



**LAS COLINAS, TEXAS**  
**IRVING CONVENTION CENTER**

**EXHIBITOR KIT**



**OCTOBER 6-9, 2023**  
**BE SEEN | ATTRACT | SELL!**





# WELCOME!

*Since 1987 the U.S. Pet Pro Classic has led the pet styling industry in advanced education.*

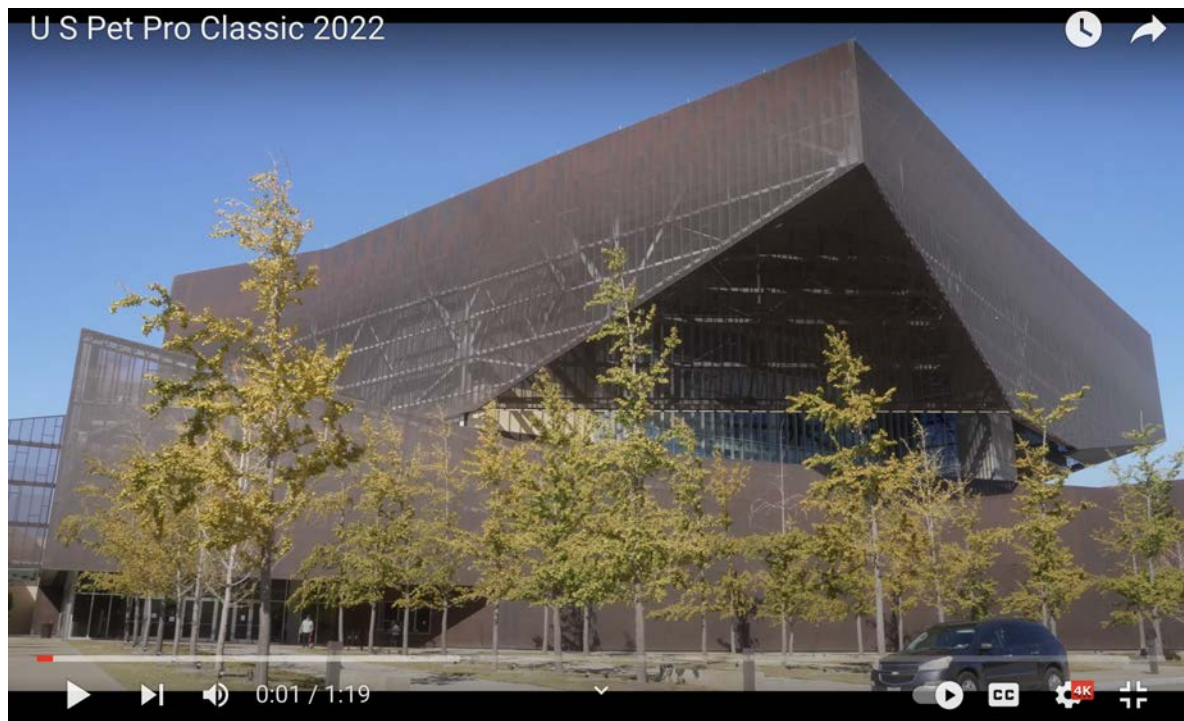
We are a family-owned show, created by Pam Lauritzen, founder of the International Society of Canine Cosmetologists (ISCC) and pioneer of pet styling education for over 50 years!

For 35 years 'The Classic' has brought together pet stylists at all stages of their careers from absolute beginners to industry leaders and styling champions!

We are the longest-running pet styling conference in the midwest. With over 100 hours of seminars and workshops, we offer more education than any other conference in our industry. In 2022, we tripled our attendees.

