



H.H. BACKER **SPRING** EXHIBITOR SHOWCASE

Each trade show offers a unique experience. H.H. Backer's 23rd Annual Pet Industry Spring Trade Show & Educational Conference in Atlantic City, N.J., gave pet retailers a terrific opportunity to spend quality time with leading suppliers as well as up-and-coming companies, and to get a first-hand look at a wide variety of exciting products.

Still, even the most methodical buyer would find it impossible to hit every single booth at a major trade

show. Sometimes that means missing out on great products—or, even worse, great deals. Here's your chance to see what you might have missed.

In "The Backer Spring Exhibitor Showcase," select advertisers and exhibitors make their pitches in an easy-to-read format, complete with special dealer promotions.

There's no way to replicate the trade show experience, but this special advertising section brings you some of the best from Backer's Spring Trade Show.