EXHIBITOR & SPONSORSHIP PROSPECTUS

PETFOOD FORUM

Where the global pet food industry does business

SEPT. 22-24, 2021
Kansas City Convention Center
Kansas City, Missouri, USA
www.PetfoodForumEvents.com

"**PETFOOD FORUM** is the most beneficial show to reach new business, touch current customers and to gain insight into the heart of the pet food industry." — *Sue Ann S., Food Safety Net Services*

REGISTER NOW TO RESERVE YOUR BOOTH SPACE!

PETFOOD FORUM

FOR ALMOST 30 YEARS, PETFOOD FORUM has been the industry's only global conference and exhibition for professionals working in the pet food industry, increasingly attracting key business leaders, influencers, decision-makers and buyers each year. It is designed to organize a time and place for the industry to connect and move business forward.

PETFOOD FORUM IS:

- The best opportunity to network, learn and conduct business with 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, nutrition, packaging, sustainability, food safety and processing technology experts

PETFOOD FORUM HAS A GLOBAL AUDIENCE

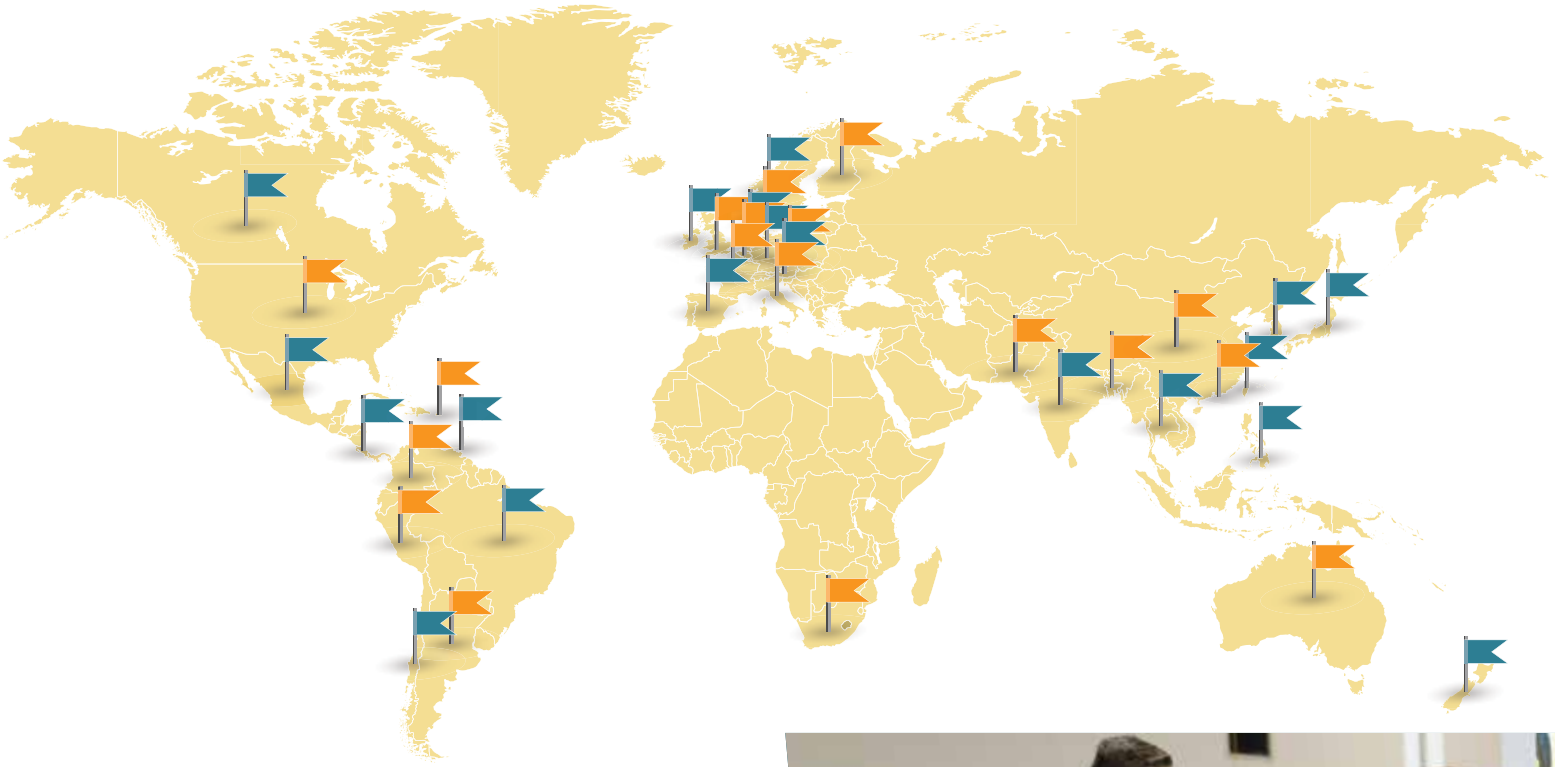


EXHIBIT AT PETFOOD FORUM

The global pet food market is volatile and has been disrupted on all levels. Building business partnerships is becoming more important for product development, distribution and securing supplies. Being visible in an evolving industry, engaging your current clients and meeting prospects at in-person events like Petfood Forum speeds the process.