**This year we are CELEBRATING OUR 35th ANNIVERSARY!**

SEE HIGHLIGHTS FROM **LAST YEAR** (click video below)



# BE SEEN | ATTRACT | **SELL!**

## **EXHIBIT**

*There is no better way to be seen and heard than to be part of the trade show.*

### **BOOTH RATES**

(If Contract Received Before July 31, 2023)

10' x 10' IN-LINE:	\$950.00
10' x 10' CORNER:	\$1050.00
10' x 10' PREMIUM:	\$1150.00
10' x 20' INDOOR VAN SPACE:	\$2000.00

(If Contract Received After July 31, 2023)

10' x 10' IN-LINE:	\$1150.00
10' x 10' CORNER:	\$1250.00
10' x 10' PREMIUM:	\$1350.00
10' x 20' INDOOR VAN SPACE:	\$2200.00

### **TRADE SHOW FLOOR HOURS**

Saturday, October 7: 10AM - 5:30PM

Sunday, October 8: 10AM - 5:30PM

Monday, October 9: 10AM - 5PM

### **BOOTH SETUP HOURS**

Friday, October 6: 11AM - 11PM

### **BOOTH BREAKDOWN HOURS**

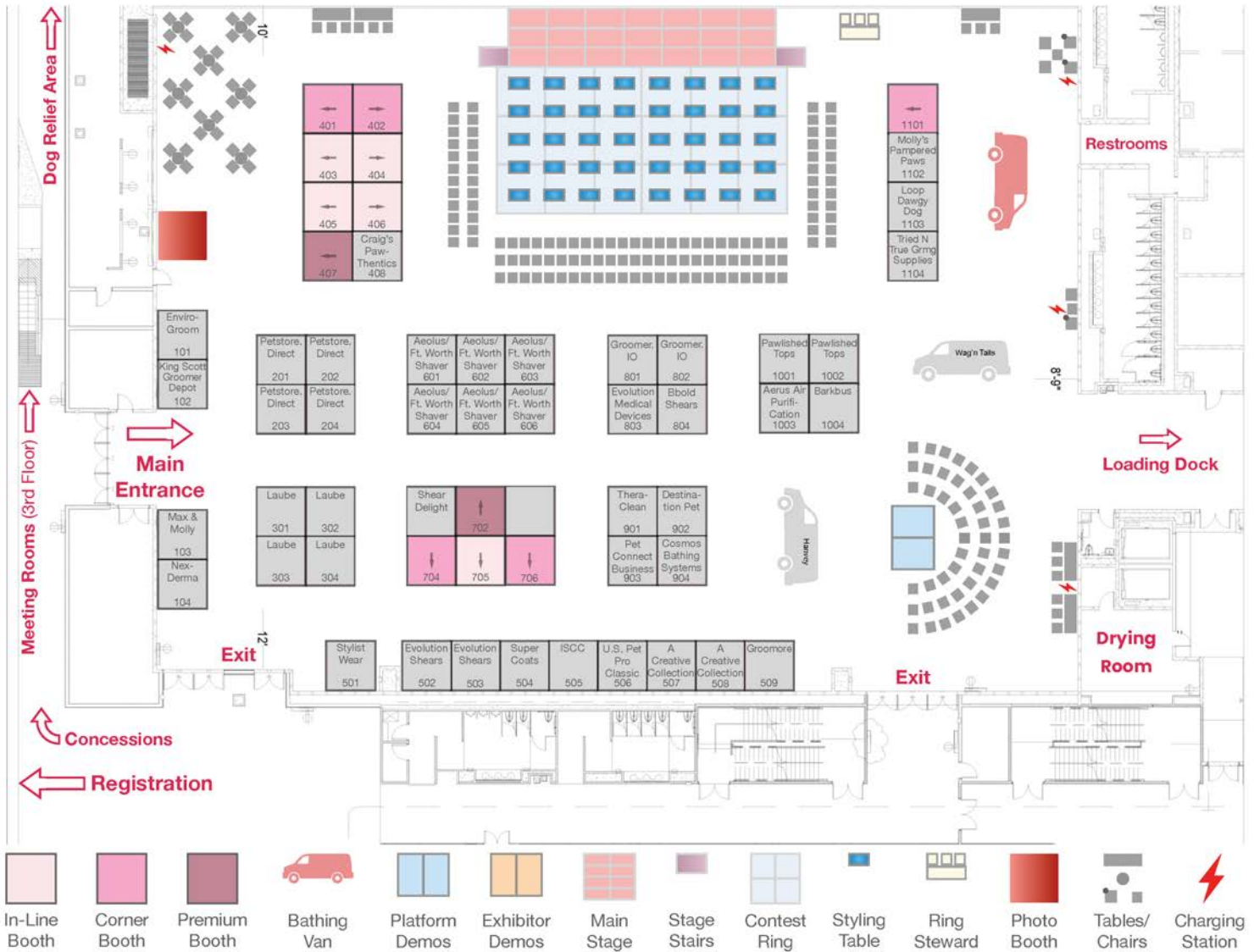
Monday, October 9: 5PM - 11PM

Booth fees must be paid in full at time of reservation. Company logo & show specials, if any, must be emailed to [info@uspetproclassic.com](mailto:info@uspetproclassic.com) by June 30, 2023 to be included in **pre-show advertising**. All booths must be setup by 11PM on Friday and be staffed during all trade show floors hours listed above. Dismantle of booths is not allowed before 5PM. ALL materials must be removed by 11PM.

**SPACE IS LIMITED, RESERVE YOUR BOOTH NOW! [APPLY HERE](#)**

# EXHIBIT HALL FLOORPLAN

SPACE IS LIMITED, RESERVE YOUR BOOTH NOW! [APPLY HERE](#)



DON'T MISS YOUR **OPPORTUNITY**  
BE SEEN | **ATTRACT** | **SELL!**

# VISIBILITY **SELLS!**

## **SPONSOR\*†§**

*This is a unique opportunity for your company to demonstrate its support of the people who support you while receiving high visibility of your products and services!*

### **SUPER SHOW SPONSOR\* - 6 AVAILABLE**

*Be seen and heard again and again for 4 days!*

\$5,000 - Sponsorship Includes:

- Two 10' x 10' premium booths OR 1 exhibitor mobile unit on the trade show floor!
- Dedicated sponsor banner (33" x 81") at the main entrance to exhibit hall
