



# WHY EXHIBIT OR SPONSOR?

## WE ARE AMERICA'S LEADING INDEPENDENTLY-OWNED, EDUCATION-FOCUSED PET STYLING CONFERENCE

"The Classic" was created in 1988 by Pam Lauritzen, founder of the International Society of Canine Cosmetologists (ISCC) and pet styling pioneer who has supported and helped shape our industry for 50 years.

## WE ATTRACT ATTENDEES WHO INVEST IN THEIR CAREERS

With 120+ hours of education, 3 days of hands-on workshops, 2 days of mobile grooming seminars, and specialized training for new groomers, we offer the most education of any industry conference. This unique education attracts pet stylists at all stages of their careers from beginners to industry leaders and styling champions!

## WE ARE GROWING RAPIDLY. IT IS TIME TO GROW WITH US!

In recent years we have reinvented our conference by investing heavily into technology, operations, and marketing. These key actions are translating into outstanding growth. Take a look!

