EXHIBITOR & SPONSORSHIP PROSPECTUS

"Another great show allowing us to promote our brand and get in front of key decision makers within the pet food industry. Because of this we will be back in 2020."

— Blair K., Cuddon Freeze Dry

PETFOOD FORUM

Where the global pet food industry does business

APRIL 27 - 29, 2020

Kansas City Convention Center
Kansas City, Missouri
www.PetfoodForumEvents.com

Presented by:
PetfoodIndustry® WATT GLOBAL MEDIA®

EXHIBITOR REGISTRATION: CLICK HERE TO REGISTER TODAY!

PETFOOD FORUM

ABOUT PETFOOD FORUM

For over 28 years, Petfood Forum has been the industry's only global conference and exhibition for professionals working in the pet food industry, increasingly attracting key leaders, influencers and buyers each year. Every year Petfood Forum shows tremendous growth mirroring significant industry expansion, and 2020 promises to continue this trend.

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

EXHIBITING AT PETFOOD FORUM

Being visible in a growing industry, engaging your current clients and obtaining new ones have 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.

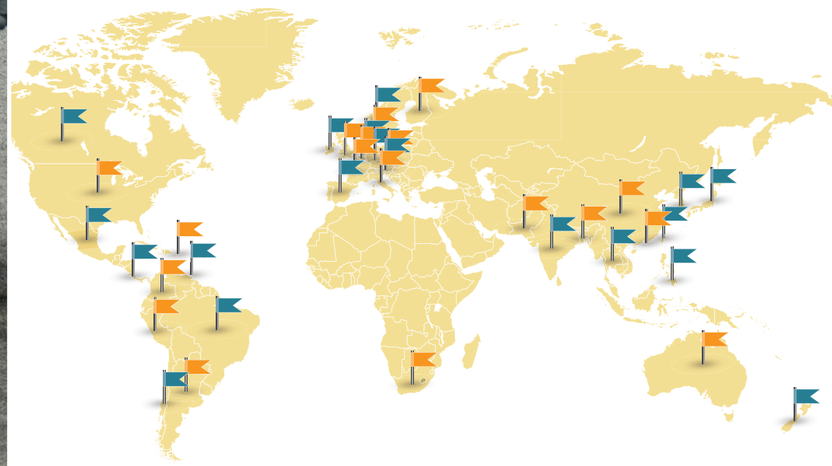
WHY EXHIBIT AT PETFOOD FORUM?

Over **3,000** industry professionals from **38** countries attend

70% of exhibitors in 2019 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 COMPANIES ATTENDING PETFOOD FORUM

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. Harvey's
Elmira Pet Products Ltd.
Empaques Agroindustriales SA
Evangers Pet Food
Fromm Family Foods
Great Lakes Feed and Energy Corp.
Grupo 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
Lonza 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
Phytobiotics North America LLC
Pilgrim's Pride
Prairie Dog Pet Products
Premium Nutritional Products
Prince Agri Products Inc.
Prins 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

▼ INDUSTRY SEGMENT

45% Pet food manufacturer

43% Suppliers

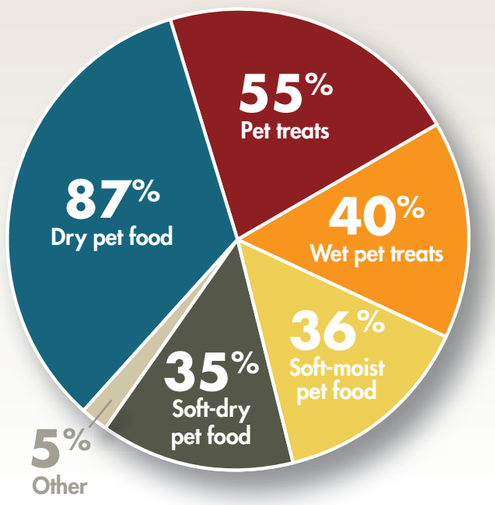
4% Distributor/broker/ import/export/retail