- Sponsor logo on the main competition stage backdrop
- Sponsor logo on "U.S. PET PRO CLASSIC 2023" photo booth
- MC callouts during the opening and closing ceremonies
- Sponsor logo and message on *dedicated* slide on 7 digital signs in convention center
- Sponsor logo on all printed materials and across all social media channels
- Sponsor logo with website link for 1 year on the [www.uspetproclassic.com](http://www.uspetproclassic.com) web page

### **TROPHIES SPONSOR\* - 1 AVAILABLE**

*Reward and reach the top stylists in our industry with your support.*

\$3,500 - Sponsorship Includes:

- One 10' x 10' premium booth
- Sponsor logo on every trophy awarded!
- Sponsor logo on a shared banner (33" x 81") at main entrance to exhibit hall
- Sponsor logo on a shared banner on a main competitor stage back drop
- Sponsor logo on "U.S. PET PRO CLASSIC 2023" photo booth
- MC callouts during the opening and closing ceremonies
- Sponsor logo and message on *dedicated* slide on 9 digital signs in convention center
- Sponsor logo on all printed materials and across social media channels
- Sponsor logo for a year on the [www.uspetproclassic.com](http://www.uspetproclassic.com) web page

\* Show management will print marketing materials (eg. banners & signs)

† Marketing materials and prints are NOT included with the sponsorship

§ Sponsorships must be paid in full at time of contract submission



# CONNECT WITH THE RIGHT AUDIENCE



## COMPETITION CLASS SPONSOR\* - 11 AVAILABLE

*Reward and reach the top stylists in our industry with your support.*

### 2023 U.S. Pet Pro Classic Competitions:

\$500.00	U.S. Open Styles Championship
\$500.00	U.S. Asian Styles Championship
\$500.00	Best All Around Pet Stylist
\$500.00	Yellow Rose of Texas (Best in Show)
\$750.00	Poodles (Toy, Miniature & Standard)
\$750.00	Sporting Breeds (Spaniels & Setters)
\$750.00	Wirehaired-coated Breeds (Handstripping)
\$750.00	All Other Purebreds (Scissoring)
\$750.00	U.S. Creative Styling Championship
\$1000.00	U.S. Mobile Van Championship
\$1000.00	U.S. Championship (Best In Show)

