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Atlanta Pet Fair & Conference Delivers Grooming Competition, Tools & Education

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Julia Rivera (<https://www.petage.com/profile/jrivera/>)

July 6, 2024

Subject: Atlanta Pet Fair & Conference Delivers Grooming Competition, Tools & Education

Body: Press release: WPA The 2024 Atlanta Pet Fair & Conference, the Southeast's largest trade show dedicated to grooming professionals, hosted an enthusiastic crowd June 24-27 at the Georgia International Convention... You can read the content in details following link <https%3A%2F%2Fwww.petage.com%2Fatlanta-pet-fair-conference-delivers-grooming-competition%2F&media=https%3A%2F%2Fwww.petage.com/wp-content/uploads/2024/06/Atlanta-Pet-Fair-Conference-Delivers-Grooming-Competition-Tools-Education%2F>

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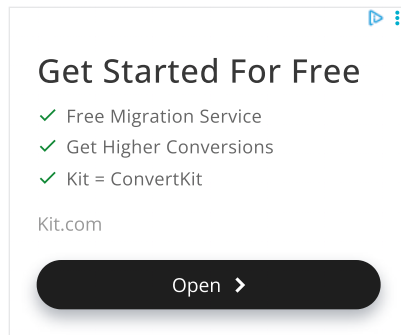
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The 2021 Atlanta Pet Fair & Conference, the Southeast's largest trade show dedicated to grooming professionals, hosted an enthusiastic crowd June 24-27 at the Georgia International Convention Center in Atlanta, Georgia, which exceeded 2020 show attendance. An event by World Pet Association (WPA), this specialty event provided attendees with four days of expert-led education, invaluable networking opportunities, legendary grooming competitions and the latest in grooming tools and supplies from nearly 100 exhibitors.

"We are thrilled that we were able to bring the grooming community back together at the 2021 Atlanta Pet Fair & Conference, and thank all of our attendees, exhibitors and speakers for making this year's event so successful," said Vic Mason, president of WPA. "Each year, we continue to be amazed at the level of technique and skill we see in our grooming competitions and the innovation on the exhibit floor, and this year was no exception. We are already counting down to next year's event, taking place March 10-13, 2022, and can't wait to see what's next from the industry."



Groomers and stylists from around the country showcased their expertise by competing in some of North America's largest grooming competitions. Contestants competed in 13 grooming competitions in nine categories for more than \$20,000 in cash and prizes. This year's competitions were available to view via livestream and all winners are featured on the Atlanta Pet Fair & Conference Facebook page.

Atlanta Pet Fair & Conference offered groomers in attendance more than 50 education sessions led by industry experts to learn the latest tips and techniques to perfect their craft and grow their business skills. This year's sessions featured a range of topics serving beginner to expert groomers—including hands-on learning and grooming demos, business strategies and administrative tactics, skill-building and half-day intensive courses—to keep pet professionals on the top of their game, gain insight on industry best practices and boost overall business acumen.

According to exhibiting companies, sales activity was strong from day one and continued throughout the event. Nearly 100 exhibitors showcased the latest in shears and tools, fashion and accessories, wellness products and more. Many new products made their debut on the show floor, including Trach Saver, Groomer's Wall and GroomHaus. As an added benefit, attendees received exclusive show deals and discounts from many of the industry's top suppliers, providing an affordable way for attending groomers to test new tools and the latest innovations.

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New this year, the Atlanta Pet Fair & Conference featured Community Meetups where groomer groups were able to mix and mingle in a relaxed atmosphere, connect to the community and catch up on conversations in person. These mini-communities included: National Black Pet Groomer Association, National Dog Groomers Association of America (NDGAA), National Alliance of Grooming Associations (NAGA), LGBTQ Groomers Network, Professional Groomer Credential Interest Group, Creative Groomers and National Cat Groomers Institute.

Grooming professionals who are looking for additional ways to continue their Atlanta Pet Fair & Conference experience can access WPA365 to discover a vibrant on-demand community, marketplace and learning center. Exclusively for pet industry professionals, they'll have the opportunity to find more products from top exhibitors, access exclusive education sessions, and connect with passionate pet professionals, reps, suppliers and other industry leaders.



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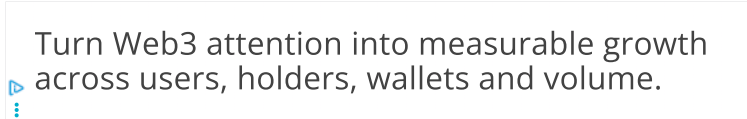
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