EXHIBITOR & SPONSORSHIP PROSPECTUS

Where the global pet food industry does business

April 29 - May 1, 2019
Kansas City Convention Center
Kansas City, Missouri

“The size and quality of both the attendees and exhibitors were some of the best we’ve seen at any trade show, and they were very willing to talk with us and share information.”
—Steve M., ADF Engineering

EXHIBITOR REGISTRATION: CLICK HERE TO REGISTER TODAY!
MAKE YOUR MARK IN THE PET FOOD INDUSTRY

Petfood Forum is:

- The best opportunity to network, learn and conduct business face-to-face with thousands of pet food professionals from around the world
- An ideal setting for exhibitors to make key connections and position themselves to take their business to the next level
- Where pet food market leaders engage with the global industry’s top decision makers, including ingredient, packaging, food safety and process technology experts

ABOUT THE HOTEL

The headquarter hotel is the Kansas City Marriott Downtown, conveniently located 1 block away from the Kansas City Convention Center, a 10 minute walk from the Power & Light entertainment district, and only a 20 minute drive from the Kansas City International Airport (MCI). Special Petfood Forum room rates are available at the headquarter hotel, and additional hotels in the city.

Visit our website at www.PetfoodForumEvents.com for a complete list, and links to make hotel reservations quickly and conveniently.
EXHIBITING AT PETFOOD FORUM

Being visible in a growing industry, engaging your current clients, and obtaining new ones has never been more important. Exhibiting at Petfood Forum gives your company valuable presence at the only global conference and exhibition for pet food manufacturing and provides the opportunity to be part of an expanding base of business. Your company will experience a unique way of reaching decision makers who come to Petfood Forum year after year to conduct business and learn about new technologies and quality products and services.

Why exhibit at Petfood Forum?

■ Over 3,000 industry professionals from 38 countries attend
■ 71% of exhibitors in 2018 reported that they found new companies to do business with at Petfood Forum
■ Increase your brand awareness and market new products and services your company offers

Petfood Forum has a global audience

A SAMPLE OF PETFOOD FORUM ATTENDING COMPANIES

Ainsworth Pet Nutrition
American Nutrition Inc
Annamaet Petfoods Inc
Australian Pet Bran Pty Ltd
BHJ Canada Meat Products Inc
Big Heart Pet Brands
Blue Buffalo Co Ltd
Champion Petfoods LP
Crosswind Petfoods Inc
Del Monte Pet Products
Diamond Pet Food Co
Dogswell
Dr Harveys
Elmira Pet Products Ltd
Empaques Agroindustriales SA
Evangers Pet Food
Fromm Family Foods
Great Lakes Feed and Energy Corp
Grup Pilar SA
Halo Purely For Pets
Hampshire Pet Products
The Hartz Mountain Corporation
Heartland Harvest Inc
Henningsen Foods
Hills Pet Nutrition Inc
Hubbard Feeds
The Iams Co
JBT Foodtech
Kent Nutrition Group Inc
Kraft Food Ingredients
Kroger
Land O’Lakes Purina Feed
Life’s Abundance Inc
Lily’s Kitchen
Long Leash On Life
Lanza AG
Mackle Petfoods
Malta Texo de Mexico SA DE CV
Mars Petcare US
Merrick Pet Care Inc
Mountain Country Foods
Natura Pet Products
Natural Animal Nutrition
Natural Balance Pet Foods Inc
Nature’s Logic
Nature’s Variety
Nestlé Purina
Nippon Pet Food Co Ltd
Northland Choice
Operadora Maz Industrial SA DE CV
Ovation New Zealand Ltd
Parrheim Foods
Pawprint Pet Products Development Corp
Pawtree
Perfection Pet Foods
Pesquera Pacific Star SA
Pet Food Solutions Inc
Petcurean Pet Nutrition
Petsmart
P&G Pet Care
Phytofiebics North America LLC
Pilgrim’s Pride
Prairie Dog Pet Products
Premium Nutritional Products
Prince Agri Products Inc
Prints Petfoods
Pro Pet LLC
Procter & Gamble
Pyramid Pet Products Inc
Royal Canin
Sergeants Pet Products Inc
Stella and Chewy’s
Sunshine Mills Inc
Triplet Foods Inc
Unicharm
US Pet Nutrition
Vestkorn Milling AS
Wellpet

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EXHIBIT AT PETFOOD FORUM

Reserve your booth space

- **Regular Booth at Petfood Forum 2019**: $42.60 per sq ft US ($4,260 for a 10x10 Booth)
- **Early Bird rate before February 16, 2019**: $37.00 per sq ft US ($3,700 for a 10x10)
- **UPDATED for 2019**: 10x10 Booth includes Black Carpet. All other furniture is ordered through our official show decorator and special pricing is available for basic packages. (See the Exhibitor Services Manual for more details.)

