS

- Register for exhibitor badges.  
***Pro-Tip:*** We recommend bringing a minimum of four people per 10' x 10' of booth space to ensure you have enough sales/support staff onsite. One person must always be present at your booth at all times during show hours.
- Book **travel & hotel accommodations**.
- Secure discounts to attractions & events in Orlando.
- Submit your **Show Site Contact Information**.



## BOOTH CONSTRUCTION

- Place [orders](#) for booth construction, rentals and furnishings.
- Order signage and banners: Order discounted digital file preparation and printing services [here](#), and hanging, rigging and electrical services [here](#).
- Secure [additional show services & vendors](#) (depending on your booth needs).
- Obtain Exhibitor Insurance and [Submit Proof of Insurance](#) forms.  
**Note:** Exhibitors are required to carry Commercial General Liability Insurance. For more information, [click here](#). If you decide to work with an Independent or Exhibitor Appointed Contractor (EAC), review the following information [here](#).
- **Submit your payment information** with GES.  
**Pro-Tip:** Authorizing your credit card payment before move-in will expedite the move-out process onsite.

## MARKETING, PR & SOCIAL MEDIA

- Leverage the [Marketing Toolkit](#).
- Access the [Public Relations Guide](#) and take advantage of media engagement opportunities.
- Secure a [Sponsorship Opportunity](#).
- Prepare sales, marketing and press materials.

## SHOW PLANNER

- Set up your [Show Planner](#) account.
- Build your schedule.

## GUIDELINES & REGULATIONS

Review the following resources to familiarize yourself with show rules and guidelines before arriving onsite, including:

- [Official Show Rules](#)
- [Display Rules](#)
- [Booth Space Terms & Conditions](#)
- [Show Site Work Rules](#)
- [Safety Guidelines](#)
- [Fire Regulations](#)
- [EAC Rules and Regulations](#)





# PACK UP YOUR SHIPMENT

**In addition to your booth display and products, make sure to pack plenty of supplies for your booth. To help, we've compiled our list of essentials for a trade show, with room for you to add/customize this list based on your needs.**

## **Booth Supplies & Materials**

- Business Cards and Holders
- Branded Swag/Promotional Items
- Booth Decor (e.g., linens, decorations, containers/vessels)
- Giveaway Items
- Signs + Banners
- Portable Data Storage (with media files uploaded, e.g., videos, presentations, photo reel)
- Marketing Materials (e.g., brochures, flyers, sales sheets)
- Press Kit Materials (e.g., print, digital or both)
- Document Holders for Marketing Materials

## **Planning Documents & Materials (Print + Digital Copies)**

- Booth Setup/Installation Instructions
- Reference Images for Booth Installation
- Show Order Forms, Confirmations + Invoices
- Shipping Documents
- Inventory List
- Travel Receipts + Hotel Reservations
- Order Forms

## **Tools & Office Supplies**

- Office Supply Containers (to organize supplies)
- Toolkit (e.g., screwdriver set, tape measure, utility knife)
- Paper Towels + Gentle Cleaning Solution (to wipe down counters and displays)
- Pens, Pencils, Markers, Highlighters, Sharpies
- White Out
- Stapler, Staples + Staple Remover
- Scissors, Box Cutter, Wire Cutter
- Binder Clips + Paper Clips
- Shipping Forms, Labels + Pouches
- Tape (scotch, duct, gaffers, masking, packing, double-sided)





### Tools & Office Supplies Cont.

- Wire/String
- Zip Ties
- Clipboard, Notepads, Padfolios
- Portable Data Storage (backup)
- Business Card Collector/Sleeves
- Velcro Strips
- Rubber Bands
- Sticky Notes, Message Pads
- Batteries

### Technology

- Laptops/Tablets + Chargers
- Surge Protector Strip, Extension Cords
- Phone Chargers (iPhone & Android)
- Extra Cords, HDMI/Cable Wires + Adapters
- Portable Charger/Battery Bank
- Bluetooth Speaker

