



**JULY 25-27, 2017**

**CONFERENCE JULY 24-26**

Mandalay Bay, Las Vegas, NV, USA

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**CONTACT:**

Nick Lashinsky

[nick@marketingdesigngroup.com](mailto:nick@marketingdesigngroup.com)

619.298.1445 x123

**World Pet Association Opens Registration for SuperZoo 2017**

***Trace Adkins Announced as Concert***

**MONROVIA, CA** – SuperZoo—North America’s leading pet retail trade exposition and conference produced by World Pet Association (WPA)—has opened registration for the 2017 show at the Mandalay Bay Convention Center in Las Vegas, July 25-27, with conference sessions July 24-26.

After adding 85,000 square feet of exhibit space in 2016, SuperZoo will reconfigure its exhibit hall for 2017 so aisles run perpendicular, making them shorter and easier for attendees to navigate. The change will also add roughly 100 additional 10 x 10 booth locations.

Country music star Trace Adkins will grace the House of Blues stage on Wednesday, July 26, bringing his trademark, high-energy stage show for a rip-roaring evening stacked with his numerous hits. Adkins’ trademark baritone has sold more than 10 million albums, charting more than 20 singles on the *Billboard* country music charts. The Grammy-nominated member of the Grand Ole Opry is also an actor, author and has performed on 11 USO Tours, supporting American servicemen and women.

“Each year, we look for ways to evolve SuperZoo to continually meet the needs of pet industry professionals from across the spectrum—all the way from suppliers to consumer-facing businesses,” says Doug Poindexter, president of WPA. “With the quality, depth and growth we have seen year after year, we look forward to 2017 being another record-breaking year for SuperZoo.”

In 2016, SuperZoo staged its largest show to date with a more than four percent increase in attendees and eight percent increase in companies attending over 2015. The 2016 event also boasted the most exhibitors of any similar event, with nearly 1,200 participating. These record-

breaking numbers cemented SuperZoo's place as the largest pet retail show in North America in terms of buyer participation.

As participation continues to grow, and in an effort to streamline the registration process, WPA has implemented a new system whereby qualified buyers who have registered for SuperZoo in the past will be able to use a personalized form, prepopulated with their past registration information, to register. Those who have not registered previously will be asked to supply business information to ensure they are qualified.

"The quality of buyers is extremely important to our exhibitors," says Poindexter. "And at the same time, we want to make sure that qualified buyers are able to register more easily and efficiently through a prepopulated form. These improvements to our registration system will help SuperZoo remain a popular and important event for all segments of the pet industry."

Building on its more than 65-year history of helping pet retailers and service professionals discover new products, learn how to build their business and connect with others who share their passion, SuperZoo has grown from a small, regional event to one of the most productive gatherings and positive trade shows of the year. SuperZoo's theme for 2017—"Better Together"—reflects the inclusive nature of an event that welcomes everyone from independent retailers to groomers to international and corporate buyers. Beyond the premier assortment of new pet products in North America, SuperZoo will continue to feature a selection of products from abroad, including Australia, New Zealand, China and Brazil.

In addition to a bustling trade show floor, SuperZoo offers attendees more than 80 education sessions covering a wide variety of topics including: staff training, human resources, leadership, social media, and customer service and marketing, among others. Grooming and service industry sessions are geared toward building your business and animal wellness sessions focus on small animal care in stores and best practices for birds and reptiles.

For more information about SuperZoo, or to register: [www.superzoo.org](http://www.superzoo.org).

### **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 around 18,000 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](http://www.superzoo.org).

### **About World Pet Association**

Founded in 1950, World Pet Association (WPA) is the pet industry's oldest non-profit organization. Based in Southern California, WPA coordinates industry-defining trade shows— SuperZoo and Atlanta Pet Fair & Conference—to promote responsible growth and development of the pet industry. Other popular annual events include America's Family Pet Expo, a consumer pet and pet product expo, and Aquatic Experience, which combines consumer events with a trade show. Through WPA's Good Works program, proceeds from these events are funneled back into key industry organizations and non-profits supporting the pet community, making it easier for pet industry professionals to do business. WPA provides thought leadership on consumer and legislative issues for the good of professionals, as well as the industry as a whole, and leads efforts in the public sector to inform consumers and ensure safe, healthy lifestyles for all animals.

For more information: [www.worldpetassociation.org](http://www.worldpetassociation.org).

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