



Take Your Pet Business to the US

Join the PIF UK Pavilion at Global Pet Expo 2027

17–19 March 2027 - Orlando, Florida

The Pet Industry Federation is creating a dedicated UK Pavilion at Global Pet Expo 2027, giving UK pet businesses a supported and highly visible route into the world's largest pet market.

Global Pet Expo brings together leading retailers, distributors, wholesalers and pet product businesses from across the US and international markets. For UK brands ready to explore North America, it provides an opportunity to showcase products, build commercial relationships and gain first-hand insight into a market projected to be worth \$165 billion in 2026.

PIF has secured a well-positioned space within Global Pet Expo's International Pavilion, just off one of the show's main trolley aisles, and is now inviting UK businesses to indicate their likely space requirements.

Why Exhibit Through the PIF UK Pavilion?

Exhibiting overseas independently can be complicated. Joining the PIF UK Pavilion gives your business the benefits of a co-ordinated UK presence, practical support and preferential arrangements negotiated specifically for participating companies.

1) A stronger UK presence

Participating businesses will exhibit together within a clearly identified UK area, creating greater collective visibility than a series of isolated stands.

The pavilion will include a dedicated PIF hub, providing a central meeting point for exhibitors, buyers and international contacts.

2) A well-positioned pavilion

PIF has secured a strong location within Global Pet Expo's International Pavilion, positioned just off one of the show's main trolley aisles.

This is particularly valuable for first-time exhibitors, who can otherwise find themselves located around the outer edges of the exhibition. While visitor traffic cannot be guaranteed, the pavilion's position should give participating UK businesses good visibility and convenient access from one of the show's principal routes.

3) APPA membership arrangements

All companies exhibiting at Global Pet Expo must hold the appropriate current membership of the American Pet Products Association.

APPA membership is a separate requirement and cost from the PIF pavilion package. The fee payable will depend on the company's current or previous APPA membership and its Global Pet Expo participation history.

PIF has negotiated a special rate of **\$1,500 for the remainder of 2026 and all of 2027** for eligible first-time APPA members participating through the PIF UK Pavilion.

Companies that are already APPA members, or that have exhibited at Global Pet Expo previously, may have a different membership arrangement or fee. PIF will confirm the applicable amount individually before a company is asked to make a binding commitment.

4) Practical support from PIF

PIF will help participating companies navigate the process before, during and after the event.

Support is expected to include:

- Liaison with Global Pet Expo and APPA
- Co-ordination of pavilion space and key deadlines
- Pre-show exhibitor briefings
- Guidance on preparing for the US market
- Freight, logistics and compliance signposting
- Collective UK promotion and PR
- A dedicated PIF hub at the show
- On-site PIF support
- Buyer and distributor-focused activity
- Relevant introductions where appropriate
- Post-show follow-up and evaluation

PIF cannot guarantee meetings, orders, listings or distribution agreements, but will work to help exhibitors prepare properly and make the best possible use of the opportunity.

Exhibition Booth Options

The pavilion can accommodate a mixture of standard booths and larger formats. The costs below are indicative, based on preliminary APPA and GES assumptions and a working exchange rate of USD 1.30 to GBP 1. They exclude APPA membership and any VAT applicable to the PIF participation fee. Final configurations, specifications and prices remain subject to confirmation and space availability.

1) Compact kiosk or showcase

A compact branded display format suitable for businesses with a focused product range or those testing Global Pet Expo for the first time.

The package is expected to include pavilion floor space (10ft x 10ft) and a rented GES kiosk. Furniture, graphics, electricity and other services may need to be ordered separately, subject to confirmation with GES.

- **Indicative pavilion-package cost: approximately £5,350**

2) 10 × 10 ft space-only booth

A standard 100 sq ft unfurnished exhibition space for companies wishing to arrange their own furniture, graphics and display.

Pipe and drape are included by Global Pet Expo, although exhibitors may replace these with an alternative approved stand design.

- **Indicative pavilion-package cost: approximately £3,650**

Stand build, furniture, graphics, flooring, freight and utilities are not included.

3) Furnished 10 × 10 ft booth

A straightforward option for businesses looking for a professionally presented first-year presence without arranging a full custom stand.

The final specification and price will depend on the agreed GES furniture and display package, but would include side panel walls, counter, table and panel graphics printed.

- **Indicative pavilion-package cost: approximately £6,750**

4) Larger stands

Larger formats are also available, with current indicative pavilion-package costs of:

- 10 × 20 ft space-only booth: **approximately £7,000**
- Furnished 10 × 20 ft booth: **approximately £13,150**
- 20 × 20 ft custom space-only booth: **approximately £12,900**

Other larger approved formats can be quoted individually.

Larger formats may be provided on a space-only or furnished basis, subject to the final pavilion layout, availability, stand design and confirmed GES pricing.