### \$500 - Sponsorship Includes:

- Sponsor logo on a shared banner (33" x 81) at the main entrance to exhibit hall
- Sponsor logo on a shared banner on the main competitor stage back drop
- MC callouts during the award ceremony for the class sponsored
- Sponsor logo on shared slide on 9 digital signs in convention center
- Sponsor logo on all printed materials and across social media channels
- Sponsor logo for 1 year on the [www.uspetproclassic.com](http://www.uspetproclassic.com) web page

### \$750 - Sponsorship Includes:

Everything included with \$500 sponsorship, **plus...**  
Sponsor logo on shared "U.S. PET PRO CLASSIC 2023" photo booth backdrop

### \$1000 - Sponsorship Includes:

Everything included with \$750 sponsorship, **plus...**  
Sponsor logo and message on dedicated slide on 9 digital signs in convention center  
Sponsor logo on the main competition stage backdrop

# MARKETING THAT DELIVERS **QUALITY BUYERS**

## **CLASSROOM SPONSOR\* - 20 AVAILABLE**

**Reach every student** with your logo and custom message inside a meeting room for the entire show. With only 4 sponsors per room, that's visibility!

\$500 - Sponsorship Includes:

1 sponsor banner (2' x 4') in 1 classroom. Up to 4 banners/classroom will be posted.

Choose from 5 rooms:

Fundamentals for New Groomers  
Mobile Grooming  
Business/Marketing

Intermediate & Advanced Styling 1  
Intermediate & Advanced Styling 2

## **PAID DEMO PRESENTATION SPONSOR<sup>+</sup> - 6 AVAILABLE**

**Show your products & services in action** to our U.S. Pet Pro Classic audience.

\$250 - Sponsorship Includes:

1 hour educational class or demonstration on your services or products

## **REFRESHMENTS STATION SPONSOR\* - 2 AVAILABLE**

**Reach every attendee.** Generate & increase your brand awareness.

\$1,000 - Sponsorship Includes:

Sponsor banner (33" x 81") above or next to water/coffee station

Choose from 2 locations:

Station on the main floor  
Station on the meeting room floor

## **WATER BOTTLE/T-SHIRT/TOTE BAG<sup>+</sup> - 3 AVAILABLE**

**Become part of the show** by adorning U.S. Pet Pro Classic attendees with your company branded aluminum water bottle, tote bag, or , anniversary T-shirt.

Please contact Scott Lauritzen at 801-558-9745 to discuss details & pricing.

# THERE IS NO LIMITATION TO **YOUR SUCCESS**

## **SOCIAL HOUR EVENT SPONSOR<sup>+</sup> - 3 AVAILABLE**

*Facilitate industry connections and collaboration by sponsoring a happy hour event for U.S. Pet Pro Classic attendees, competitors, judges, and staff.*

Please contact Scott Lauritzen at 801-558-9745 to discuss details & pricing.

## **TRAVEL GRANT SPONSOR<sup>+</sup> - 1 AVAILABLE**

*Help us **give back** directly to our community.*

\$1,000 - Sponsorship Entails:

You can enable the professional development of one highly deserving individual by supporting their travel expenses to the 2023 U.S. Pet Pro Classic. Show management will cover the cost of a complete 4 day registration to the show, including attendance at any add-on, paid workshops. The sponsor will cover the cost of travel. This grant will be awarded based on a combination of need and merit. The recipient will be selected exclusively by show management and their appointees. The recipient must demonstrate both a financial need for assistance and objective accomplishments representative of their ability, desire, and potential to become a highly influential member of the professional pet styling industry who will act as an agent for positive change.

Please contact Scott Lauritzen at 801-558-9745 to discuss details & marketing opportunities for your company.

## **DOGGIE RELIEF AREA SPONSOR<sup>+</sup> - 1 AVAILABLE**

*Ideal for a professional mobile doggie cleanup service to setup and staff a dog walk/relief area. **Be seen and make connections** with our attendees while helping us to create and maintain a clean, safe environment for our people and pets.*

Please contact Scott Lauritzen at 801-558-9745 to discuss details & pricing.