Each booth also includes one (1) Full Program Admission including receptions, meals, exhibit hall and educational sessions. Does not include Petfood Innovations Workshop. Additional exhibiting personnel are $695 before January 25 for Full Program Admission or $395 before January 25 for Exhibit Hall Access and Activities only and does NOT include Monday Night Receptions or Wednesday Night activity.

Promote your presence at Petfood Forum

Ask us about these proven marketing tools:

- **Targeted Audience Messages** targeting an exclusive qualified audience of pre-registered Petfood Forum attendees, Petfood Industry magazine subscribers, Petfood Industry e-News opt-in subscribers and PetfoodIndustry.com website registrants
- **Display ads in Petfood Industry magazine** for maximum exposure
- **Corporate profile page in the official Petfood Forum 2019 Show Program**: Single page of information about your company and its capabilities.
- **Sponsorship Opportunities are available** to position your company as a key supporter of the industry (see the following pages for more details)
- **Display the official Petfood Forum event logo in your marketing materials** (provided upon request)

Post-show promotional opportunities

- **Access** to the attendee registration list (company, title, name only)
- **Continued advertising presence** in Petfood Industry magazine year-round
- **Banner ads** on PetfoodIndustry.com, Pet e-News or with content marketing programs designed to educate and inform the industry
- **Targeting Audience Messages** targeting specific audience segments
- **Exhibit, sponsor and attend** a Petfood Forum regional conference like Petfood Forum Europe (June 2019) Cologne, Germany or Petfood Forum China (August 2019) Shanghai, China
- **Petfood Forum Post Show ENewsletter** your banner ad in a post-show special eNewsletter that goes out to the Petfood Industry audience with all the news and information from the event. Featuring special highlights and show stopping content.

PREVIOUS PETFOOD FORUM EXHIBITING COMPANIES

3D Corporate Solutions LLC
ADM Alliance Nutrition Inc
AFB International
Alltech
Almo Process
American Dehydrated Foods
Ameri-Pac Inc
Andritz Feed Biofuel AS
APEC
Bliss Industries LLC
Brabender Technologie Inc
Bruker Optics Inc
Buhler Inc
Camlin Fine Sciences
Cereal Byproducts Co
Chestnut Labs
Cozzini Inc
Diana Pet Food
Dinnissen BV
Diversified Ingredients
DSM Nutritional Products Inc
ESE Intec
Eurofins Scientific Inc
Extru-Tech Inc
Farmers Union
FDP USA Inc
Foss North America
Geelen Counterflow
Grain Millers Inc
HorizonPSI
Horn Animal Wellness
Hygenia
Interflex Group
International Ingredient Corp
Isanova Technologies LLC
J Rettenmaier USA
Jones Hamilton Co
Kemin Nutrisure Inc
LaBudde Group Inc
Lortscher Animal Nutrition Inc
LV Lomas Pacific LTD
Marshall Ingredients
Midwest Laboratories
Neogen Corp
Omega Protein
Pacific Bag Inc
Pappas Inc
Parsons Eagle Packaging Syst
Peel Plastic Products Ltd
The Peterson Co
PrintPack Inc
Ricebran Technologies
Roka Bioscience
Schenck Process
The Scoular Co
Simmons Feed Ingredients
Starlinger Co GesmbH
Summit Ridge Farms
Takigawa Corp
Thermo Scientific
Thiele Technologies
Trouw Nutrition USA LLC
Tyson Animal Nutrition Group
Uniqair Technologies Ltd
Van Drunen Farms
Wenger Manufacturing Inc
Wilbur Ellis Co
Zinpro
PETFOOD FORUM 2019 SPONSORSHIP OPPORTUNITIES

Go beyond advertising and enhance your brand
Maximize your exposure across multiple opportunities before, during and even after the event. At the same time, your investment directly supports programs and content development at each show, associating your company with high-profile speakers, sessions, events, and features at the show.
All Sponsorship Opportunities are on a first-come, first-served basis. Talk to your Petfood Industry Sales Manager for pricing and details.

