






We're Passionate About What We Do:

We connect, inform, and advocate for distributors, retailers, and vendors.

| CONNECT | INFORM | ADVOCATE |
|--|---|---|
|  <p>Act as a resource for products, services and introductions for retailers and manufacturers.</p> <p>◆</p> <p>Provide opportunities for connecting new manufacturers with distributors and retailers.</p> <p>◆</p> <p>Bridge relationships with pet industry associations and their members.</p> <p>◆</p> <p>Create opportunities to connect with industry constituents.</p> |  <p>Provide training tools to retailers that help them drive value to better serve customers.</p> <p>◆</p> <p>Offer distributor-focused education programs.</p> <p>◆</p> <p>Provide stakeholders best practices: marketing, operations, customer service, and education.</p> <p>◆</p> <p>Provide information on industry trends and related business climate.</p> |  <p>Support the health of independent specialty retailers.</p> <p>◆</p> <p>Articulate the benefits of distribution.</p> <p>◆</p> <p>Shift focus to the value distributors provide to stakeholders.</p> <p>◆</p> <p>Explore and convey growth opportunities.</p> |

We Deliver Value Through These Opportunities

Pet Industry Leadership Summit
 Global Pet Expo
 Formal/Informal Networking
 Inter-Association Leadership
 Collaboration

Pet Store Pro
 *Retail Success Series/
 Global Learning Series
 Best Practices/Benchmarking
 Marketing-Communications

The Power of D
 Brand-Building Opportunities
 Industry Events
 Informative Digital
 Communications

(* Joint APPA/PIDA Program)