



BETTER / TOGETHER

JULY 25-27, 2017 | CONFERENCE JULY 24-26

Press Release Tips / Template SuperZoo 2017

Follow these guidelines and the template on the next page to create a professional press release that will attract attention to your product and booth at SuperZoo 2017.

When submitting your release, please follow these official guidelines:

- Releases must be under 1 MB
- Releases must be sent as a single PDF document
- Releases should focus on a product and should not be ads
- SuperZoo exhibitors are allowed one upload per company

Please send your release to carly@marketingdesigngroup.com for upload into SuperZoo's digital pressroom. Releases that do not meet the above guidelines will not be posted.

A few basic tips before you begin...

- Keep the total length of your release to two pages or 400-500 words
- Avoid using "I", "we" or "you"
- Use a standard font, such as Times New Roman or Helvetica in either 10 or 12-point size
- Body text should be single spaced, with one line of space between paragraphs
- If possible, include images either embedded within the release or as attachments
- Use standard, one-inch margins
- Make sure to proof read!

You can review approved SuperZoo exhibitor releases in the [SuperZoo digital pressroom](#) and [digital pressroom archive](#).



INSERT COMPANY LOGO

FOR IMMEDIATE RELEASE:

TBD, 2017

CONTACT:

NAME

PHONE

EMAIL

INSERT HEADLINE

TIP: Grab readers' attention with clear, easy-to-read language clearly communicating the release's content; headline should be 80-170 characters, BOLD and centered.

INSERT CITY, STATE—

TIP: The first paragraph should include: who, what, when, where, why and how. Give the reporter the facts they need up front.

INSERT PARAGRAPH ABOUT THE COMPANY

TIP: Use short, succinct sentences to provide background and context to support the facts introduced in the first paragraph.

INSERT QUOTE FROM COMPANY

TIP: This should be from the top spokesperson at the company (owner, president, CEO, etc.) and explain the 'why' behind exhibiting or unveiling a product at SuperZoo.

INSERT SHORT PARAGRAPH TO SUMMARIZE AND WRAP UP

TIP: Be sure to conclude with instructions on how the reporter / reader can find additional information; always include a hyperlink to the company website and a phone number.

For more information about SuperZoo 2017: www.superzoo.org.

About INSERT COMPANY NAME

TIP: The boilerplate is a short, factual paragraph describing what your company does. This can be 'evergreen' and inserted at the end of every press release.

About SuperZoo

SuperZoo boasts the most buyer and exhibitor participation of any trade show for the pet retail industry in North America, providing pet retail and service professionals with the knowledge and resources they need to be successful. For the sixth consecutive year, SuperZoo has grown in exhibitor space and square footage and has been listed among Trade Show Executive's "Gold 100" trade events since 2014. Produced by World Pet Association (WPA), the show attracts thousands of retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo,

WPA is the host of America's Family Pet Expo, held annually in Costa Mesa, CA, Atlanta Pet Fair & Conference, held in Atlanta, and Aquatic Experience, held in Chicago.

SuperZoo 2017 will be held at the Mandalay Bay Convention Center in Las Vegas, July 25-27, with conference sessions July 24-26.

For more information: www.superzoo.org.

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