Sponsor Deliverables:
- Company logo on event signage
- Company logo on Petfood Forum website
- Company logo on Petfood Forum printed Show Guide distributed to all attendees
- Company logo included in the post-show display ad in Petfood Industry magazine

Pre-Show Opportunities
- Online Floor Plan Sponsorship – Your company logo displayed on the online floor plan that is accessed all year long. Three (3) options available
- Enhanced Exhibitor Listing – On the Online Exhibitor Floor plan you can add logos, social media links and upload product literature for attendees to access prior to the show
- Petfood Forum Show App – Built for iPhone and Android, the Petfood Forum Show App provides instant access to information about the conference, exhibit hall and allows you to connect with other attendees before, during and after the show. One (1) opportunity available

CONTACT YOUR PETFOOD INDUSTRY SALES PROFESSIONAL FOR MORE INFORMATION:
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EXHIBIT HALL SPONSOR OPPORTUNITIES

Exhibit Hall Opportunities

- **Aisle Signs** – Your company name and logo attached to the aisle sign where your booth is located. Fourteen (14) options available. Sponsor’s booth must be located in the aisle sponsored.

- **Attendee Bags** – Your company name and message on the bags that are given to all attendees of the show. One (1) opportunity available.

- **Charging Stations** – Located in meeting spaces throughout the convention center to assist attendees in recharging their portable electronics. Two (2) sites available.

- **Coffee Break Sponsor** – Your company name attached to the relaxing part of the show. Six (6) sponsor opportunities available.

- **Escalator Signs** – Lead the attendees up the escalators with your message of welcome. Two (2) opportunities available.

- **Floor Decals** – Lead the attendees to your booth with decals adhered to the floor. (Some restrictions apply.)

- **Hand Sanitizers** – Placed in the attendee bags for their personal use. One (1) opportunity available.

- **Lanyards** – Your company name and message on the badge holder/lanyard given to all attendees. One (1) opportunity available.

- **Lunch Sponsor** – Your company name and displayed prominently in the Meal area which will be on the Exhibit Hall Floor in 2019. This would include the ability to place a brochure or flyer on the tables prior to the meal being served. Four (4) opportunities available.

- **Notebooks** – Your company logo on the notebooks given to each attendee in the attendee bag to help them record and remember the critical information presented at the event. One (1) opportunity available.

- **Pens** – Your company logo on the pen given out to all attendees and used throughout the show. One (1) opportunity available.

- **Petfood Forum/Kansas City Entertainment Guide** – Dining and entertainment information attendees need when exploring Kansas City outside the show. One (1) opportunity available.

- **Petfood Forum Show Program** – One (1) opportunity available. (Unlimited companies can purchase a Corporate Profile Page to supplement their show promotion.)

- **Students Program** – Be part of the wave of companies encouraging the next generation of pet food manufacturing personnel. The Students Program sponsor participates in bringing College Students to Petfood Forum to expose them to the industry and mentor them in the benefits of pet food manufacturing as a career choice. Sponsorship supports admission, Meet and Greet Event, and Job Board Hosting throughout the convention center. Multiple options available.

- **Wi-Fi** – Your company name is the password to attendee access to exhibit hall-wide Wi-Fi. One (1) sponsorship available per day.
Convention Center Opportunities

- **Registration Desk Sponsor** – Have your message displayed where attendees go first. One (1) opportunity available
- **Window Clings** – A variety of locations throughout the Kansas City Convention Center to adhere your company message to the windows
- **Pull-up Signage** – Opportunities throughout the convention center to position your company message on a pull-up sign.
- **Conference Room Wi-Fi** – Your company name is the password for attendees to access Wi-Fi in each concurrent session room for the entire day. Four (4) sponsors per day
- **Hallway Banners** – Greet the attendees as they arrive and depart for the Convention Center with banners hung from the ceiling of the Convention Center hallways. Multiple opportunities
- **Column Wraps** – Place your company message around the columns inside the convention center for extra branding and visibility

Networking Reception Sponsorships

- **Opening Night Reception Sponsor (Monday)** – Five (5) available sponsorships
- **Exhibit Hall Reception Sponsor (Tuesday)** – Six (6) available sponsorships
- **Closing Reception Sponsor (Wednesday)** – Five (5) available sponsorships

Other Options

- **Video News Program** – Broadcast throughout the convention center, this special news program reports all that is happening at the show. 30 and 60 second commercial spots are available
- **Room Drops** – Reach attendees by having your marketing message placed under their hotel room doors at the Petfood Forum headquarters hotel. Multiple opportunities available.
- **Keycards** – Your company logo and message on the keycards given to all registered guests at the hotel upon check in starting on Sunday night. One (1) opportunity available
- **Coasters in the Lobby Bar** – Your company logo on the back side of the coasters used in the headquarters hotel lobby bar during peak nights of the show. One (1) opportunity available