Exhibiting at Petfood Forum provides an all-inclusive opportunity to interact and conduct business with industry professionals working for leading pet food manufacturers and brands, as well as with leaders of businesses allied to the global pet food industry.

WHY EXHIBIT AT PETFOOD FORUM?

- Meet with key decision-makers, customers and prospects in a learning environment that is 100% focused on specific pet food information, data and technology
- 70% of exhibitors in 2019 reported that they found new companies to do business with at Petfood Forum
- Educate your staff and develop ways to grow your business through attendance at many educational sessions, networking events and business meetings all in one location

RESERVE YOUR BOOTH SPACE

Join over 300 companies presenting the latest technologies, products and services to pet food and treat manufacturers seeking solutions to solve business challenges. Plan to reserve your booth early to ensure the best possible floor location.

- Early bird rate before May 1, 2021: $38.50 per square foot ($3,850 for a 10x10 booth)
- Regular booth at Petfood Forum 2021: $44.40 per square foot ($4,440 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. It does not include Petfood Essentials or other workshops.

Additional exhibiting personnel admission badges are $695 before May 1 for full program admission or $395 before May 1 for exhibit hall access and activities only. Does NOT include opening night reception or closing activity.

Rates increase to $795 and $495 respectively after May 1, 2021.

INDUSTRY SEGMENT

45% Pet food manufacturer

43% Suppliers to manufacturers

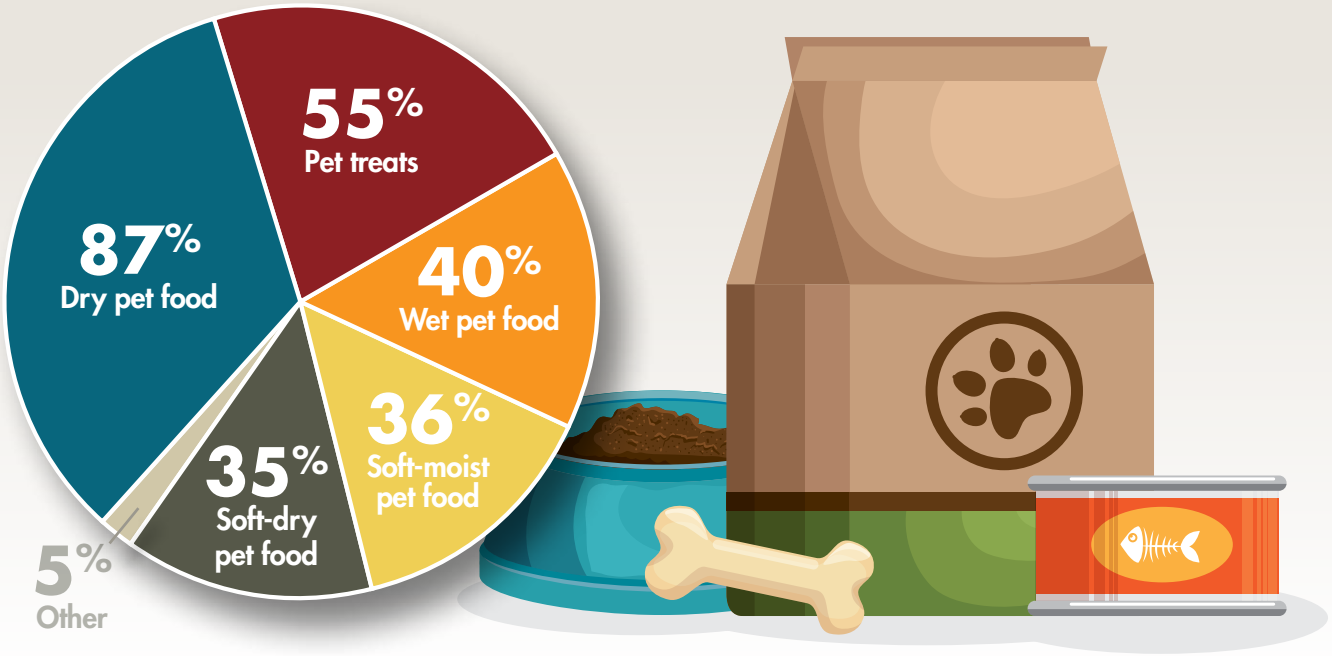
4% Distributor/broker/ import/export/retail

