

PET EXPO Connections™

PETCONEXPO.COM MEDIA CONTACT:

Bill Doherty
207-216-9857
bdoherty@icdevents.com

2nd Annual Industry Trade Show “Pet Connections Expo” Announces Rodney Habib of Planet Paws as Keynote Speaker



“Planet Paws has become the biggest pet health page on the internet, it now reaches more than 100 million Facebook newsfeeds a week.”

– Facebook

“Rodney Habib is arguably the most famous man in the pet world these days.”

– The Herald

PHILADELPHIA, PA (June 19, 2018) – International Conference Development, LLC (ICDevents) announced today that Rodney Habib will be delivering the keynote presentation on Wednesday, October 3, 2018 at the second annual Pet Connections Expo. Mr. Habib is an award-winning pet nutrition blogger, podcast/radio show host, magazine writer, and, most importantly, a pet parent and advocate. His popular website and blog posts have allowed thousands of dog owners worldwide to join him in his search for answers and to share the discoveries he has made in natural dog health care as well as his efforts to get his pets to “live forever!”

"We are excited to announce the addition of Rodney Habib to an exciting presentation lineup. Mr. Habib joins Dave Ratner as a keynote speaker. Rodney believes strongly that we all need to be the change we wish to see in the world, a value that aligns with our Pet Connections Expo and one that we are proud to support and share with our attendees." stated Bill Doherty, ICDevents President and Show Director.

Rodney Habib's massive social media presence has gained him worldwide recognition, including being honored at the Canadian House of Parliament for having one of the biggest brand followings in the country. In 2015 he was awarded the Communicator of the Year Award at the International Summit and Facebook recently recognized him for having the largest and one of their top pet health pages, allowing him to include his message in over 100 million news feeds.

In 2016, Rodney gave the very first TED talk on pet health, this talk currently stands as the highest viewed TED in history pertaining to dogs. He was also featured alongside Dr. Jane Goodall and Sir Richard Branson in the inspiring book, 101 Reasons To Get Out of Bed (and Change the World).

Previously the host of the #1 radio show in Canada, *In The Dish*, Rodney left the radio world to pursue his passion in film making, specifically creating micro-documentaries for his social media platform. He also filmed and produced a documentary series on the canine cancer epidemic ravaging the planet called The Dog Cancer Survival Series.

Mr. Habib has made numerous TV, social media, movie, and radio/podcast appearances including on ABC National News, BBC London, CBC, Global National News TV, Financial Post, National Post, the Pet Food Documentary "Dog Food Mythbusters", Ty Bollinger's Truth About Cancer series, and Dr. Marty Goldstein's upcoming box office movie on pets.

The Pet Connections Expo will bring together pet industry buyers and suppliers from around the country. After a successful launch in 2017, this year's focus will continue to be on topics that are most important to independent pet retailers.

Further details on the 2018 event can be found at www.petconexpo.com.

About Pet Connections Expo

The Second Annual Pet Connections Expo will be held at the Greater Philadelphia Expo Center in Oaks, PA on October 2-3, 2018. The event is located central to Philadelphia's five counties, and the greater Tri-State area, with convenient driving distance from Pennsylvania, New Jersey, and Delaware, as well as New York and Washington, D.C. Sponsors for the 2017 event to date include Pet Age and National Animal Supplement Control (NASC). For more information, visit www.petconexpo.com, <https://twitter.com/PetConExpo>, and <https://www.facebook.com/Petconexpo>.

About ICDevents

International Conference Development, LLC (ICDevents) produces high-quality conferences and tradeshows in a broad range of industries. Utilizing intensive, detailed market research, ICDevents creates targeted events designed to encourage companies to send their entire teams to problem-solve, network, and brainstorm with other industry leaders, consultants, and suppliers. To learn more, visit www.ICDevents.com.