### Personal Items

- Lint Roller
- Stain Remover Pen
- Safety Pins
- Hair Ties + Bobby Pins
- Brush/Comb
- Bags (Ziploc bags, shopping bags, tote bags)
- Reusable Water Bottle, Snacks (non-perishable)
- Cleaning Supplies/Disinfectant Wipes
- Hand Sanitizer
- Gum/Breath Mints
- Lotion, Lip Balm
- Extra Shirt/Top (accidents/spills always happen at the worst time!)
- Backup Shoes (preferably a comfortable pair - you'll thank us later!)
- Tissues
- First-Aid Kit + OTC Meds (e.g., pain relievers, allergy meds, antacid)

## ADDITIONAL ITEMS + NOTES

*Use this section to add any additional items to your packing list.*



# SHIPPING TO SHOW SITE

## SHOW SHIPMENTS & MATERIAL HANDLING

There are three major components to the trade show shipping process: inbound shipping, material handling and outbound shipping. Here's a breakdown of what you need to know in order to prepare your show shipment.

### Shipping Services

Shipping and material handling can account for a large portion of your trade show expenses. While your shipping costs will ultimately depend on the weight of your shipment, there are cost-effective shipping options available to exhibitors. As our official service provider, [GES Logistics](#) offers fully integrated domestic and international shipping services at competitive rates that include:

- One-way or roundtrip shipping to and from the show floor
- Priority move-in/move-out
- Online tracking 24/7
- Show site GES support team

For large shipments, you'll want to select a trustworthy shipping provider like GES Logistics to pick up and deliver your items on time and damage free. For smaller shipments, you also have the option to use small package carriers like UPS, FedEx and DHL.

### Material Handling

Material handling (also known as drayage) is the unloading of your shipment from the facility dock, transporting it to your booth, storing and returning your empty crates and cartons, and reloading your shipment from the facility dock at the close of the show. This service, provided to Global Pet Expo exhibitors exclusively by GES, is not included in your booth space rental or shipping/logistics costs. Avoid unexpected fees at the show by pre-ordering your material handling services [here](#).

### Inbound Shipping

Inbound shipping is the act of shipping your freight to show site. There are two options available for receiving your inbound shipments:

- **Advance Shipping to the Warehouse**

The GES warehouse is an offsite storage facility that receives shipments 30 days prior to the show. We recommend advance shipping as the best option for your show shipments. Advance shipping allows you to track your package(s) and receive priority move-in/move-out with all shipped materials delivered to your booth on the first day of show setup. For more information about advance shipping, [click here](#).

- **Direct Shipping to the Show**

Direct shipping delivers your package(s) directly to show site; however, direct shipping can only be delivered on designated days and can be cost-prohibitive. Additionally, freight delivery to your booth on the first day of show setup is not guaranteed. For more information about direct shipping, [click here](#).

### Outbound Shipping

We highly recommend that you request pre-printed outbound shipping address labels before arriving onsite to save time checking out at the close of the show. Complete your request [here](#).

# MOVING IN

**Navigating your first show setup will require understanding a few key logistics for when you arrive onsite. Carefully review the information in this section to best prepare you for move-in day.**

## MOVE-IN DATES & HOURS

### Exhibitor Move-In

Sunday, March 23.....**8:00 am – 5:00 pm**

Monday, March 24.....**8:00 am – 5:00 pm**

Tuesday, March 25.....**8:00 am – 5:00 pm**



## MOVE-IN/MOVE-OUT BULLETIN

The Move-In/Move-Out Bulletin contains everything you need to know about setting up your booth at Global Pet Expo. This resource is available approximately two weeks before the show, so keep an eye out for updates in your exhibitor emails.

**Use this document for information such as:**

- Key Locations
- Emergency & Medical Services
- Security
- Deadlines for Booth Setup
- Food Service
- Important Reminders
- Shuttle Bus Schedule
- Luggage & Coat Check
- Press Office Information
- Product Donations

## DELIVERY & SETUP

### Marshaling Yard

All delivering carriers and personally owned vehicles (POVs) with direct shipments must check in at the Marshaling Yard. Make sure you familiarize yourself with the [Marshaling Yard](#) process before arriving onsite.

**7945 Mandarin Drive**

**Orlando, FL 32819**

For more information on the Marshaling Yard process, [click here](#).

