



PETS + HEALTH + EDUCATION + MARKETPLACE + PRODUCTS

Everything retailers and service providers need to know about building the business of pet wellness, all in one event. PETS+ will bring in experts on merchandising, sales and product knowledge — with a focus on wellness products such as CBD and other supplements, raw food, healthy play, specialized care for aging pets and more. Become a vendor today and connect with top buyers!

BOOTH DEPOSIT INFORMATION (50% deposit due upon application. Balance due Sept. 1, 2020)

CARD TYPE American Express Visa Mastercard Exp. Date

CARD # CVV

SIGNATURE DATE

NAME (printed)

COMPANY NAME

ADDRESS

CITY STATE ZIP

EMAIL WEBSITE

PHONE FAX

EXHIBIT SPACE IS LIMITED. RESERVE YOUR BOOTH TODAY!

- 10x10 inline booth \$2,500
- 10x10 corner booth \$2,750
- 10x20 one corner booth \$5,250
- 10x20 two corner booth \$5,500
- 20x20 peninsular booth \$10,500
- 20x20 island booth \$11,000

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advertising@petsplusmag.com

IT'S THE **PET WELLNESS** EVENT OF THE YEAR!

Sign up now to secure your booth's best location! Our 2019 "PETS+ Wellness Summit" was a resounding success, scoring high marks from exhibitors and attendees alike.

THIS EXCEPTIONAL TWO-DAY EVENT lets you interact directly with your primary audience: the U.S. independent pet business owner. Driven by a growing interest in products that can enhance and extend the lives of the pets we love, PETS+ has carefully curated educational content to drive attendance. With two days of panel discussions combined with exhibits from some of the best in the business, this is an event you won't want to miss!

FAQs

What is your attendance goal?

→ The PETS+ Wellness Summit is geared to attract 500+ retail buyers. There are more than 4,200 avid PETS+ subscribers within a 300-mile radius of Rosemont, IL. With our national distribution, we are also able to attract buyers from across the country. PETS+ has a readership of more than 25,000 pet businesses.

How will you attract buyers?

→ PETS+ will use all of its influence in print, online and social media to encourage attendance. PETS+ is deploying a comprehensive

marketing program including partners and influencers such as Candace D'Agnolo of Pet Boss Nation, Erin Terjesen of Propel Communications and Gregori Lukas of THEO Pet Grocery. Our collective efforts in print, online and via social media are helping drive awareness and promoting registration and attendance.

What's in it for retailers?

→ Finally, there is a show with a clear point of view. Independent retailers and service providers, single-store and small- to mid-size chains are pressured to compete with online retailers, mass merchants and larger regional chains. They compete by merchandising in categories that differentiate their businesses and offer

consumers product expertise. Products such as raw food, supplements, CBD and others require product expertise and consultation to sell properly. Independents have a unique advantage to help consumers make informed decisions.

What's in it for vendors?

→ PETS+ readers are motivated to drive new innovative merchandising options to their customers. This highly targeted and focused event is a must-attend show for suppliers focused on driving value to independent retailers, small- and mid-size chains. The Wellness Summit has a unique point of view. Unlike mass-merchandising shows, attendees to the Summit are specifically looking for your

categories. The attendees are 100 percent your prospective buyers.

How long will we have access to buyers?

→ Two full exhibit days supported by educational conferences assure that the active time on the exhibit floor is efficient and productive.

What's the venue like?

→ The Loews Chicago O'Hare Hotel is a modern state-of-the-art, pet-friendly facility outside Chicago. Centralized in the Midwest, Rosemont is accessible to drivers and fly-ins from all across the U.S. It's a convenient one-day drive for 4,200 PETS+ subscribers

and their staff. And, for those flying in, the hotel is just five minutes away from O'Hare International Airport.

What's the cost to exhibit?

→ A 10-by-10-foot booth is \$2,500. See application form on the other side or go to petsplusmag.com/summit.

How can we sponsor a seminar?

→ Education sponsorships are available for \$1,500 per session. This brand-building opportunity includes: logo on promotional collateral for the Summit; sponsor recognition on the website; collateral distribution during the session to attendees; and an introduction to attendees that begins the session.



The 2019 event was a rousing success! Engage with your customers in an intimate setting that puts wellness--and your brand--at the center of attention!

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