

# OFFICIAL MULTIMEDIA SERVICES

MEDIA KIT

EVERYTHING YOU NEED, ALL IN ONE PLACE

Serving Clubs Nationwide

**THE IN FOCUS DOG ZONE**

[theinfocusdogzone.com](http://theinfocusdogzone.com)

804-396-0730



PHOTOGRAPHY



VIDEOGRAPHY

CONFORMATION SHOWS

PERFORMANCE TRIALS

OFFICIAL WIN PHOTOS



RINGSIDE PHOTOS

NON-COMPETITION EVENTS

GRAPHIC AND

WEB DESIGN



ILLUSTRATIONS

EVERYTHING YOU NEED, ALL IN ONE PLACE



## ABOUT US A ONE OF A KIND

For the past 25 years, we have worked many clubs and events in the canine world, including some of the largest specialties and all-breed shows. Our company has contributed to the careers of some of the top dogs in the world, performed services at many major events, assisted parent, local, all breeds clubs and organizations, our team has helped multiple charities with over \$300,000 in fundraising as well.

Our success is based on 5 basic principles: RELIABILITY, CONVENIENCE, QUALITY, FAST TURNAROUND, & CUSTOMER SATISFACTION.

We serve clubs and customers nationwide including the larger markets like NY, MA, MD, PA, NC, OH, KY, TN, MO, CO, CA, FL, TX, WA and many more locations. Our team provide a ONE OF A KIND system covering all the events organized by the clubs we service, and no less important accommodating all the participants including winners or losers. The exhibitors can purchase our products at the show in our state of the art viewing station only minutes after their participation in the ring or a few clicks away at the online store from the comfort of their homes typically a few days after the last event. Our team is trained to perform in the most demanding situations including covering multiple events, rings, shooting in multiple locations at the same time and working with demanding schedules

Miguel Betancourt, the company founder was named one of the 4 BEST PHOTOGRAPHERS in the WORLD by Dog Fancy - 2013 / A-5 Publication. The In Focus portfolio includes the AKC, Nestle Purina, other major corporate brands, small businesses, advertising agencies, charities, parent and all-breed clubs.

Our goal is to provide the best service in the business. EVERYTHING YOU NEED, ALL IN ONE PLACE.

We use proven strategies, the latest technologies, the most sophisticated equipment available and treat our customers and dogs kindly in the same way that we would like to be treated. We do guarantee 100% satisfaction.

# WHY US?

LEARN WHY WE ARE THE BEST CHOICE FOR YOU!

- SERVING CLUBS NATIONWIDE
- THOUSANDS OF SATISFIED CUSTOMERS.
- EXPERIENCED. Over 25 years in the dog show world.
- RELIABLE. We are committed to following through!
- CONVENIENT for the clubs and your customers..
- MULTIPLE SHOOTERS TEAM. All the locations, events, rings, and dogs covered.
- ON-SITE ORDERING. Same day previews and purchasing at the show.
- ONLINE STORE. Photos available 24 x 7 All year round. Easy to order.
- AFFORDABLE. Show specials, performance, multiple dogs and junior showmanship discounts.
- LICENSED & INSURED.





# EXPERIENCE

OVER 20 YEARS & 500+ EVENTS COVERED

STANDARD POODLE



# EXPERTISE

WORKED WITH MORE THAN 150 BREEDS  
INCLUDING SOME OF THE TOP DOGS  
IN THE WORLD



A yellow measuring tape is stretched horizontally across the middle of the image. The tape shows measurements in feet and inches, with markings for 4F4 through 4F10. To the right, a hand is holding a blue object, possibly a camera lens cap or a piece of equipment, partially obscuring the tape.

# ATTENTION TO DETAILS

A TRUE PROFESSIONAL SETTING WITH  
THE LATEST & THE BEST TECHNOLOGY AVAILABLE



# ONSITE & ONLINE ORDERING

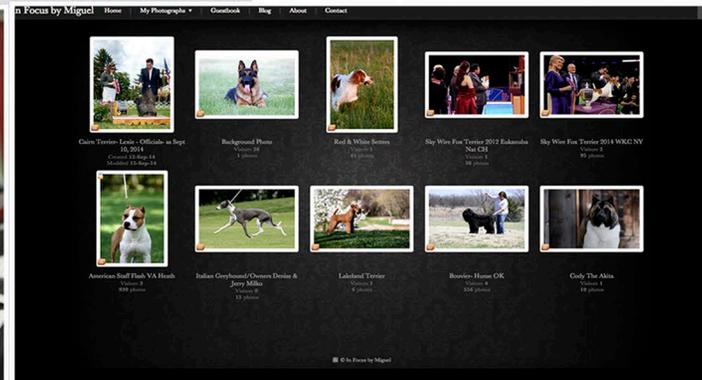
Our onsite and online store is the most convenient alternative to manage the customer's orders. Thousands of satisfied customers are a testament to our work.