### Bill of Lading (BOL)

All inbound shipments must be accompanied by a certified weight certificate and Bill of Lading (BOL). The BOL is a legally binding document providing the driver and carrier with all the details needed to process and invoice the freight shipment. A [GES Outbound BOL](#) must be filled out at show site even if you're not shipping out with GES Logistics. To learn more about the Bill of Lading (BOL) process, [click here](#). To submit your Outbound Material Handling Release Form/BOL, [click here](#).



# PERSONALLY OWNED VEHICLES (POVs) AND HAND-CARRYING

## POVs

Exhibitors have the option to use POVs and self-unload their equipment at the Exhibit Hall loading dock. All individuals with POVs wishing to access the loading dock must check in with the GES dock foreman and provide their registered booth name and number along with identification.

Two persons must be present with a driver remaining in the vehicle at all times. POVs are served on a first come, first serve basis with a maximum of 15 minutes allowed per vehicle. Drayage services provided for POVs are subject to material handling rates.

**For additional information on using POVs, [click here](#).**

**The following vehicles qualify as POVs:**



**Sedan**



**Van**



**SUV**



**Small Pickup**

**Note:** Trailers of any size are not eligible for unloading and will be turned away.

## Hand-Carrying

Exhibitors can transport small items to their booth by hand through the front doors. Cartload service will be available through GES at the loading dock.

**Note:** Exhibitors are not permitted to park in the dock area. Any vehicle left unattended on the dock will be towed immediately.

# SETTING UP YOUR BOOTH

Make a note of the following information, and be sure to reference your Move-In/Move-Out Bulletin and exhibitor email updates for more details.

## Exhibitor Servicer

Stop by the Exhibitor Servicer for assistance or to locate a representative with our official show vendors.

## Empty Container Storage

Prep your empty crates for storage as you unpack and pick up empty container storage labels from the GES Servicer. Labels are color-coded by area, so make sure you pick up the correct colored label.

## Storage Behind Booths

Storage of any kind is forbidden inside the display area, behind the drape or display wall.

## New Products Showcase

If you're participating in the New Products Showcase, you must drop off your product entry before the deadline.

## The Press Office

If you plan to leverage the Press Office, make sure to drop off your press kit materials before the deadline.

# BADGE PICKUP

## HOURS & LOCATION

Exhibitors can pick up their badges in **Room S220, South Concourse, Orange County Convention Center** beginning **Sunday, March 23, at 1:00 pm.**

## SCAN & GO

For exhibitors who registered ahead of the show, use the QR code in your registration confirmation email at any Scan & Go area to quickly print your badge.

## SELF LOOKUP

To register yourself or your staff onsite, proceed to a Self Lookup station to register and print your badge.

## VENDORS

Laborers or employees who must be present during setup but do not need to be at your booth during show days should obtain a wristband to access the show floor for move-in. They can pick up wristbands at the Registration Help Desk during setup hours with their identification and your booth number.

**Note:** *New wristbands are issued each day of setup, so they will need to obtain a new wristband each day they need access to the show floor.*





# TIPS FOR A SUCCESSFUL SHOW

## SHOW DATES & HOURS

Wednesday, March 26 . **10:00 am - 6:00 pm**

Thursday, March 27..... **9:00 am - 6:00 pm**

Friday, March 28.....**9:00 am - 3:00 pm**

## MANAGING YOUR BOOTH

### Bring Your A Game

It's not just enough to show up at the trade show and stand at your booth and expect results. Your experience at the show is what you make of it, and putting in the effort will definitely pay off. Be present and engaging – when someone walks by your booth, make sure to greet and welcome them. Buyers are more likely to stop and chat when met with a friendly face. Lean on the more outgoing members of your team to take the reins and start conversations with potential customers.

### It's a Team Effort

Having an energetic, enthusiastic team at your booth makes all the difference. Just don't forget that everyone needs a break. Take lunch in shifts, and be mindful that some of your team might need solo breaks to recharge. Remember that one person must be always present at your booth. We've mentioned before that we recommend four people for every 10' x 10' area of booth space. That way, when someone inevitably must go to the restroom while another team member is in a meeting and you're at lunch, there's still coverage at your booth

### Keep It Business Casual - and Comfortable

The attire at the show is business casual. Often, teams will wear company logo wear for a branded aesthetic. At the end of the day, you



should wear what makes you feel the most confident and comfortable. Most importantly, we cannot stress enough that you wear comfortable shoes. Trust us – your feet will thank you later.

