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Atlanta Pet Fair & Conference Expands to Georgia International Convention Center

Monrovia, CA – Atlanta Pet Fair & Conference – the Southeast’s largest competition and trade show for professional pet stylists – will unveil a newly expanded event, featuring a larger show floor and additional seminars March 10-13 at the Georgia International Convention Center.

The new location means attendees will be able to observe North America’s largest grooming competitions – with 13 contests spread over three days – right on the show floor, while browsing more than 100 of the top product, tool and equipment supplies in the industry.

Show favorites, including the Smock it to Me Contest and Rescue Rodeo, will take place along with popular competitions such as GroomTeam Sanctioned Classes, Runway Abstract Design, Creative Style and First Timers.

“It’s important for World Pet Association to offer our attendees a fun and professional setting to further their grooming education as well as offering products and services that will boost their business,” says Doug Poindexter, President of World Pet Association.

A refreshed format ensures education seminars are offered in a more efficient manner for attendees. Each seminar is offered at \$12, with select special seminars at \$99. As an

added incentive, attendees who purchase three or more seminars – or one special class – receive a complimentary Weekend Trade Show Floor Pass.

Atlanta Pet Fair & Conference 2016 will offer 72 seminars – including eight special seminars – in subjects ranging from mobile grooming and cat grooming to treating skin and coat problems. Sessions will also cover new trends, such as Asian-fusion styles in Olga Zabelinskaya’s “How to Achieve the Modern Styles” and business-focused tracks like Lynn Switanowski’s “A Picture is Worth a Thousand in Sales.”

2016 sponsors include: Andis, Earthbath, Electric Cleaner Company, EQyss Grooming Products, Espree, Evolution Shears, Fresh ‘n Clean Products, Kenchii, Learn2GroomDogs.com, Nature’s Specialties, Oster, PuppyPlayGround.com, ShowSeason, Wag’n Tails, and Wahl. In addition, Kenchii will host a Masquerade Party on Friday, March 11.

For more information or to register online: www.atlantapetfair.org.

About The World Pet Association

The World Pet Association (WPA) is the oldest industry organization promoting responsible growth and development of the companion pet and related products and services. WPA works to inform and educate the general public in order to ensure safe and healthy lifestyles for our animal friends. In addition to Atlanta Pet Fair & Conference, WPA is host of America’s Family Pet Expo in Southern California and Aquatic Experience in Chicago. The organization also produces SuperZoo, the annual pet industry trade show that showcases a comprehensive collection of exhibits and offers a variety of informative educational seminars.

For more information about WPA: www.worldpetassociation.org.