Please contact PIF to discuss your preferred configuration.

What will the Final Pavilion Package Include?

The indicative pavilion-package price is expected to combine:

- Global Pet Expo floor space
- The selected kiosk, furnished booth or space-only option
- Mandatory show fees and the standard exhibitor insurance charge included in the cost model
- PIF pavilion co-ordination, practical support and on-site delivery
- A tiered PIF UK Pavilion participation fee supporting the shared UK identity, PIF hub and meeting point, pavilion branding, buyer-facing activity and group promotion

APPA membership is a separate requirement and is excluded from the indicative pavilion-package totals. The amount payable will be confirmed individually according to each company's APPA membership and Global Pet Expo participation history.

A detailed quotation and inclusions schedule will be provided before a business is asked to make a binding commitment.

What is Not Included?

Participating companies should budget separately for:

- APPA membership fees
- Flights and accommodation
- Freight, customs clearance and on-site material handling or drayage
- Electricity, internet and other individually ordered stand services
- Flooring, bespoke graphics, additional furniture and stand upgrades
- Product samples and promotional materials
- US regulatory or product-compliance work
- Travel insurance, ESTA and any additional company-specific insurance
- Local transport, meals and staff expenses
- Exchange-rate movements, taxes and payment charges
- Optional sponsorship or promotional activity

Who Should Consider Exhibiting?

The PIF UK Pavilion is best suited to businesses that:

- Have an established product or brand
- Are actively considering the US market
- Have the capacity to supply international customers
- Understand, or are beginning to assess, US pricing and distribution margins
- Have a suitable regulatory and compliance pathway
- Are prepared to follow up commercial opportunities after the show
- Can commit sufficient staff and budget to prepare properly

PIF may discuss market readiness with prospective participants before confirming their space.

Space is Limited: Early Responses are Essential

PIF needs to confirm the likely size and layout of the UK Pavilion with Global Pet Expo.

Businesses interested in participating should therefore complete the provisional space requirement form as soon as possible, indicating their preferred stand format and approximate space requirement.

At this initial stage, your space indication will help PIF plan the pavilion and does not, by itself, create a binding booking.

Payments and Key Deadlines

Participation in the UK Pavilion will involve two separate payment elements.

1. Pavilion package payments

To secure exhibition space, participating businesses will be required to:

- Sign the PIF participation agreement; and
- Pay a **25% space/booth/PIF co-ordination fee deposit to PIF by Friday 7 August 2026.**

PIF must pay the pavilion deposit to Global Pet Expo/APPA by 15 August 2026, so bookings cannot be secured without cleared payment by the PIF deadline.

The 25% deposit and subsequent pavilion-package payments will not include APPA membership. The remaining pavilion-package balance and payment timetable will be confirmed in the final quotation and participation agreement.

2. APPA membership

All Global Pet Expo exhibitors must hold the appropriate current membership of the American Pet Products Association. This is separate from the pavilion package and will be charged in addition to the indicative costs shown above.

The membership fee payable will depend on each company's current or previous APPA membership and its Global Pet Expo participation history. Eligible first-time APPA members participating through the PIF UK Pavilion will benefit from the specially agreed rate of:

\$1,500 covering the remainder of 2026 and all of 2027.

Companies that are already APPA members, or that have exhibited at Global Pet Expo previously, may have a different membership arrangement or fee. PIF will confirm the applicable amount individually.

As the pavilion agent, PIF is responsible for collecting the applicable APPA membership fees from participating companies and paying them to APPA by 1 November 2026. Each company's membership amount and the earlier payment deadline to PIF will be set out before it is asked to sign the participation agreement.

PIF Membership Requirement

Participation in the PIF UK Pavilion is available exclusively to current Pet Industry Federation members.

Businesses that are not currently members are welcome to register their interest, but will need to join PIF before their pavilion place can be confirmed.

This reflects the wider purpose of the pavilion: to provide PIF members with practical international trade support, collective UK visibility and access to opportunities that would be more difficult to develop independently.

What to Do Now

Please complete the provisional space requirement form and let us know:

- Your preferred stand option and approximate space requirement
- Your level of interest in proceeding
- Your current or previous APPA membership and Global Pet Expo participation
- Any key questions affecting your decision

Your initial response is an indication of requirements only. PIF will contact you to confirm availability, final costs and the steps needed to secure the booking.

Make the US Market More Accessible

The PIF UK Pavilion is designed to provide UK pet businesses with more than exhibition space. It offers a coordinated, supported and commercially focused route into Global Pet Expo, combining a strong UK identity with practical market preparation and on-site support.

Register your provisional interest and indicate your likely space requirement:

[Global Pet Expo 2027 – Provisional Space Requirement – Fill in form](#)

For further information, contact:

Alexandra Baker

Pet Industry Federation

alexandra.baker@petfederation.co.uk