

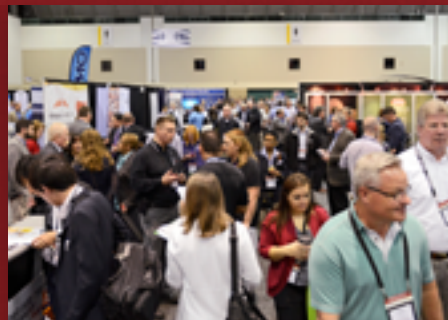


## EXHIBITOR & SPONSORSHIP PROSPECTUS

**April 3-5, 2017**

Kansas City Convention Center  
Kansas City, Missouri

Exhibitor Registration: [Click here to register today!](#)



**94%** of Petfood Forum Exhibitors  
**met or exceeded**  
**their objectives for**  
**exhibiting in 2016**

Presented by:

**Petfood**Industry

**WATT** GLOBAL  
MEDIA



## ABOUT PETFOOD FORUM

**For 25 years, Petfood Forum has been the unique and exclusive event for the worldwide pet food industry. This year's event promises to be bigger and better than ever!**

# AMPLIFY YOUR BRAND AT THE WORLD'S LARGEST PET FOOD INDUSTRY EVENT

### **Petfood Forum is:**

- The place where thousands of industry professionals from all over the world come together to learn, network face-to-face, and transact business
- Where pet food market leaders engage with the global industry's top decision makers, including ingredient, packaging, food safety and process technology experts
- Where exhibitors make connections and position themselves to take their business to the next level



### **About the hotel**

Our headquarter hotel is the Kansas City Marriott Downtown. It is conveniently located 1 block away from the Kansas City Convention Center, a 5-minute walk from the Power & Light entertainment district, and is a short 20 minute drive from the Kansas City International Airport (MCI). Special Petfood Forum room rates are available at our headquarter hotel and additional hotels in the city. Visit our website at [www.petfoodforumevents.com](http://www.petfoodforumevents.com) for a complete list and links to make hotel reservations quickly and conveniently.

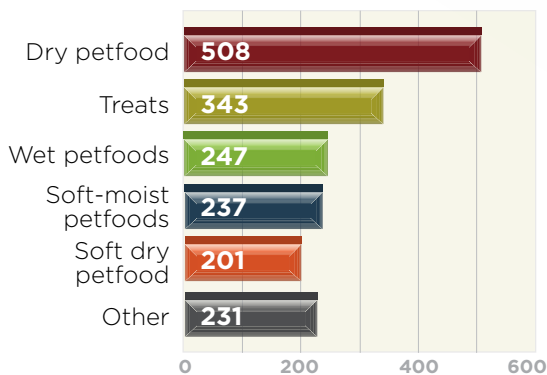




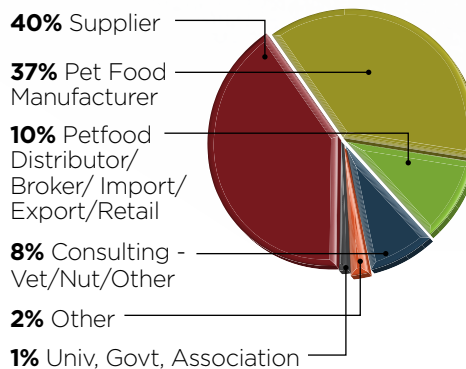
# EXHIBITING AT PETFOOD FORUM

Being visible in a growing industry, engaging your current clients, and obtaining new ones has never been more important. Exhibiting at Petfood Forum gives your company valuable presence at the only global event 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 options for quality products and services.