The official wins, conformation ringsides, performance photos, candids from all the events and private photo sessions are shot by our team and quickly available at the booth.

Customers may choose from a wide variety of affordable products, packages and merchandise that is available at the show or online.

Our team won't deliver unsolicited prints, products or request any sitting fee to photograph any dog with the judge in the official setting.

100% customer satisfaction is our NUMBER 1 GOAL!

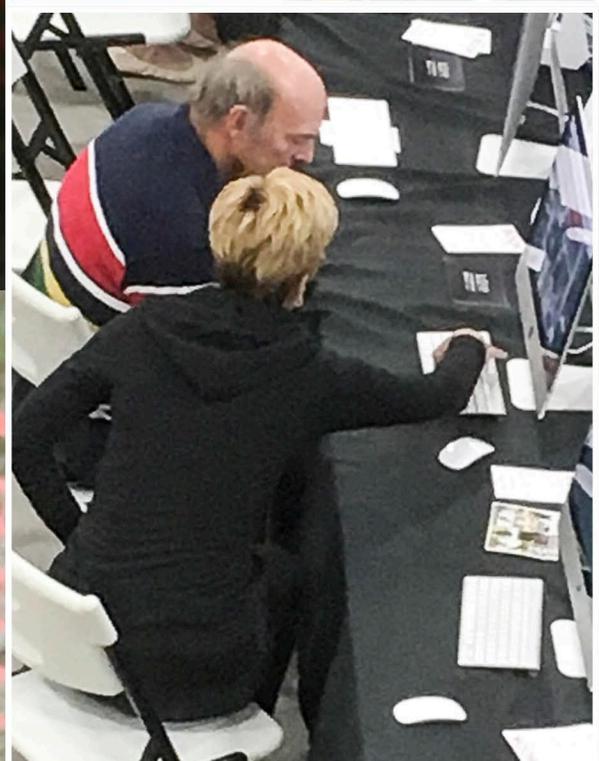


Ordering is **CONVENIENT, EASY, SAFE, FAST & AFFORDABLE**



A PROFESSIONAL  
**TEAM**

WE CARE ABOUT THE CUSTOMERS AND  
DELIVER WHAT YOU NEED  
THE BEST SERVICE IN THE BUSINESS



# OUR REVIEWS

WHAT PEOPLE THINK ABOUT US

**"ABSOLUTELY INCREDIBLE PICTURES!!! I CAN'T THANK YOU ENOUGH MIGUEL AND YOUR CREW!!! BRUCE HAD SO MUCH FUN TAKING THE PICTURES!!! YOU ARE THE BEST!!!"**

**Olga Contant - Customer - Top Dogs Breeder**

**"... I received all the beautiful photos! Glad that this year when I had so much success with my dogs at our national that you were the photographer to make my photographic memories so lovely! That had not always been the case in the past!"**

**Andrea Malatestinic - Customer - Top 20 Winner**

**"Thank you again for joining us at the National. Everyone was thrilled with you and your team."**

**Vicki Allenbrand - ABA Show Chairman**

**"...thank you so much for your efforts at our Nationals. You and your staff were so kind and professional. It was a pleasure for me to see all the exhibitors so excited to see their pictures. You offer an amazing service and I look forward to seeing all the pictures."**

**Patti Cutler - MASCUSA**

**"...I hope our show had a good outcome for you. We appreciated having your professional representatives, their equipment and having the website to see photos."**

**Teresa Cuchiaro - WMYTC President**

**"It was such a thrill, you and the team made our day even more special. Thank you!"**

**Vickie Platt Customer - Nat. Specialty Winner**

**"I agree Karen! Miguel and team have done a great job!"**

**Rachel Miller - Customer**

**"... Loved your magnificent work with Baron. I will certainly use you at Westminster."**

**Rochelle Wynes - Customer  
Nat. Specialty Winner**

**"The beautiful photos I got from In Focus. Each one captures such a special moment."**

**Robin Gates - Customer**



“Customer Service, Quality. Always a pleasure.” **Faith Quade - Customer**

“I enjoyed getting such quality photos of my dog running agility.” **Merry Zakrzewski - Customer**

“Thank you, it was great having so many pictures to choose from. Can't wait to frame them with his beautiful rosettes. Our first home bred TT and to compete in the Top 20 and come home with an award of merit was such a thrill.”