4% Consulting: veterinarian/ nutritionist/other

3% University/government/ association

1% Other

▼ TYPES OF PRODUCTS MANUFACTURED



EXHIBITING AT PETFOOD FORUM

Reserve your booth space

- Regular booth at Petfood Forum 2020: $44.40 per square foot ($4,440 for a 10x10 booth)
- Early-bird rate before January 25, 2020: $38.50 per square foot ($3,850 for a 10x10 booth)
- Returning 2019 exhibitors until October 1, 2019: $37.00 per square foot ($3,700 for a 10x10 booth)

A 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 includes one full program admission including receptions, meals, exhibit hall and educational sessions. Does not include Petfood Innovations Workshop. Additional exhibiting personnel are $695 before January 31 for full program admission or $395 before January 31 for exhibit hall access and activities only. Does NOT include Monday night receptions or Wednesday night activity. Other rates apply after January 31.

Promote your presence

Ask us about these proven marketing tools:

- Targeted audience messages reaching an exclusive qualified audience of pre-registered Petfood Forum attendees, Petfood Industry magazine subscribers, Petfood Industry News e-newsletter opt-in subscribers and PetfoodIndustry.com website registrants
- Display ads in Petfood Industry magazine for maximum exposure
- Corporate profile page in the Petfood Forum 2020 show guide, featuring a 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, Petfood Industry News or with content marketing programs designed to educate and inform the industry
- Targeted audience messages reaching specific audience segments
- Exhibit, sponsor and attend a Petfood Forum regional conference like Petfood Forum Asia (March 2020) or Petfood Forum China (August 2020)
- Your banner ad in a post-show special e-newsletter that goes out to the Petfood Industry audience with all the news and information from the event. Featuring special highlights and show-stopping content.

▼ JOB FUNCTION

Sales/marketing 37%

Owner/management 28%

R&D 11%

Purchasing 7%

Nutritionist/vets/consultants 5%

Production management 4%

QC/food safety 4%

Other/non-titled 4%

PREVIOUS COMPANIES EXHIBITING AT PETFOOD FORUM

3D Corporate Solutions LLC
ADM Alliance Nutrition Inc.
AFB International
Alltech
Almo Process
American Dehydrated Foods
Ameri-Pac Inc.
Andritz Feed Biofuel AS
APEC
Balchem
Bemis
Bliss Industries LLC
Brabender Technologie Inc.
Bruker Optics Inc.
Buhler Inc.
Camlin Fine Sciences
Cereal Byproducts Co.
Chestnut Labs
Cozzini Inc.
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.
Hood Packaging
HorizonPSI
Hygenia
IMCD/HORN Animal Wellness
Interflex Group
International Ingredient Corp
Isonova Technologies LLC
J Rettenmaier USA
Jones Hamilton Co.
Kemin Nutrisurance Inc.
LaBudde Group Inc.
Lortscher Animal Nutrition Inc.
LV Lomas Pacific Ltd.
Midwest Laboratories
Neogen Corp.
Omega Protein
Pacific Bag Inc.
Pappas Inc.
Parsons-Eagle Packaging Systems
Peel Plastic Products Ltd.
The Peterson Co.
PrintPack Inc.
Roka Bioscience
Scan America
Schenck Process
The Scoular Co.
Simmons Feed Ingredients
Starlinger Co. GmbH
Summit Ridge Farms
Takigawa Corp.
Thermo Scientific
Trouw Nutrition USA LLC
Tyson Animal Nutrition Group
Uniqair Technologies Ltd.
Van Drunen Farms
Wenger Manufacturing Inc.
Wilbur Ellis Co.
Zinpro

PETFOOD FORUM 2020 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. *3 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. *1 available*

