



MEDIA CONTACT:

Kelly O'Rourke

617-429-5038

korourke@icdevents.com

Third Annual Industry Trade Show “Pet Connections Expo” Announces Live Registration and New Retailer Boot Camp

This Fall event will move to the NJ Convention & Expo Center and continue to provide buying opportunities and educational content for independent pet retailers to compete with national chains and own their local markets

EDISON, NJ (June 12, 2019) – International Conference Development, LLC (ICDevents) announced today that registration is now live for its third annual Pet Connections Expo and introduces a groundbreaking 2 ½ hour Boot Camp for Independent Pet Retailers, ***Tactical Lessons to Drive More Sales this Holiday Season***, facilitated by ***Lynn Switanowski***, Creative Business Consulting Group. This session will kick off the second day of the show on October 16, 2019 and be filled with easy-to-implement strategies that all businesses should be doing to drive more sales for the holiday season...and beyond. 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 markets.

Ms. Switanowski commented, “I’m thrilled to be speaking at Pet Connections Expo - at such an important time of year and at such an important business building show. The cost is free to attend, and the marketing lessons presented during the Boot Camp are focused on helping businesses maximize fourth-quarter sales, with actionable tips and tactics to be used immediately, and for years to come. “

The Pet Connections Expo will take place at the NJ Convention & Expo Center from October 15-16, 2019. This year’s focus will continue to be on topics that are most important to independent retailers. Pet Connections Expo will bring together pet industry buyers and suppliers from around the Northeast and Mid-Atlantic regions, as well as the entire country.

“We are excited to add this valuable 2 ½ hour educational session to kickoff our second day programming with Lynn Switanowski. Stay tuned for announcements of additional high-profile, industry-leading speakers, including our Opening Panel on Tuesday, October 15, ***Half the Bark, Twice the Bite!***, moderated by Antoine Seailles of Pet Food Experts, opening a discussion on ***Ways To Successfully Compete with Big Retail & Online, Despite Limited Budgets & Resources***. Our goal continues to be to focus on the independent retailer and empower their success,” stated Bill Doherty, ICDevents President and Show Director.

Further details on the 2019 Pet Connections Expo can be found at www.petconexpo.com Information on The Retailer Boot Camp, *Tactical Lessons to Drive More Sales this Holiday Season*, can be found at <https://www.petconexpo.com/retailer-bootcamp>

About Pet Connections Expo

The Third Annual Pet Connections Expo will be held at the NJ Convention & Expo Center in Edison, NJ on October 15-16, 2019. The event is located in the geographic heart of the Northeast, adjacent to the confluence of I-95 (The NJ Turnpike), I-287, The Garden State Parkway, and US Route 1,9, and 35. Just 15 minutes south of Newark Liberty Airport, 40 minutes south of Midtown Manhattan and 60 minutes from Northeast Philadelphia. For more information, visit www.petconexpo.com 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.

###