### Come Early, Stay Late

Give yourself time each morning before the show floor opens to get organized and ready for the day. Schedule a morning huddle with your team to review the day's goals and what you need to accomplish. At the end of each day, spend a few minutes tidying up your display area, organizing documents/papers and consolidating notes. After a long day, holding a quick debrief with your team to share some accomplishments or wins from the day can help keep up morale.

### Capture Leads

Always capture leads and exchange business cards with the buyers you meet to help build your prospect list. Make sure to take detailed notes and have an effective system to keep notes organized, ensuring effective follow-up post-show.

### Review & Settle Invoices

GES invoices are sent out 7 business days post show. For a show site preliminary invoice, please visit or text the GES Servicer. Make sure to review and settle all invoices with vendors according to each vendor's payment policy.

### Schedule Your Outbound Shipment

Contact GES Logistics or your freight carrier before the close of the show to schedule a pickup. If you need assistance, you can stop by the GES Servicer. Don't forget that drivers must be checked in at the GES Marshaling Yard no later than the check-in time listed in the Move-in Bulletin or the Exhibitor Services Kit.

**Note:** *GES Logistics is the onsite carrier for all your shipping needs (ground, deferred, 2nd day and Next Day service available). If you plan to use a carrier other than GES Logistics, then you are responsible for making arrangements with that carrier – outbound shipping/POVs is not an automated process.*



## NETWORKING & EDUCATION

### Take Advantage of Networking Opportunities

Every interaction at Global Pet Expo presents an opportunity to grow your professional network. Use every conversation, event or education session to build relationships with your fellow pet industry professionals – grab a drink with a new acquaintance at an event, exchange business cards with your neighbor at an education session or connect with the team members from a neighboring booth on LinkedIn.

### Learn Something New



LEARNING SERIES

With over 40 hours of live education, there's bound to be a topic of interest to you. Take time to review the education sessions and coordinate with your team so everyone can attend at least one session of interest while maintaining coverage at your booth.







# BREAK DOWN YOUR BOOTH

## DISMANTLE DATES & HOURS

Friday, March 28 ..... **3:00 pm – 9:00 pm**

Saturday, March 29 ..... **8:00 am – 3:00 pm**

For a complete move-out schedule, including estimated dates and times for carrier check-in and hall clearance, [click here](#).

## MOVE-OUT

The process of breaking down a trade show can be chaotic. Review your Move-In/Move-Out Bulletin for important move-out information, and keep it on hand to reference during breakdown. One person must be at your booth at all times during breakdown, so we recommend assigning someone from your team to oversee your booth breakdown and outbound shipment.

### Receiving Your Empty Crates

Empty crates are delivered to your booth at the close of the show. Once you receive your crates, you can pack up and label your freight for shipping using your pre-printed return address labels. If you did not pre-print your labels, you can obtain these at the GES Servicenter. Don't forget to remove any old shipping labels, so there is no confusion.

### Consider Donating Your Products to a Local Shelter

Each year, Global Pet Expo partners with [Pet Alliance of Greater Orlando](#) to facilitate product donations between exhibitors and their shelter. If you have already selected a deserving charity to receive your leftover products, check your Move-In/Move-Out Bulletin for information on making the proper arrangements.

### Complete Material Handling/BOL Forms for Outbound Shipping

1. Outbound shipping is not an automatic process.
2. Complete the entire Order Form for Material Handling/BOL. If you completed the Request for Pre-Printed Outbound Material Handling Labels ahead of the show, your forms and labels will already be pre-populated with your shipping information. The GES BOL can only be filled out at show site and is still required if shipping through another carrier. GES BOLs can be found at the GES Servicenter.
3. Once you've finished packing up, confirm all pieces are secured, labeled and ready to be transported.
4. Bring the completed Order Form for Material Handling/BOL to the Exhibitor Servicenter once your booth is packed and ready to ship. Do not leave the form in your booth — you must physically deliver your form to the Service center.

**For more information on the Outbound Shipping process, [click here](#).**



# POST-SHOW FOLLOW UP

## CONTINUE ENGAGING WITH BUYERS

Business doesn't stop once the show closes, and there are plenty of opportunities to continue engaging with buyers. Use these tips to maximize your time on the show floor, even when you're back home.