## Types of products manufactured or distributed



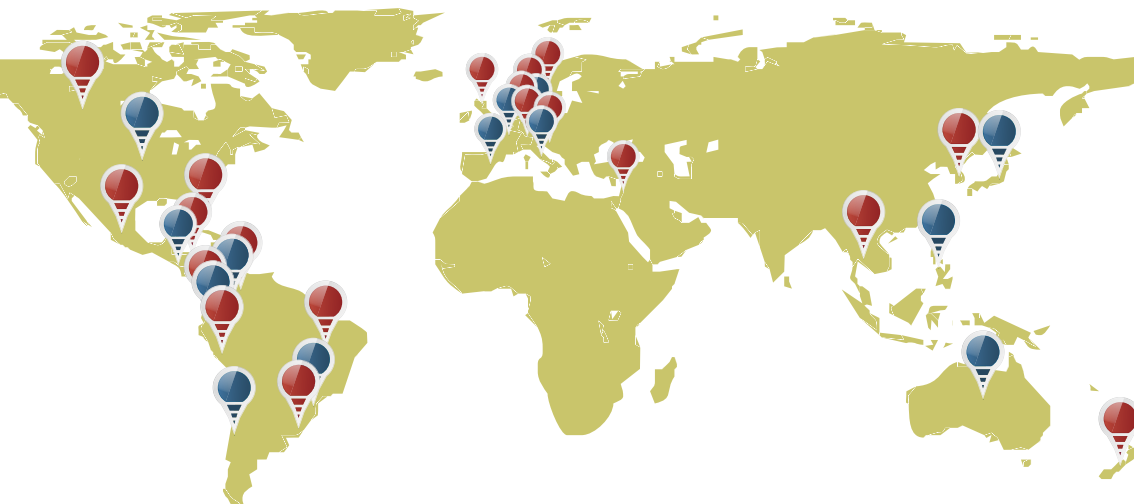
## Attendees by Industry Segment



## Why exhibit at Petfood Forum?

- Over, 2,800 industry professionals from around the world attend
- Face-to-face opportunities to meet with key decision makers, customers and prospects in a learning environment that focuses on pet food manufacturing information and technology
- Educate your staff and develop ways to grow your business through educational sessions, networking events, and business meetings all in one location

## Petfood Forum has a global audience



## SMALL SAMPLING OF PETFOOD FORUM ATTENDING COMPANIES

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 Harveys  
 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  
 PG 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

# EXHIBITING AT PETFOOD FORUM

## Promote your presence at Petfood Forum

Ask us about these proven marketing tools:

- E-Blast campaigns targeting an exclusive qualified audience of pre-registered Petfood Forum Attendees, Petfood Industry magazine subscribers, *Petfood Industry* e-News opt-in subscribers and PetfoodIndustry.com website registrants
- Display ads in pre-show issues of *Petfood Industry* Magazine for maximum exposure
- Display ad in the April issue of *Petfood Industry* (distributed at Petfood Forum 2017)
- Sponsorship of a Petfood Forum event to position your company as a key supporter for the industry (See page 6 for more details)
- Display of the official Petfood Forum event logo in your marketing materials (provided upon request)

## Exhibit Hall traffic-driving incentives

- **NEW!** Daily food and beverage functions in the exhibit hall
- Evening Reception and Refreshment Breaks in the exhibit hall
- Exhibit hall walk-around program with incentives to visit every booth
- Exhibit hall hours designed for maximum flow
- **NEW!** Meeting areas with charging stations and tables to help attendees stay connected on the hall floor
- **A larger Exhibition!** For the second consecutive year, we've expanded the Exhibit Hall to accommodate even more show floor activity and information capabilities.

## Post-show promotional opportunities

- Access to the attendee registration list
- Continued advertising presence in Petfood Industry magazine year-round
- Banner ads on PetfoodIndustry.com, Pet e-News or with content marketing programs designed to educate and inform the industry
- E-Blast marketing campaigns targeting specific audience segments
- Exhibit, sponsor and attend a Petfood Forum "regional" conference like Petfood Forum Europe (June 2017) Cologne, Germany or Petfood Forum China (August 2017) Shanghai, China

## Exhibit at Petfood Forum

Exhibit Booth at Petfood Forum 2017 - \$3,685.00US  
 (early bird rate of \$3,205.00US is available until 2/1/17).