4% Consulting: veterinarian/ nutritionist/other

3% University/government/ association

1% Other

TYPES OF PRODUCTS MANUFACTURED



Attendees selected all categories that apply

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%

ACHIEVE YOUR MARKETING OBJECTIVES

Need to increase your brand visibility? Launch a new product? Emerge as a thought leader? Capture the interest of decision-makers?
In the global pet food industry, companies are facing unique challenges that are impacting how pet food is processed, distributed, marketed and sold. By enhancing your booth presence with sponsorship opportunities, you can more prominently position your product and services in front of manufacturers as they seek business solutions at Petfood Forum.

All sponsorship opportunities are on a first-come, first-served basis. Contact 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

BRAND AWARENESS

Strengthen your company's image and define how your company and products are perceived by decision-makers throughout the pet food industry. More than 20 options are available to help you achieve successful brand positioning.
- 6ft pull-up signage in the convention center
- Bar coasters used at hotel bar
- Directional M*A*S*H-style signs
- Charging station in the exhibit hall
- Column wrap in the convention center
- Escalator decals leading to the exhibit hall
- Floor decals in convention center or exhibit hall
- Hand sanitizers
- Hotel keycard
- Lanyards
- Luggage tags
- Masks (PPE)
- Note pads
- Registration desk sponsor
- Room drops
- Scrolling marquee outside of convention center
- Show app
- Video news program
- Video or slide on the monitors in the convention center
- WiFi in the exhibit hall
- Window clings in the convention center

NETWORKING

Networking is a top reason pet food industry professionals attend Petfood Forum each year. Position your brand with these highly anticipated show features and engage directly with event attendees in a more casual format.
- Coffee breaks
- Lunch sponsor
- Opening night reception sponsor on Wednesday
- Exhibit hall networking reception on Thursday
- Closing reception on Friday

THOUGHT LEADERSHIP

In a globally expanding market, it can be difficult to stand out among competitors. Set yourself apart by leveraging the opportunity to be associated with the industry experts that are sharing relevant, timely knowledge or showcasing your latest product solution.
- General session sponsor
- Keynote session sponsor
- Pet Food Tech Talk presentation or stage sponsor
- Student program sponsor

PETFOOD FORUM AND INDUSTRY SUPPORT

Aligning your brand with industry innovation, technology, research and data is growing more important in a competitive market. Petfood Forum is the premier place to show your support of industry professionals, researchers and experts who attend the event.

- Aisle signs and aisle floor markers
- Attendee bags
- Entertainment guide sponsor
- NEW! Game Buzz
- Pet charity sponsor
- Petfood Forum Show Guide
- NEW! Photo booth

Additional ways to enhance your show presence

Build a comprehensive marketing strategy to promote your trade show booth before, during and after the event.

- Utilize targeted audience messages (email) to reach an exclusive qualified audience of pre-registered Petfood Forum attendees and other industry professionals
- Display ads in Petfood Industry magazine for maximum exposure
- Corporate profile page in the Petfood Forum 2021 show guide, featuring a single page of information about your company and its capabilities
- Display the official Petfood Forum event logo in your marketing materials (provided upon request)
- 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.
- Enhance your online exhibitor listing by adding logos, social media links and upload product literature for attendees to access prior to the show

PREVIOUS COMPANIES EXHIBITING AT PETFOOD FORUM

1Solution Group
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.
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
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
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

PET FOOD BRAND & MANUFACTURING 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 Corp.
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
Perfect Companion Group
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

CONTACT YOUR PETFOOD INDUSTRY SALES MANAGER FOR MORE INFORMATION:

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Presented by:

PETFOODINDUSTRY®