Exhibit hall opportunities

- **Aisle signs:** Your company name and logo attached to the aisle sign where your booth is located. *14 available. Sponsor's booth must be located in the aisle sponsored.*
- **Attendee bags:** Premier branding of the event bag distributed to all attendees at registration. *1 available*
- **Coffee break:** An industry-sponsored casual networking break. *6 available*
- **Escalator signs:** Lead the attendees up the escalators with your message of welcome. *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. *1 opportunity available*
- **Lanyards:** Your company name and message on the lanyards given to all attendees. *1 available*

- **Luggage tag:** Every attendee needs one of these. Company logo on luggage tag placed in the attendee bags. *1 available*
- **Lunch sponsor:** Your company name displayed prominently in the meal area, which will be on the exhibit hall floor in 2020. This would include the ability to place a brochure or flyer on the tables prior to the meal being served. *4 available*
- **Notebooks:** Exclusive branding of the event notebook placed in the attendee bags. *1 available*
- **Pens:** Premier branding of the event pen placed in the attendee bags. *1 available*
- **Petfood Forum/Kansas City Entertainment Guide:** Dining and entertainment information attendees need when exploring Kansas City outside the show. *1 available*
- **Petfood Forum show guide:** *1 opportunity available. Unlimited companies can purchase a corporate Profile Page to supplement their show promotion.*
- **Photo booth:** Give attendees a souvenir of their Petfood Forum experience. Sponsor branded backdrop or photo border. *1 available*
- **Show app buzz messages:** Get your message out to all attendees through the Petfood Forum 2020 app. *Limited opportunities available.*

Petfood Forum #petfoodforum

STUDENT CAREER CENTER

Sponsored by:

trouw nutrition a Nutreco company

DSM

schenck process

EXTRU-TECH INC.

WENGER®

- **Wellness break:** Attendees can stop by and get a quick massage at one of two wellness break areas on the show floor. *2 available*
- **Wi-Fi:** Your company name is the password for attendee access to exhibit hall-wide Wi-Fi. *1 available per day*

Convention center opportunities

- **Column wraps:** Place your company message around the colum ns inside the convention center for extra branding and visibility.
- **Pull-up signage:** Opportunities throughout the convention center to position your company message on a pull-up sign.
- **Registration desk sponsor:** Company logo displayed on the kick panels at the registration desk welcoming attendees to Petfood Forum. *Some restrictions apply*
- **Window clings:** A variety of locations throughout the Kansas City Convention Center to adhere your company message to the windows.

Networking reception sponsorships

- **Opening night reception sponsor (Monday):** *5 available*
- **Exhibit hall networking reception sponsor (Tuesday):** *6 available*
- **Closing reception sponsor (Wednesday):** *5 available*

PETFOOD FORUM 2020 SPONSORSHIP OPPORTUNITIES

Other opportunities

- **Keycards:** Your company logo and message on the keycards given to all registered guests at the headquarter hotel upon check in starting on Sunday night.
  1 available
- **Room drops:** Reach attendees by having your marketing message placed under their hotel room doors at the Petfood Forum headquarter hotel. *Multiple available.*
- **Video display:** Commercials and logo placement available on rotating slideshow/video programming throughout the convention center and show floor. *Multiple available*

CONTACT YOUR PETFOOD INDUSTRY SALES PROFESSIONAL FOR MORE INFORMATION:

U.S.

Karen Blandford-Anderson
kanderson@wattglobal.com
+1.603.432.9290

Melissa Thrune
mthrune@wattglobal.com
+1.815.222.0112

Craig Greuel
cgreuel@wattglobal.com
+1.815.966.5591

Steve Akins
sakins@wattglobal.com
+1.815.209.6444

Southeast Asia

Simon Lee
slee@wattglobal.com
+852.9437.2779

International/Europe

Uwe Riemeyer
uriemeyer@wattglobal.com
+49.0.202.271690

Presented by:

PetfoodIndustry®

WATT GLOBAL MEDIA®