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**The Show That Means Business: Global Pet Expo 2017**

*- The premier industry event, Global Pet Expo, is set to take place March 22-24, 2017 in Orlando, Fla. –*

**Who:** The American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA) present the premier industry event, Global Pet Expo.

**When:** *Trade Show Dates:* March 22-24, 2017  
Wednesday and Thursday: 9 am – 6 pm, Friday: 9 am - 5 pm  
*New Products Showcase Awards Presentation:* Thursday, March 23 at 5 pm

**What:** As the first industry trade show of the year, Global Pet Expo will feature more than 1,200 companies from around the world, showcasing the latest and greatest products available for all types of pets including dogs, cats, birds, fish, reptiles, small animals and horses. The Show is the largest pet products trade show in the United States showcasing 16 football fields' worth of pet products, more than 3,000 product-launches and 150 first-time exhibiting companies. Ranked one of the top 100 trade shows in the nation by Trade Show Executive Magazine, the Show has also grown in recent years with special sections like the "International Pavilions," "Natural Pet," "Boutique," "Everything Aquatic," and "What's New!" drawing specialty manufacturers and attendees alike.

One of the Show's top attractions, the New Products Showcase, is an opportunity for pet product manufacturers to highlight their newest lines and innovations, and a place for attendees to preview all the newest products hitting the industry in one dedicated location at the Show. This 30,000 square-foot space on the trade show floor is set aside to recognize the year's best creative efforts in New Products and Point-of-Purchase Displays. With more than 1,000 entries expected, this is the largest new products showcase at any pet product industry trade show in the world. The New Products Showcase "Best in Show" awards are among the most coveted awards given in the industry. Winners will be announced at the Seventh Annual New Products Showcase Awards presentation. In order to be eligible to win, products must be entered in the New Products Showcase.

Additionally, the 6<sup>th</sup> Annual Retailer Excellence Awards presented by Global Pet Expo & Pet Business will be announced on Thursday, March 23, 2017 at 8am during the pet industry breakfast. The Retailer Excellence Awards are designed to honor outstanding independent pet stores in a variety of categories.

The 2016 Show featured 6,170 buyers, 1,087 exhibitors and 3,218 booths sold – the highest post-show numbers to date. Total Show attendance came to 15,478 people, and the extended exhibit space to accommodate the growing

number of booths and attendees came in at 320,000 net square feet, (nearly 10,000 feet larger than 2015). On a truly global front, 21% of exhibitors were international, making up 233 of the 1,087 exhibitors. An impressive 24% of buyers were from outside of the U.S., coming from 76 countries – continuing to position Global Pet Expo as a key trading opportunity for companies from around the world. The Global Pet Expo Academy Seminars also enjoyed impressive growth with a 20% spike in attendance at 1,400 participants.

Experience the power of the pet industry at Global Pet Expo 2017, the Show that means business! **Global Pet Expo is open to independent retailers, distributors, mass-market buyers, and other qualified professionals. This show is not open to the general public.** For more information, please visit [www.globalpetexpo.org](http://www.globalpetexpo.org).

***Press registration opens November 1, 2016 at [globalpetexpo.org/pressreg](http://globalpetexpo.org/pressreg)***

**Where:** The Show takes place at the Orange County Convention Center in Orlando, Fla. The New Products Showcase Awards Presentation takes place on the Show Floor in the New Products Showcase section on Thursday, March 23.

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***Global Pet Expo***, the pet industry's largest annual trade show, is presented by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA). The 2016 Show featured 1,087 exhibitors, 3,218 booths and more than 3,000 new product launches. Additionally, 6,170 pet product buyers from around the world attended. Global Pet Expo is open to independent retailers, distributors, mass-market buyers, and other qualified professionals. The 2017 Show will take place March 22-24, 2017 in Orlando, FL at the Orange County Convention Center. For more information, visit [www.globalpetexpo.org](http://www.globalpetexpo.org).

***The American Pet Products Association (APPA)*** is the leading trade association serving the interests of the pet products industry since 1958. APPA membership includes more than 1,200 pet product manufacturers, their representatives, importers and livestock suppliers representing both large corporations and growing business enterprises. APPA's mission is to promote, develop and advance pet ownership and the pet product industry and to provide the services necessary to help its members prosper. APPA is also proud to grow and support the industry through the following [initiatives](#): Pets Add Life (PAL), the Human Animal Bond Research Initiative (HABRI), The Pet Leadership Council (PLC), the Pet Industry Joint Advisory Council (PIJAC) and the Pet Care Trust. Visit [www.americanpetproducts.org](http://www.americanpetproducts.org) for more information.

***Pet Industry Distributors Association (PIDA)*** has represented the interests of pet product distributors since 1968. The mission of PIDA is to enhance the well being of the wholesaler-distributor, to promote partnerships with their suppliers and customers and to work cooperatively with other organizations in fostering the human-companion animal bond. Visit [www.pida.org](http://www.pida.org) for more information.