



SuperPetExpo™ .COM

*The Premier Shopping Event...
Everything for Every Pet Owner!*

FOR IMMEDIATE RELEASE

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SUPER PET EXPO RECOGNIZED AS A TOP PUBLIC EVENT

Rockville, MD (December 12, 2011) – The International Association of Exhibitions and Events™ (IAEE) announced its Top Public Events for 2011, including the Super Pet Expo in the Established Events category.

IAEE President Steven Hacker, CAE, FSAE said, “One of the core charges of IAEE’s Public Events Council is to introduce and reinforce the importance of public and consumer events. The Top Public Events recognition program answers that call by raising awareness of and recognizing the top public event/consumer shows throughout the industry. The entry submitted by Chandler Venture Group Inc. is an example of a top event and deserves to be recognized for its longevity and stability, excellent customer service, exhibitor and attendee satisfaction and, most importantly, for incorporating innovative methods to build exhibitor and attendee participation during difficult economic times.”

Each year thousands of business-to-consumer events take place, and this recognition program was launched during IAEE's Mid-Year Meeting in June 2011 to honor the best events around the world with two categories: Established Events and New Launches. Among the criteria measured were event demographics, best practices, customer service initiatives, employee training and motivation, innovations in marketing and exhibitor and attendee support. Other events which received the 2011 Top Public Events award in the Established Events category were the Louisville Boat, RV and Sportshow, Miami International Boat Show, Minneapolis Boat Show and Southern Christmas Show.

“We are honored to receive IAEE’s prestigious award for our shows. Instead of retrenching during the recession, we looked for opportunities to make changes to adapt for today’s consumer, and it is paying off. This recognition is a testament to our mission to deliver exceptional fun-filled family events for pet lovers,” noted Eric Udler, President, Chandler Venture Group Inc.

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ABOUT SUPER PET EXPO:

Super Pet Expo is the premier shopping extravaganza for pet owners and pet lovers in both the New York and Washington, D.C. Metropolitan Areas. No other consumer pet events attract so many pet owners eager to buy all types of cool pet products not traditionally found in pet stores. The show promotes responsible pet ownership and helps draw attention to abandoned pets available for adoption. In addition, an educational and inspiring experience with various pets and wildlife is presented through exceptional exhibits. The show features 200+ exhibits including vendors selling unique pet products and services. Tens of thousands of pet owners attend each show, many with their leashed pets in hand. Visit www.superpetexpo.com for more details.

ABOUT IAEE

Since 1928, IAEE continues to provide quality and value to its members through leadership, service, education and strong relationships. IAEE is the largest association of the exhibitions and events industry in the world, with a membership of show organizers, exhibitors and exhibition suppliers. Organizers of more than 20,000 exhibitions and buyer-seller events around the world are members of IAEE. Through the 2006 consolidation with the Center for Exhibition Industry Research (CEIR), IAEE delivers valuable industry research reports. IAEE also supports IAEE Services, the IAEE Public Events Council, The International Center for Exhibitor and Event Marketing, and the Exhibition and Event Industry Audit Commission, which are IAEE councils that provide products, programs and information to members. IAEE recognizes its strategic partners: American Airlines, ASP, Inc., Bearcom, Mexico Tourism Board, Orange County Convention Center and Visit Orlando, Vertical Nerve, Inc. and VoiceLogic. Visit www.iaee.com for more information

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