



NEWS RELEASE

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For Immediate Release

Attendee Registration Now Open for SuperZoo 2013, The National Show for Pet Retailers™

New July Dates Set to Accommodate Retail Buying Cycles

Monrovia, CA — [SuperZoo](#), The National Show for Pet Retailers™, has opened online attendee registration for the 2013 event, held at the Mandalay Bay Convention Center July 23-25. SuperZoo, which is produced and managed by the [World Pet Association](#) (WPA), offers dynamic opportunities for business growth through its robust education program, New Product Showcase, special opportunities for groomers and lively show floor—a popular platform for launching new products, celebrity special appearances and placing orders at exclusive show prices.

For the first time, SuperZoo will move its show pattern from September to late July. The new dates have been scheduled in response to feedback from SuperZoo's important retail buyers in order to better align with merchandising cycles and provide more time before the holiday season. World Pet Association President, Doug Poindexter, endorses the date change, "Our buyers have conveyed to us that they need more time for buying before the holiday season and that some key suppliers are out of stock by September. Moving SuperZoo to July aligns with our mandate to promote the responsible growth and development of the companion pet, product and services industry."

SuperZoo has also extended its show hours to accommodate for the growing show floor. The show will now open at 9:00AM on all three days of the show.

For more information about SuperZoo or to register, visit www.SuperZoo.org.

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The World Pet Association (WPA) is the oldest industry organization promoting responsible growth and development of the companion pet and related products and services. WPA works to inform and educate the general public in order to ensure safe and healthy lifestyles for our animal friends. WPA is the host of America's Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa Mesa, California and the Aquatic Experience, held in Chicago, Illinois. The organization also produces SuperZoo, an annual pet industry trade show that showcases a comprehensive collection of exhibits and offers a variety of informative educational seminars. SuperZoo 2013 will be held at the Mandalay Bay Convention Center in Las Vegas, Nevada July 23 - 25.