## **CUSTOM SPONSOR<sup>+</sup>**

*If you have additional ideas for how to **reach your audience**, we would love to help custom-tailor a sponsorship that best meets your needs!.*

Please contact Scott Lauritzen at 801-558-9745 to discuss details & pricing.



# EXHIBIT SPACE **CONTRACT**

**1. APPLICATION and CONTRACT** for exhibit space at THE U.S. PET PRO CLASSIC 2023 to be held at the Irving Convention Center at Las Colinas on October 6-9, 2023. **ALL APPLICATIONS MUST BE SUBMITTED ELECTRONICALLY. APPLY HERE**, or email this contract to [info@uspetproclassic.com](mailto:info@uspetproclassic.com). Upon approval a representative will contact you for payment. **PAYMENT IN FULL IS DUE UPON APPROVAL.**

COMPANY NAME (as it should appear on name badges, correspondence, and promotional materials)

STREET ADDRESS

CITY STATE ZIP CODE

NAME OF COMPANY REPRESENTATIVE FOR CORRESPONDENCE TITLE PHONE

TOLL FREE PHONE (if applicable, as it should appear on U.S. Pet Pro Classic promotional materials)

EMAIL WEBSITE FAX

**2. PRODUCTS & SERVICES**

Brief description of what you will exhibit

**3. PREFERRED BOOTH LOCATIONS**

1st Choice \_\_\_\_\_  
 2nd Choice \_\_\_\_\_  
 3rd Choice \_\_\_\_\_

**4. ITEMS INCLUDED WITH BOOTH RENTAL**

- Standard 8' high backwall
- 3' high side-draped walls
- Booth Identification Sign
- One 6' draped table
- Two chairs
- Listing & link on conference website
- Pre-show advertising on social media

By signing the exhibitor acknowledges having read and agreed to the Rules & Regulations provided in this Exhibitor Kit and online at [www.uspetproclassic.com](http://www.uspetproclassic.com). Exhibitors understand that this application will become a binding contract upon acceptance by the U.S. Pet Pro Classic. Any (requested) changes to the information on this application must be provided to the U.S. Pet Pro Classic in writing.

**5. BOOTH FEES**

<i>Contract Received Before July 31</i>	
10' x10' In-line	\$950.00
10' x 10' Corner	\$1050.00
10' x 10' Premium	\$1150.00
10' x 20' Indoor Van Space	\$2000.00
<i>Contract Received After July 31</i>	
10' x10' In-line	\$1150.00
10' x 10' Corner	\$1250.00
10' x 10' Premium	\$1350.00
10' x 20' Indoor Van Space	\$2200.00

6. BOOTH QUANTITY	BOOTH SIZE	PRICE PER BOOTH
GRAND TOTAL		

**ALL APPLICATIONS MUST BE SUBMITTED ELECTRONICALLY. APPLY HERE**, or email this contract to [info@uspetproclassic.com](mailto:info@uspetproclassic.com) with the subject line: **EXHIBIT SPACE CONTRACT.**

AUTHORIZED APPLICATION SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_



# SPONSORSHIP CONTRACT

**1. APPLICATION and CONTRACT** for exhibit space at THE U.S. PET PRO CLASSIC 2023 to be held at the Irving Convention Center at Las Colinas on October 6-9, 2023. Email completed applications to [info@uspetproclassic.com](mailto:info@uspetproclassic.com). Upon approval a representative will contact you for payment. **PAYMENT IN FULL IS DUE UPON APPROVAL.**

COMPANY NAME (as it should appear on name badges, correspondence, and promotional materials)

STREET ADDRESS

CITY STATE ZIP CODE

NAME OF COMPANY REPRESENTATIVE FOR CORRESPONDENCE TITLE PHONE

TOLL FREE PHONE (if applicable, as it should appear on U.S. Pet Pro Classic promotional materials)