### 10x10 Booth includes:

- |                             |   |   |
|-----------------------------|---|---|
| • Black Carpet              | • Company Sign  | Sessions. (Does not include Petfood Innovations Workshop) |
| • One (1) 6ft Skirted Table | • Admission for One (1) person to the full Petfood Forum event including receptions, meals, and Educational |   |
| • Two (2) Standard Chairs   |   | • Reduced admission for additional booth personnel        |
| • Waste Basket              |   |   |

### SAMPLING OF PETFOOD FORUM EXHIBITING COMPANIES

3D Corporate Solutions LLC  
 ADM Alliance Nutrition Inc  
 AFB International  
 Alltech  
 Almo Process  
 American Dehydrated Foods  
 Ameri-Pac Inc  
 Andritz Feed Biofuel AS  
 APEC  
 BioRad Laboratoris  
 Bliss Industries LLC  
 Brabender Technologie Inc  
 Bruker Optics Inc  
 Buhler Inc  
 Burdock Group Consultants  
 Cereal Byproducts Co  
 Chestnut Labs  
 Cozzini Inc  
 Dinnissen BV  
 DSM Nutritional Products Inc  
 DuPont  
 ESE Intec  
 Eurofins Scientific Inc  
 Extru-Tech Inc  
 FDP USA Inc  
 Foss North America  
 Geelen Counterflow  
 Grain Millers Inc  
 Grintec Inc  
 Horizon Systems Inc  
 Horn Co  
 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  
 Marshall Ingredients  
 Midwest Laboratories  
 Neogen Corp  
 Omega Protein  
 Pacific Bag Inc  
 Pappas Inc  
 Parsons Eagle Packaging Syst  
 Peel Plastic Products Ltd  
 The Peterson Co  
 PrintPack Inc  
 Ricebran Technologies  
 Roka Bioscience  
 Schenck Process  
 The Scoular Co  
 Simmons Feed Ingredients  
 SPF North America  
 Starlinger Co Gesmbh  
 Summit Ridge Farms  
 Takigawa Corp  
 Thermo Scientific  
 Thiele Technologies  
 Trouw Nutrition USA LLC  
 Tyson Animal Nutrition Group  
 Uniqair Technologies Ltd  
 Van Drunen Farms  
 Wenger Manufacturing Inc  
 Wilbur Ellis Co



# PETFOOD FORUM 2017 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.

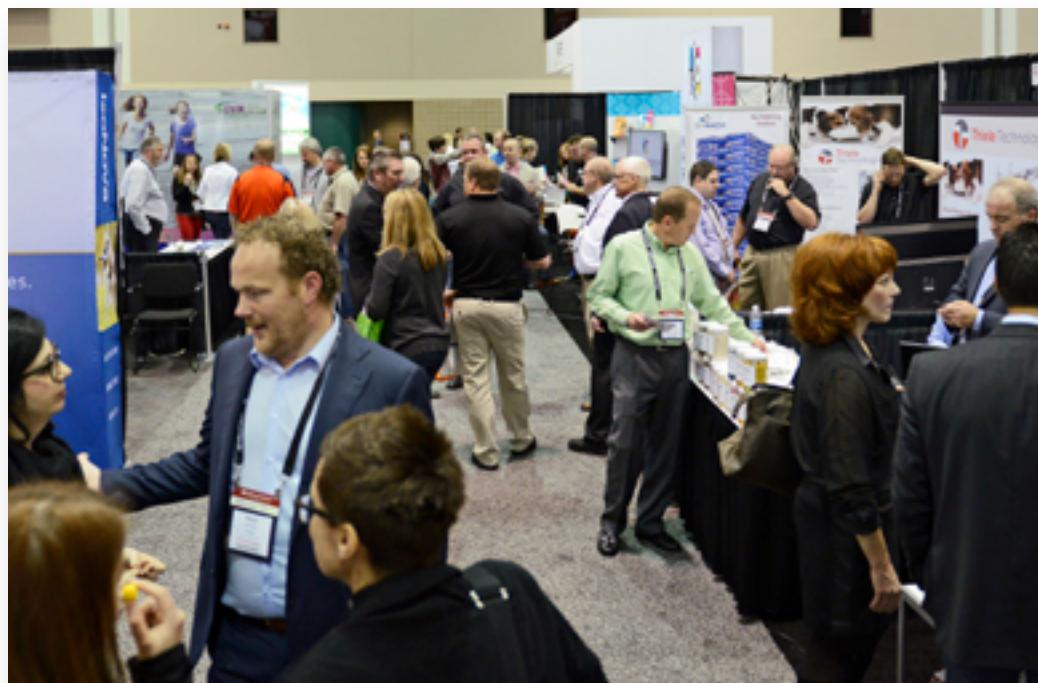
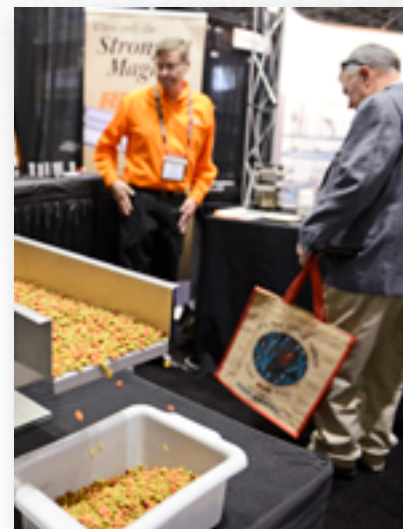
All Sponsorship Opportunities are on a first-come, first-served basis. Talk to your Petfood Industry Sales Manager for pricing and details.

