



Where **GLOBAL PET FOOD** meets
APRIL 26-28, 2027 • Kansas City, Missouri, USA

Approval Guide

Use this guide to connect Petfood Forum attendance to your organization's priorities, estimate the investment and prepare a clear request for approval.

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.

Over 3600 pet food professionals count on Petfood Forum to anticipate supply chain and market changes through practical research and technology insights from vetted experts while connecting with suppliers to turn those insights into action.

The Business Case

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

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

ROI by Role

Research & product development, nutritionists	Cost-effective formulation, benchmarking, reduced risk
Quality, food safety and regulatory	Regulatory awareness, risk mitigation, validation
Processing, production & operations	Efficiency, waste reduction, scalable practices
Purchasing & sourcing	Supplier discovery, pricing insights, risk reduction
Marketing, sales and business development	Emerging trends, consumer data, market insight
Leadership, c-suite	Business relationships, vendor vetting, emerging trends, market insights



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Step 1. Build your attendance plan

A specific plan makes approval easier. Identify what you need to accomplish and how you will use your time before estimating the investment.

My top three objectives

What business questions, projects or challenges could Petfood Forum help you address?

1. _____
2. _____
3. _____

Choose the access that supports your goals

- ☐ Expo Hall: meet suppliers, attend Tech Talks and participate in exhibit hall programs and networking
- ☐ Educational sessions: add the technical and business program to explore topics relevant to my role
- ☐ Pre-conference workshop: add focused, hands-on learning before the main event

People and companies I want to meet

List priority suppliers, potential partners, speakers, customers or peers.

PERSON OR COMPANY	PURPOSE OR QUESTION

Questions I need answered

What I will bring back

- ☐ A short summary of relevant takeaways
- ☐ Supplier contacts and comparison notes
- ☐ Recommended next steps for a current project or priority
- ☐ A team debrief or presentation



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Step 2. Estimate the investment and return

Give your decision-maker a complete cost estimate and a practical explanation of what your organization could gain. Use realistic amounts and outcomes that are relevant to your work.

Estimated investment

EXPENSE	ESTIMATE	NOTES
Registration and selected add-ons view ticket options	\$	
Airfare or mileage <i>Fly into MCI</i>	\$	
Hotel <i>Group rates at Marriott & Loews: \$262 per night; Hilton & Courtyard: \$229 per night</i>	\$	
Ground transportation view travel info	\$	
Meals not included with registration view the agenda	\$	
Other	\$	
TOTAL REQUEST	\$	

Potential return for my organization

Select the outcomes that apply, then explain the most credible potential benefit in your own terms.

- ☐ Compare suppliers or products for an upcoming purchasing decision
- ☐ Identify approaches that could improve efficiency, quality or consistency
- ☐ Learn about regulatory, safety or market developments that could affect planning
- ☐ Strengthen relationships with current partners or customers
- ☐ Find contacts or information that may reduce research time after the event
- ☐ Bring learning back to colleagues who are not attending



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The strongest business reason for me to attend

How I will share the value

Within _____ days of the event, I will share the following with my team:

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

2027 pricing periods

RATE	DATES
Kickoff rate *lowest prices available*	October 5 - November 30, 2026
Forum rate	December 1, 2026 - February 28, 2027
Last Chance rate	March 1 - April 24, 2027
At-the-Door rate	April 25-28, 2027



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Step 3. Request approval

Copy and customize the email below. Replace the bracketed text with the details from your attendance plan and cost estimate.

Subject: **Request to Attend Petfood Forum 2027**

Hi [Manager Name],

I am requesting approval to attend Petfood Forum 2027, April 26-28 in Kansas City, Missouri.

Petfood Forum is 100% focused on pet food manufacturing and brings education, suppliers and industry professionals together in one place.

My primary objectives are to [OBJECTIVE 1], [OBJECTIVE 2] and [OBJECTIVE 3].

I plan to focus on [RELEVANT TOPICS, SUPPLIERS OR BUSINESS PRIORITIES]. This will help me [DESCRIBE THE MOST RELEVANT POTENTIAL BENEFIT TO YOUR ORGANIZATION].

My estimated total cost is [TOTAL]. This includes registration, travel and related expenses. Registering by [PRICING DEADLINE] will allow us to use the best available rate for that period.

After the event, I will [SHARE A SUMMARY / HOLD A TEAM DEBRIEF / PROVIDE SUPPLIER NOTES AND RECOMMENDATIONS] so the information can benefit the broader team.

May I have approval to register and make travel arrangements? I am happy to provide additional information or discuss how the event supports our current priorities.

Thank you,
[YOUR NAME]

Final Step.

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

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 attend each year. Join them there!

Need help? [Email our team](#)