EMAIL WEBSITE FAX

**CLASS SPONSORSHIPS**

SPONSORSHIP	PRICE	<input checked="" type="checkbox"/>
U.S. Open Styles Championship	500.00	
U.S. Asian Styles Championship	500.00	
Best All Around Pet Stylist	500.00	
Yellow Rose of Texas	500.00	
Poodles	750.00	
Sporting Breeds	750.00	
Wirehaired-coated Breeds	750.00	
All Other Purebreds	750.00	
U.S. Creative Styling Championship	750.00	
U.S. Mobile Van Championship	1000.00	
U.S. Championship (Best in Show)	1000.00	
<b>TOTAL</b>		

**OTHER SPONSORSHIPS**

SPONSORSHIP	PRICE	<input checked="" type="checkbox"/>
Super Show	5000.00	
Trophies	3500.00	
Classroom	500.00	
Social Hour Event	TBD	
Refreshment Station	1000.00	
Water Bottle/T-Shirt/Tote Bag	TBD	
Doggie Relief Area	TBD	
Travel Grant	1000.00	
Paid Demo	250.00	
<b>TOTAL</b>		

	CLASS SPONSORSHIP TOTAL	OTHER SPONSORSHIP TOTAL	GRAND TOTAL
<b>AMOUNT</b>			

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**ALL APPLICATIONS MUST BE SUBMITTED ELECTRONICALLY. Email completed applications to [info@uspetproclassic.com](mailto:info@uspetproclassic.com) with the subject line: SPONSORSHIP CONTRACT**

AUTHORIZED APPLICATION SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_



# VENUE | **HOTELS**

Both DFW Int'l Airport and Dallas Love Field are less than 10 miles away. You can reach us by a quick flight from anywhere in the United States.

We offer discounted rates at the hotels below. To receive these rates you must use the provided links or mention the U.S. Pet Pro Classic via phone.

## IRVING CONVENTION CENTER | **LAS COLINAS**

DISTANCE FROM DFW INT'L AIRPORT:  
8 Miles  
10 Min. Drive  
25 Min. Train (**tickets only \$1-\$3**)

DISTANCE FROM LOVE FIELD AIRPORT:  
10 Miles  
15 Min. Drive

DISTANCE TO ENTERTAINMENT DISTRICT:  
1.5 Blocks  
5-6 Min. Walk

[WEBSITE](#)



## OUR HOST HOTEL | **TEXICAN COURT**

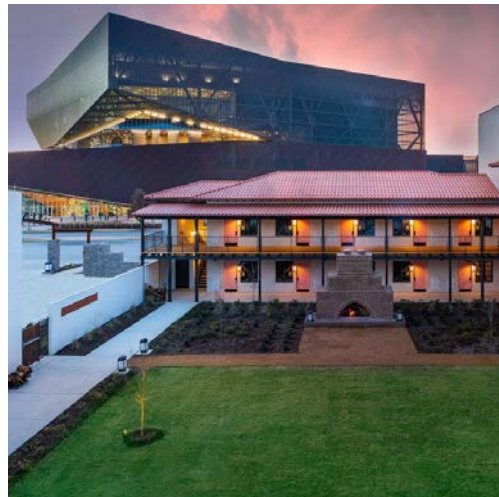
STAY HERE TO GET THE FULL SHOW EXPERIENCE

DISTANCE TO CONVENTION CENTER:  
Across the Street  
2 Min. Walk

SPECIAL SHOW RATES PER NIGHT:  
Single: Coming Soon  
Double: Coming Soon

[RESERVATION LINK COMING SOON](#)

HOTEL PHONE:  
(469) 577-4599



## OTHER AFFILIATED **HOTELS**

HOTEL NAME	DISTANCE to Conv. Center	NIGHTLY SHOW RATES	PETS OK	RESERVATIONS	HOTEL PHONE
The Westin	Across the street	Coming Soon	Yes	Coming Soon	(972) 505-2900
Marriot Dallas Las Colinas	0.5 miles	Coming Soon	Yes	Coming Soon	(972) 831-0000
Aloft Las Colinas	1.1 miles	Coming Soon	Yes	Coming Soon	(972) 717-6100
Holiday Inn Irving Las Colinas	1.1 miles	Coming Soon	No	Coming Soon	(972) 650-1600

# ADDITIONAL BOOTH SERVICES

## ADD-ONS | MATERIAL HANDLING | DRAYAGE

FOR SHIPPING PRODUCTS TO THE SHOW, EXTRA TABLES, FURNISHINGS, ACCESSORIES, OR LABOR PLEASE CONTACT:

COAST TO COAST TRADE SHOW SERVICES, INC.

