



**MEDIA CONTACT:**

Bill Doherty  
207-216-9857  
[bdoherty@icdevents.com](mailto:bdoherty@icdevents.com)

## **Second Annual Industry Trade Show “Pet Connections Expo” Announces Opening Keynote Speaker and Registration Going Live**

*Building upon the success of the inaugural event in 2017, this Fall show will provide guidance and content for independent pet retailers to compete with national chains and own their local market*

**PHILADELPHIA, PA (June 8, 2018)** – International Conference Development, LLC (ICDevents) announced today that registration is now live for its second annual Pet Connections Expo and that Dave Ratner, Owner, Dave’s Soda and Pet City and Dave’s Pet Food, will kick off the show with a keynote address focusing on the ***10 things to do as soon as you get back to the store***. This session will be filled with easy-to-implement “must-dos” that all businesses should already be doing. Attendees will leave with a list of simple things that every business owner/manager must do to compete with national chains and own their local market.

*Pet Connections Expo* sets itself apart by providing free educational content for pet retailers. As an independent retailer and pet product developer, Dave connects with customers on a daily basis. Mr. Ratner will focus his opening presentation on strategies that independent retailers can incorporate to level the playing field with the giant online and brick-and-mortar stores.

Mr. Ratner commented, “As a passionate crusader for indie retailers, I am thrilled to be opening the show and on the advisory board of Pet Connections Expo, along with some of the other truly great retail representatives throughout the country. It is an honor to share my experiences, successes and failures with the attendees at Pet Connections Expo. Compete with national chains by owning your local market. As obvious as it seems it’s the small business owners and managers who pay attention to the details and put customers first that eventually lead the pack to success”

The Pet Connections Expo will take place at the Greater Philadelphia Expo Center from October 2-3, 2018. After a successful launch in 2017, this year’s focus will continue to be on topics that are most important to independent pet retailers. Pet Connections Expo will bring together pet industry buyers and suppliers from around the mid-Atlantic and East Coast regions as well as the entire country.

“We are excited to kickoff our 2018 program with Dave Ratner and launch registration for our Fall event. Stay tuned for announcements of additional high-profile, industry-leading speakers. Our goal

is to focus on the independent pet retailer and empower their success,” stated Bill Doherty, ICDevents President and Show Director.

Further details on the 2018 Pet Connections Expo can be found at [www.petconexpo.com](http://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](http://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 tradeshow 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](http://www.ICDevents.com).

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