## 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

## Pre-Show Opportunities

- **Online Floor Plan Sponsorship** – Your company logo displayed on the online floor plan that is accessed all year long. Three (3) options 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



### CONTACT YOUR **PETFOOD INDUSTRY SALES PROFESSIONAL FOR MORE INFORMATION:**

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# EXHIBIT HALL SPONSOR OPPORTUNITIES



## Exhibit Hall Opportunities

- **Wi-Fi** – Your company name is the password to attendee access to exhibit hall wide wi-fi. One (1) sponsorship available per day
- **Aisle Signs** – Your company name and logo attached to the aisle sign where your booth is located. Fifteen (15) options available. Sponsor's booth must be located in the aisle sponsored
- **Charging Tables** – Located in meeting spaces throughout the convention center to assist attendees in recharging their portable electronics. Two (2) sites available
- **Coffee Break Sponsor** – Your company name attached to the relaxing part of the show. Six (6) sponsor opportunities available
- **Escalator Signs** – Lead the attendees up the escalators with your message of welcome. Two (2) opportunities available
- **Pens** – Your company logo on the pen given out to all attendees and used throughout the show. One (1) opportunity available
- **Petfood Forum/Kansas City Entertainment Guide** – Dining and entertaining information attendees need when exploring Kansas City outside the show. One (1) opportunity available
- **Hand Sanitizers** – Placed in the attendee bags for their personal use. One (1) opportunity available
- **Floor Decals** – Lead the attendees to your booth with decals adhered to the floor. (Some restrictions apply.)
- **Attendee Bags** – Your company name and message on the bags that are given to all attendees of the show. One (1) opportunity available
- **Lanyards** – Your company name and message on the badge holder/lanyard given to all attendees. One (1) opportunity available
- **Petfood Forum Show Program** – One (1) opportunity available





## Convention Center Opportunities

- **Registration Desk Sponsor** – Have your message displayed where attendees go first. One (1) opportunity available
- **Window Clings** – A variety of locations throughout the Kansas City Convention Center to adhere your company message to the windows
- **Pull-up Signage** – Opportunities throughout the convention center to position your company message on a pull-up Sign.
- **Ambassador Program for First Time Attendees**
- **Conference Room Wi-Fi** – Your company name is the password for Attendees to access Wi-Fi in each concurrent session room for the entire day. Four (4) sponsors per day
- **Hallway Banners** – Greet the attendees as they arrive and depart for the Convention Center with banners hung from the ceiling of the Convention Center Hallways. Multiple opportunities
- **Column Wraps** – Place your company message around the columns inside the convention center for extra branding and visibility



## Networking Reception Sponsorships

- **Opening Night Reception Sponsor (Monday)**– Five (5) available sponsorships
- **Exhibit Hall Reception Sponsor (Tuesday)** - Six (6) available sponsorships
- **Closing Reception BBQ Bash Sponsor (Wednesday)** - Five (5) available sponsorships



## Hotel Options

- **Video News Program** – Broadcast throughout the convention center this special news program reports all that is happening at the show. 30 and 60 second commercial spots are available
- **Room Drops** – Place your marketing message under the door of the Attendees at the Headquarter Hotel. Multiple opportunities available
- **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. One (1) opportunity available
- **Coasters in the Lobby Bar** – Your company logo on the back side of the coasters used in the headquarter hotel lobby bar during peak nights of the show. One (1) opportunity available