Kay De Fiore

[kay.defiore@coasttocoasttss.com](mailto:kay.defiore@coasttocoasttss.com)

(303) 991-2791

## AUDIO VISUAL | UTILITIES | ELECTRICAL

FOR SOUND, VIDEO, WATER, AIR, OR ELECTRICITY PLEASE CONTACT ONE OF THESE SERVICE PROVIDERS:

### AUDIO VISUAL

J & S AUDIO VISUAL

Joseph Hernandez

[josephh@jsav.com](mailto:josephh@jsav.com)

### UTILITIES & ELECTRICAL

IRVING CONVENTION CENTER

Exhibitor Services

(972) 401-7775

# SHOW RULES & REGULATIONS

**SPACE:** Failure of exhibitor to make payment as specified shall entitle show management to cancel this agreement without notice and exhibitor shall remain liable for any unpaid rentals. If the exhibitor has not occupied their contracted space by the final set up day, or has cancelled prior to the opening of the show, or has forfeited their space for failure to tender payment, the show management reserves the right to rent the vacated space to another exhibitor without restitution to the original exhibitor and/or utilize said space as it deems appropriate. It is agreed that show management shall deliver each contracted space to the respective exhibitor unless unforeseen circumstances shall cause the cancellation of the show, in which event each exhibitor shall be reimbursed their monies for contracted space less any cost incurred by show management during the course of show planning and preparation. Exhibitors shall and do hereby waive any claim to damage, compensation, or refund of money paid to the show except to the extent of said reimbursement.

**REFUNDS:** NO REFUNDS WILL BE MADE AFTER ACCEPTANCE OF THE EXHIBITOR CONTRACT BY THE SHOW MANAGEMENT, EXCEPT AS DEFINED ABOVE.

**RESTRICTIONS:** No soliciting for business shall be permitted in aisles or in other exhibitors' booths. Samples, catalogs, pamphlets, publications, etc. may only be distributed by exhibitors strictly within the confines of their own booth. No exhibitor will be permitted to conduct any promotional events, or anything of a character that might be objectionable to the show. **Sound systems and additional lighting will only be permitted if pre-approved by show management.** Sound level will also be dictated by show manager and the convention center.

**RE-LEASING:** Exhibitor may not sublease or share exhibit space without permission from the show management.

# SHOW RULES & REGULATIONS

**EXHIBITOR BADGES:** All exhibitor representatives and personnel must obtain and wear their official exhibitor badge(s) during load-in, load-out, all other show hours and while on convention center property. Badges will be issued only to company representatives who work in your booth. There is a limit of three exhibitor badges per booth, unless otherwise specified or arranged. All other guests must be paid registrants of the U.S. Pet Pro Classic. Booth representatives NOT wearing their official show badge will not be allowed entry to the show. Exhibitor badges identifying your company's representative(s) are issued at the registration desk.

**STANDARD AND SPECIAL BOOTH EQUIPMENT:** One 6' draped table, two chairs, and one 7" x 44" identification sign are included in the cost of your exhibit space. Exhibitor wares, decorations, signs, or other exhibit design may not obstruct other displays nor project into hallways. All exposed parts of the exhibits must be finished so as not to be objectionable to other exhibitors or show management.

**OFFICIAL SHOW DECORATOR:** An official show decorator may provide exhibitors with additional display accessories at their option and expense. The decorator may provide to exhibitors an addendum to the Exhibitors Kit approximately thirty days to the show, which will describe the various services they can provide.

**DISPLAYS:** The exhibitor understands that all expenses for trucking and handling the exhibit into and out of the show, the erection and decoration of the display, and all costs incidental to the operation of the display are not part of the show fee and are to be paid by the exhibitor.

**MERCHANDISE REMOVAL:** No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, except with the permission of show management.

