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Press Release

Backer Spring Show Returns to Atlantic City Based on Buyer Vote

Trade Show Adopts New Midweek Format: Wednesday –Friday, April 13-15, 2011

CHICAGO, Ill. (July 15, 2010)—H.H. Backer Associates has rescheduled its 2011 Pet Industry Spring Trade Show for April 13-15, 2011—a Wednesday-through-Friday format—at the Atlantic City Convention Center in Atlantic City, N.J., based on buyer feedback in an Internet-based survey conducted by the company in May. Backer’s 2011 Pet Industry Spring Trade Show previously was scheduled for April 8-10, 2011, in Baltimore.

Retail buyers responding to the survey indicated that location is a critical factor when they are deciding which trade shows to attend. In addition, they identified Atlantic City as the preferred location for Backer’s Spring Trade Show. Approximately 80% of survey respondents travel by car to trade

shows, and most live in the densely populated states of New York, New Jersey, Pennsylvania and Virginia.

H.H. Backer's decision to adopt the new midweek schedule ensures that attendees will be able to book hotel rooms at significantly lower rates than in previous years. In fact, most room rates will be under \$100 a night, according to Colette Fairchild, trade show director for H.H. Backer Associates.

"The decision to return to Atlantic City hinged first and foremost on what buyers wanted," said Fairchild. "Buyers wanted a venue that's easy to get to and more affordable overall, especially in light of the current economy.

"When we moved the Spring Trade Show to Baltimore in 2008, those issues weren't as vital as they are today. We realize a change has to be made, and we're confident that moving back to Atlantic City will draw more buyers and exhibitors alike, especially on the aquatic side," she added.

"Atlantic City has worked with us to keep hotel rates, exhibitor expenses and other costs extremely competitive," she added.

"And Atlantic City is even more appealing as a destination than it was four years ago. There are now more direct flights into Atlantic City's local airport. The city has added more than 2,500 new hotel rooms. There are more shopping, restaurant and entertainment options, too. And moving to midweek means better service for group business," Fairchild said.

Fairchild explained that Atlantic City and Baltimore are the only East Coast venues large enough to host Backer's Spring Trade Show *and* affordable enough to appeal to exhibitors and buyers.

Show management also was sensitive to exhibitors' requests to allow more preparation time between Global Pet Expo and Backer's Spring Trade Show. Therefore, H.H. Backer has selected show dates that are at least four weeks after Global Pet Expo in 2011 through 2013 (Global's dates vary each year, from late February to mid-March).

Future dates for Backer's Pet Industry Spring Trade Show are April 18-20, 2012, and April 10-12, 2013, at the Atlantic City Convention Center.

Backer's Spring Trade Show will feature longer show hours to accommodate buyers' varying schedules. The exhibit hall will be open from 10 a.m. to 6 p.m. on Wednesday and Thursday, April 13 and 14, and from 10 a.m. to 3 p.m. on Friday, April 15.

Exhibitor information on the 2011 show will be available in early August at www.hhbacker.com. Buyer information, including hotel and airline options, will be available at www.hhbacker.com on Dec. 15, 2010.

For more information, contact Colette Fairchild at 312-578-1818.

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H.H. BACKER SPRING SHOW ATTENDEE SURVEY HIGHLIGHTS

Which city would you MOST likely choose to attend the Backer Spring Show?

Atlantic City	54%
Baltimore	46%

If you were able to save 25% to 50% on your hotel room, would you attend the show if it were held in a WEEKDAY format?

Yes	55%
No	28%
Not applicable	17% (don't stay at a hotel)

If you would attend a weekday show, what weekdays would you be MOST likely to attend?

Wed/Thurs/Fri	48%
Mon/Tues/Wed	33%
Tues/Wed/Thurs	19%