**Sue Scovil - Customer**

“Thank you, Miguel! It was a pleasure getting to work with you. I hope our paths cross again soon.” - **Whitney B. Wallace  
Manager of Programming - Purina Farms**

“Not a week after the MASCUSA nationals, most of the pictures are up, and private photo shoots are sorted and up. Wow, they must have worked all day and night to accomplish this. Thank you for the awesome shots and fast, fast work.”

**Karen Cooper - Customer**

“He REALLY knows what he is doing. I received an email today that my prints have been shipped.”

**Merry Zakrzewski - Customer**

“Your whole team’s hard work does not go unnoticed!!!” **Sarah Crepeau - Customer**

“...Again THANK YOU to Jessy Sutton for the beautiful job he did with Drake and thank you to In Focus by Miguel for the amazing photos.” **Beth Klaes - Customer**

“Photo by Miguel. My favorite photo, of course. A fantastic memory and journey with Kimberly Pastella, Tina & Dr. William Truesdale. AKC, UKC, multiple hound show and Harrier National Specialty BIS winner.” **Susan Lowder - Customer**

“This photo gives me chills every time I look at it.” **Berkeley Thompson - Customer**

“Thank you Miguel for the great photos!!!” **Karla Edwards - Customer**

“Thank you Miguel and Royal Canin for the beautiful photo shoot of JerryLee and I.” **Artemis Tsagarakis - Customer**

“We had a wonderful Westminster! Thank you Team Fenner for showing Neshoba... Miguel - thank you for the lovely photos.” **Tracey Norrell - Customer**

“Thank you, Miguel, for such beautiful shots.” **Amelia Smith - Customer**

“Thank you Miguel for this splendid picture of our beautiful, now pregnant Izzie!” **Terry Miller - Customer**

“Thank you for the photo In Focus! Otter's AOM, handled by his awesome breeder.” **Patrice Weinmeister - Customer**

“I am so glad that I did this photo shoot with Miguel...after we were at the National in Ohio.I treasure these pictures of my beloved Hunter and Bitsi.” **Sherry Kenachu - Customer**

“Received Baileys Westminster ringside photos from Miguel. Still going through 467 photos, haha.” **Vickie Hall - Customer**

“A lot of wonderful photos from AKC Royal Canin! Miguel and his crew do amazing stuff!” **Blake Hansen - DN Magazine**

# PORTFOLIO



# OFFICIAL WIN PHOTOS



PURINA®

EVENT CENTER

Best of Breed  
National Specialty

Miniature American Shepherd

PURINA  
PRO PLAN

Best of Breed  
2018 MASCUSA National

PURINA  
PRO PLAN

# OFFICIAL WIN PHOTOS



WE HAVE COVERED SOME OF THE LARGEST DOG SHOWS IN THE USA.



A man in a tuxedo is walking a dog on a leash in a dimly lit room. The dog is a medium-sized breed with a white ruff. The man is looking down at the dog. In the background, several people are seated at tables, some are clapping. There are balloons hanging from the ceiling. The overall atmosphere is formal and celebratory.

CONFORMATION  
RINGSIDE



# PERFORMANCE TRIALS







INDOOR OR OUTDOOR

PRIVATE SESSIONS



A photograph of a party scene. In the foreground, there are several balloons: a large white one in the center, a smaller white one to its right, and a dark blue one above the white one. The background is dark with a bright, out-of-focus light source on the left, creating a bokeh effect. The overall lighting is dim, with the light source providing the main illumination.

# ALL EVENTS COVERAGE

Including non-competition events



EVERYTHING YOU NEED, ALL IN ONE PLACE

SERVING CLUBS NATIONWIDE

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BOOK YOUR NEXT SHOW, TRIAL OR PROJECT  
TODAY

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