



FOR IMMEDIATE RELEASE

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"A great event that featured not only vast networking opportunities in a beautiful, relaxing setting, but also some truly insightful presentations from an array of experts."

- Pet Business

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Pet Industry's 2015 Top2Top Conference Registration Begins TODAY!
Omni La Costa Resort, Carlsbad, CA a stellar backdrop to a great conference

Washington, DC -- The fourth annual Pet Industry's Top2Top conference announces that registration is now open for the April 28-30, 2015 event. The conference will bring pet industry executives, entrepreneurs, elected officials, journalists and advocates together for its fourth year in a fertile, intelligent environment for full-on immersion in pet industry business and networking.

"Every year the conference raises the bar even higher in terms of discussion," says Ed Sayres, the new president of the Pet Industry Joint Advisory Council (PIJAC), which organizes the yearly event. "Last year's event at Amelia Island is still receiving accolades for the level of speakers, the opportunity to interact with industry players and an excellent environment in which to do it all. The Omni La Costa Resort in Carlsbad, California promises as much, if not more, by way of environment and PIJAC will deliver another outstanding event."

With meaningful sessions that focus on the state of the industry, economic trends and forecasting, and the changing demographics of human and pet populations, this must-attend event is for industry leaders and anyone invested in the future of the pet trade.

Sessions have included:

- The Future of Pets in Pet Stores
- Legislation and the Pet Industry
- Topic Roundtables
- Maximizing Your Marketing Dollars
- Working with Local Elected Officials
- The Opportunities of Shifting Demographics and Pet Preferences
- Public Affairs: The Value Proposition and many more...

PIJAC has confirmed that Nathan Richter of Wakefield Research, whose presentation on the Millennial Pet Owner was universally acclaimed by 2014 attendees, will return to the 2015 conference to present the results of a new survey on retail trends.

There are multiple opportunities for companies to sponsor various components of the conference. To take part in this ground-breaking event, please contact Mike Bober or Rebekah Milford for sponsorship opportunities:

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To learn more about the agenda, networking events and speakers, please visit www.PIJAC.org

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The Pet Industry Joint Advisory Council (PIJAC) is comprised of members of the pet industry, nationwide, including pet food and pet supply manufacturers, veterinarians, retailers, pet day care and boarding facilities and groomers among others. PIJAC has supported pro-pet legislation and regulations for forty years. With over \$183 million donated in the form of food and general supplies, as well as direct monetary aid, the pet industry and has helped more than 7.5 million homeless and shelter pets in the last two decades. More information can be found at www.pijac.org.