



NEWS RELEASE

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For Immediate Release

SuperZoo Adds New Concept Store Exhibit to Inspire Pet Retailers

Monrovia, CA — Pet retailers are always on the lookout for fun, new and innovative ways to present and sell their products. To make the search easier, [SuperZoo](#)—the premier trade show for pet retailers—is introducing a new Concept Store exhibit at this year's event being held in Las Vegas, July 23-25. The Concept Store is the ideal complement to the other business-building programs available to attendees at the wildly popular pet industry show.

The new [SuperZoo Concept Store exhibit](#) is designed to reflect the 'gold standard' retail experience—an inspirational environment where attendees will see merchandising best practices and new technologies in action.

The SuperZoo Concept Store will feature the newest trends in retail displays and cutting-edge innovations including a state-of-the-art Point of Sale system and unique merchandising techniques. At the Concept Store, retailers will learn how they can enhance their stores and boost business with strategies for store set up and design, category management, QR code development, SKU and inventory management, and much more.

Retailers won't be the only group benefiting from this new exhibit. Product suppliers can

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apply to have their products featured inside the SuperZoo Concept Store. Space will be assigned in the order applications are received, and is limited based on category and brand. To have your products considered for display, please visit www.SuperZoo.org to download an [application](#). “We are thrilled about the response to the new SuperZoo Concept Store,” states Doug Poindexter, World Pet Association (WPA) President. “Both retailers and suppliers have demonstrated great interest in the new exhibit and we couldn’t be happier.”

This new Concept Store is just one of the programs offered to help attendees grow their businesses. The 2013 show will feature the robust [SuperZoo University](#) education program with a variety of speakers and tracks, the [Groomer SuperShow](#) with grooming seminars and [competitions](#), valuable networking opportunities and so much more.

No other show brings the retail pet community together like SuperZoo. With four consecutive years of increased attendance and a growing international reach, SuperZoo is a must-attend event for all pet professionals. Attendee registration is open and it’s free online, so register today at 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.