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## **Total Pet Expo TV Provides Targeted Marketing for Exhibitors**

*ReelPaws Productions' professional interviews enable exhibitors to reach thousands of buyers at the Total Pet Expo 2014 Fall Trade Show in person and online*

**CHICAGO (August 13, 2014)** – The 2014 [Backer's Total Pet Expo](#) just got a marketing upgrade aimed at directly benefitting exhibitors. [ReelPaws Productions](#) is partnering with the trade show to give exhibitors the opportunity to record professional interviews from the trade show floor to feature their latest products, reach buyers online and promote their brand to thousands of attendees and buyers through [Total Pet Expo TV](#).

With the purchase of an interview time slot during Total Pet Expo, exhibitors are given the ability to be seen by thousands of tradeshow attendees as well as those in virtual attendance online. Interview videos will play on large screen monitors in the show's lobby near the entrance and on the TPE TV website. After taping, the 5-minute video will re-air a minimum of three times during the 30-minute block. The time block repeats at the same time each day throughout the show. All videos will be posted to Backer's Total Pet Expo online YouTube channel and will be viewable 24 hours a day following the show.

[ReelPaws Productions](#) is the only video production company in the world that specializes in pet brands. Andrea Fischetti, managing director of ReelPaws states, "We look forward to bringing our clients a unique opportunity to create video content on the show floor and fulfill a marketing need to reach buyers both at the show and online." Fischetti further adds, "this is something that no other show can offer exhibitors, a way to reach buyers virtually as well as in person during the show."

"This is a highly unique trade show opportunity that gives exhibitors exposure that would be impossible without the video component," explained Total Pet Expo TV host Kristen Levine of [Kristen Levine Pet Living](#). "Exhibitors can even share the Total Pet Expo TV video link of their interview with any and all prospects after the show as a great way to follow up."

[Levine](#), a noted pet expert and blogger, hosts the Total Pet Expo TV interviews with a goal of making the exhibitor feel comfortable and confident, and an experienced camera crew provides all of the equipment necessary to make the exhibitor and their product look their best. Interviewees can choose their own topic for the interview, such as highlighting their newest product feature or doing a complete overview of a product line. Exhibitors are also able to extend show discounts and promotions to buyers online.

For more information or to sign up for one of 14 available [Total Pet Expo TV](#) time slots Friday through Sunday, visit [www.ReelPaws.com](http://www.ReelPaws.com). Interviews range from \$300-\$400 and a \$50 discount will be given to new exhibitors and Women in the Pet Industry Network (WIPIN) members. All spots are available on a first come, first served basis until sold out. "It is important to provide value to exhibitors investing in this new technology, so we wanted to limit it to just the first 14 participants this year," explains Fischetti.

H.H. Backer Associates Inc.'s [Total Pet Expo 2014 Fall Trade Show](#) will be held September 19-21 at the Donald E. Stephens Convention Center in Rosemont (Chicago), Ill. The show features exhibitors from around the world displaying dog, cat, bird, aquatic, reptile and small animal products and services for a diverse buying audience. Buyers include pet stores, groomers, kennel operators, boutique/specialty gift stores, hardware stores, big box stores, mail order catalogs, online stores and distributors.

### **About Total Pet Expo 2014**

H.H. Backer Associates' Annual Total Pet Expo will be held September 19-21, 2014 at the Donald E. Stephens Convention Center in Rosemont (Chicago), IL. Total Pet Expo is the pet industry's premiere show bringing pet product companies and buyers together in a venue that offers both networking and educational opportunities. In 2013, Total Pet Expo drew 408 exhibitors in 693 booths and more than 6,500 retail buyers from around the world. For more information, please visit [www.totalpetexpo.com](http://www.totalpetexpo.com) or call (312) 578-1818.

Total Pet Expo has designated [ReelPaws Productions](#), the only production company in the world focused exclusively on pet brands, as the show's official Media Production Partner. ReelPaws Productions' video marketing campaigns have earned attention from some of the largest and most innovative names in the pet industry. To date, the company has created video campaigns for more than 750 pet products, filmed more than 1,000 animals, with its work appearing on a range of industry and consumer websites and TV stations. In addition, Total Pet Expo has designated [PetPR.com](#) as the official news distribution service for Total Pet Expo's exhibitors, offering exhibitors a promotional discount on PetPR.com's editorial and proprietary media distribution services.

### **About H.H. Backer Associates Inc.**

For more than 40 years, H.H. Backer Associates Inc. has been at the forefront of the pet industry with record-breaking attendance at its trade shows and educational conferences. As a highly respected and progressive force in the constantly evolving pet industry, H.H. Backer Associates delivers quality buyers and quality results at its annual Total Pet Expo. Connect with H.H. Backer Associates on [Facebook](#) or [Twitter](#).

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