

# CASE STORY

## GLOBAL PET EXPO: REFRESHINGLY IMMERSIVE

Orange County Convention Center | Orlando, FL



### THE CHALLENGE

#### DESIGNING FOR INNOVATION

The GES team engaged in workshops and set out to reimagine the attendee experience. Their challenges? To expand the product showcase while highlighting the industry's innovation, and to design stunning entrances that would captivate attendees before they even stepped onto the show floor.

### THE SOLUTION

#### A MULTI-SENSORY JOURNEY

The transformation began at the entrance with larger-than-life pet installations that immediately set a playful and engaging tone. Inside, the show floor featured new and reimagined specialty areas and educational spaces, stages, and theaters. These immersive zones offered dynamic content and hands-on experiences that brought the event's theme to life.

### THE IMPACT

#### A SOLD-OUT SUCCESS

The immersive environments created a sense of wonder that resonated throughout the venue. The event not only reaffirmed its status as the pet industry's leading showcase but also set a new immersive and experiential benchmark.

### QUICK STATS

#### IMMERSION AND INNOVATION

Global Pet Expo achieved remarkable success with a sold-out show floor.

**1k** Exhibitors

**351k** NSF

**18k** Attendees