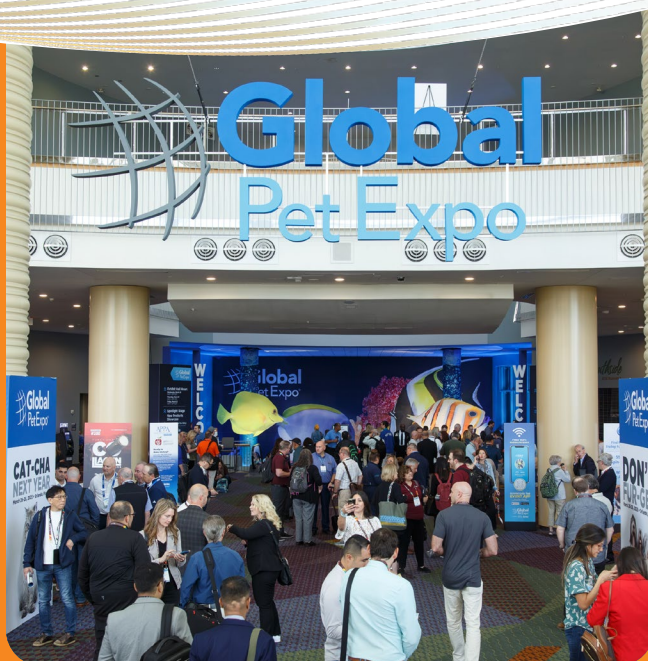
### Consider a Post-Show Marketing Plan

Didn't have a chance to meet with some of the buyers you hoped to see? Continue your outreach post-show:

- Create an email campaign using playful messaging such as "Sorry We Missed You!" or "Did You Forget to Stop By?!" to capture their attention.
- Consider extending your Show Specials for a limited time to entice further engagement.
- Share any promotional materials and sales sheets you gave out at your booth.

### Follow Up with Leads

Following up with your sales leads and finalizing/completing purchase orders should be your biggest priority. Make it a priority to continue building your relationships with new and current customers in between trade shows and meetings. Doing so will turn one-time customers into repeat customers and build an audience of buyers who look forward to seeing you at the show each year.



# REFLECT ON YOUR SHOW EXPERIENCE

## Measure Your Success

Now is the time to reflect on the goals you set for the show and measure your success. Did you meet your business goals? Did the strategies and tactics you used effectively support these goals? What resources could you have leveraged better? Take time to review and analyze your metrics (e.g., website traffic, media pick-ups, sales metrics, social media engagement, etc.) and consider compiling a report to review with your team.

## Conduct Post-show Review

Schedule a post-show review with your team to review your report and discuss your overall experience. Include some of the following questions in your discussion, making sure to consider all of your pre-show, show and post-show efforts:

- What went well? What can we improve? What did we learn?
- What ideas do we want to implement next year?
- Did we meet with the buyers we wanted to see?
- How many leads did we generate? How many were quality leads?
- Did the reported metrics meet our goals? Why or why not?
- Did we learn something new at a seminar?
- Are there resources we didn't use that we want to try next year?
- Did we like our booth location? Is there a different location we'd like to try next year?



## PREPARE FOR THE FUTURE

Use the information and discussions from your post-show reflections to inform your goals and strategies for next year's show.

**Before you know it, the planning begins for the next Global Pet Expo, March 25-27, 2026!**



# ONE LAST THOUGHT...

**AS YOU PREPARE FOR YOUR FIRST SHOW**, remember that what you put into your show experience will ultimately define how successful of a show you have. We like to remind our exhibitors that they are one in over a thousand brands competing for the highest level of buyer engagement, the most foot traffic and the most media attention. So what will set you apart from the competition? How will you stand out in the crowd?

At the end of the day, your goals will define how you perceive your success. So we'll leave you with a few final considerations: What does a successful trade show look like for your business? How will you leverage the resources and tools in this Guide and beyond to accomplish this? And finally, how can you make your brand identity come to life in your exhibit?

**We can't wait to see what you come up with!**



Questions? Contact [exhibitors@americanpetproducts.org](mailto:exhibitors@americanpetproducts.org)