**DATES, HOURS:** Days and hours for move-in, exhibiting, and move out will be specified by show management in the exhibitor's kit provided to the exhibitor no later than thirty days prior to the show. All exhibitors are required to abide by all show hours.

**LOCATION:** Should a change of location of the show or the time be necessary, each exhibitor will be notified in a timely and appropriate manner.

**NON-COMPETE AGREEMENT:** Exhibitors, advertisers, and sponsors agree to refrain from scheduling any function at the show site for a period of two weeks prior to show commencement and two weeks following show conclusion without written permission from show management, including but not limited to educational programs, product promotional events, hospitality events, etc.

**ELECTRICAL AND OTHER SERVICE:** Additional electrical outlets, tables, plumbing, furniture removal, etc. are not included in the booth fee and should be ordered through the convention center, the show decorator, or the exhibit group that sets up pipe and drape for the booths at least thirty days prior to the show.

**FIRE LAWS:** All exhibit and booth materials, particularly drapes, curtains, table covered, etc. must comply with federal, state, and city fire laws and convention center safety regulations, and must be flameproof. The exhibitor is restricted to using only materials that will pass fire inspection.

**SECURITY:** It is understood and agreed that neither the show management nor the owner or lessors of the property which serves as the show host is liable for the safety of the exhibits, exhibitors, or their employees against burglary, robbery, theft, or damage by fire or other causes. The exhibitor should insure its property against all loss or damage from whatever cause and against public liability (at its own expense). The exhibitors should keep an attendant in their booths during all show hours. All vendors and their representatives must wear their official show badge during load-in, set-up, load-out, and throughout the show.



# SHOW RULES & REGULATIONS

**IRREGULAR ACTIVITIES:** No person, firm, or organization not having regularly contracted with show management for the occupancy of space on the showroom floor will be permitted to display or demonstrate its products, processes, or services, solicit orders, or distribute advertising materials at the show or in the convention center. Any infringement of this rule will lead to the prompt removal of the offending person(s) and products/materials.

**MISCONDUCT:** Unethical conduct or infraction of rules by the exhibitor, or his representatives, or both, will subject the exhibitor to dismissal from the exhibit area, wherein it is aired that no refund will be made, and further no demand for redress will be made by the exhibitor or his representatives.

**FOOD & BEVERAGE:** The serving of alcoholic beverages and/or foods by exhibitors on any part of the convention center or affiliate hotel premises is not permitted without prior approval and arrangements with the U.S. Pet Pro Classic and the Irving Convention Center at Las Colinas. Any exhibitor and said exhibitor's representatives choosing to serve food, beverages, and/or alcohol within the confines of their hotel suite must comply with federal, state, and city laws, and is liable for any indiscretions relating to the actions of the persons in attendance.

**JANITORIAL SERVICE:** Show management will, as part of the fee, provide cleaning of the aisles and common area of the show. The exhibitor will be responsible for his own exhibit space and must make arrangements with the convention center according to the exhibitors schedule and in accordance with show hours. Show management requires all show booths be kept clean, undamaged, and free from any safety hazards at all times. Damages by the exhibitor or their representatives to the show or convention center property becomes the sole liability of the exhibitor and the exhibitor will be held responsible for reimbursement of any and all such damage(s).

**SOLICITATION OF EMPLOYMENT:** Employment solicitation of attendees by exhibitors and their representatives in any manner other than via official show management-approved job boards or postings online or physically at the show, is prohibited and strictly enforced.

**GENERAL:** All matters and questions not covered by these rules and regulations are subject to the decision of the show management. These rules and regulations may be amended at any time by the show management, and all amendments that may be so made shall be equally binding upon publication, on all parties affected by them, as the original regulations.

*By participating in our conference, your company's name will be heard again and again as a generous supporter of the U.S. Pet Pro Classic and the pet styling industry.*

*We look forward to seeing you at the 35th Anniversary U.S. Pet Pro Classic!*

*Thank you.*

DON'T MISS YOUR **OPPORTUNITY**  
BE SEEN | **ATTRACT** | **SELL!**