



Where **GLOBAL PET FOOD** meets

APRIL 27-29, 2026 • Kansas City, Missouri, USA

Approval Guide

How to justify attending in a cost-conscious year

Why This Matters Now

Pet food manufacturers are navigating ingredient cost volatility, supply chain uncertainty, and evolving regulatory expectations.

Attending the right industry event is no longer optional learning — it is risk mitigation.

The Business Case

Petfood Forum is focused exclusively on pet food manufacturing, bringing together R&D, QA, production, and sourcing professionals.

Attendees gain practical insights, supplier exposure, and opportunities to validate decisions before implementation.

ROI by Role

R&D / Nutrition	Cost-effective formulation, benchmarking, reduced risk
Quality & Food Safety	Regulatory awareness, risk mitigation, validation
Production	Efficiency, waste reduction, scalable practices
Purchasing / Sourcing	Supplier discovery, pricing insights, risk reduction

Cost vs Value

Airfare/Travel:	
Hotel: See options	
Registration fee: Ticket options	
Additional food and travel-related expenses:	
Estimated investment:	

Potential Return:

- One improved formulation decision → saves \$XX,XXX+
- One supplier relationship → reduces cost or risk exposure
- One avoided compliance issue → prevents major financial loss



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One actionable insight can offset the full cost of attendance.

What You Risk Missing

- Real-time industry insights
- Supplier and peer connections
- Awareness of emerging risks

Quick Approval Email

Subject: Request to Attend Petfood Forum 2026

Hi [Manager Name],

Given current industry conditions (ingredient cost volatility, regulatory changes, and supply chain challenges), this event provides direct value to our team.

Specifically, I plan to:

- Gather insights on [formulation / QA / sourcing / production]
- Benchmark our approach against other manufacturers
- Identify opportunities to reduce cost or mitigate risk

The total estimated cost is ~\$X.

I expect the ROI to come from:

- [Example: identifying cost-saving formulation alternatives]
- [Example: improving compliance or avoiding risk]
- [Example: building supplier relationships]

This is the only event 100% focused on pet food manufacturing, making it highly relevant to our current priorities.

Happy to share a summary of key takeaways with the team afterward.

Thanks,
[Name]



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Next Step

Use this guide to request approval and register for Petfood Forum 2026.

Your peers from **BrightPet, Cambridge Treats, Champion Petfoods, Chewy, Earth Animal, Elmira Pet Products, Freshpet, General Mills, Hill's Pet Nutrition, Instinct, Mars Petcare, Royal Canin, Simmons, Tuffy's Pet Food** and many others are already registered. Join them there!

Need help? [Email our team](#)