



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Kate Blom-Lowery  
kate@marketingdesigngroup.com  
619.269.0948

**SuperZoo Was Better Because We Were Together**

*North America's most-attended pet retail show brought thousands of pet professionals to Las Vegas*

**MONROVIA, CA – AUGUST 1, 2017** – From July 24-27, SuperZoo 2017 gathered together 10,057 pet retail, grooming and service industry professionals at Mandalay Bay in Las Vegas to learn, shop, network and socialize. SuperZoo is the industry's leading trade expo and conference in North America. Following the implementation of a new buyer qualification process this year, SuperZoo exceeded attendance expectations and continues to draw the most qualified pet industry buyers of any similar trade show in North America. Presented by World Pet Association (WPA), SuperZoo maintained its longstanding history of leading the industry through education, new product introductions and advocacy for animal health and wellbeing. The 2017 show also marked the final event for WPA president Doug Poindexter, who announced his retirement after 27 years with the organization.

In recognition of Poindexter's status as the longest-serving executive in WPA history and his weighty contributions to the organization and to the pet industry as a whole, the WPA Board awarded him with WPA's highest honor, the Matsui Award. The award is named after former Board president, Jiro Matsui, and is presented to honor lifetime contributions to the pet industry. Poindexter will remain at the helm of WPA until the end of December and will serve in an as-needed capacity moving forward. While a replacement has not yet been identified, WPA is currently conducting a widespread search and anticipates announcing a successor in the fall.

“I’m extremely proud of how SuperZoo has grown over the course of my tenure with WPA,” Poindexter, WPA president said. “I am proud that we have built a reputation for providing industry-leading education and access to products and trends to a growing audience of professionals who are as passionate about animals as we are at WPA.”

This year’s SuperZoo appealed to an even wider audience through a variety of new features and experiences. Catering to SuperZoo’s growing global audience, the **International Lounge** added value for attendees from across the world by offering mobile app assistance and interpreting services in Spanish, Chinese, Mandarin and Korean. An **Aquatic Lounge** offered a dedicated area for the growing aquatics audience to enjoy live demos from renowned aquascaper Oliver Knott. Additionally, a new series of free **Animal Wellness & Retail talks** on the show floor provided easy-to-access education for professionals looking to better their business and help their customers’ pets live longer, healthier lives.

By day, SuperZoo attendees took advantage of the event’s industry-leading educational conference, which kicked off with Retail Monday, dedicated to education sessions tailored specifically toward retailers looking to maximize their time and value onsite. The educational offerings covered three days and were packed with 81 education sessions, covering the full spectrum of timely topics and best practices—from retail to grooming, animal wellness to boarding and pet services—while the expo’s expansive show floor featured nearly 1,100 exhibitors showcasing thousands of the most innovative products for animal lovers, including 850 new products never seen before their debut at SuperZoo.

The show floor also proved to be a winning atmosphere for this year’s contest winners, including:

- New Product Showcase Winners in eight categories (for a full list: <http://www.superzoo.org/2017-nps-winners/>)
- #WPAGoodWorks Winners: First – Planet Dog (\$1,000 donation to HABRI), Second – Petmate (\$500 to HABRI), Third – K. Sutherland PR (\$250 to PIJAC)
  - To date in 2017, WPA has contributed \$1,225,000 million to support pet industry organizations through its WPA Good Works program. This amount includes all profits from SuperZoo 2017.
- Pet Product News’ Retailer of the Year: Mutts & Co
- Tom McLaughlin Super Jackpot Winner: Clayton Muniz, Pet Society (for a full list of grooming contest winners: <http://www.superzoo.org/grooming-contests-winners/>)

The fun didn’t stop there. By night, attendees and exhibitors benefited from SuperZoo’s host of networking opportunities, which included a “Casino Night” themed Networking Reception featuring exclusive prizes and a private concert by country superstar, Trace Adkins.

As the 2017 event drew to a close, attendees were already looking forward to next year’s SuperZoo, which will be held earlier in the year to accommodate a growing exhibitor list with added show floor space and to allow for easier access to hotel rooms in the busy Las Vegas area by having 30% more rooms available on property. SuperZoo 2018 will be held at the Mandalay Bay Convention Center in Las Vegas, June 26-28, with education June 25-27. Registration is expected to open by January 2018.

###

## **About SuperZoo**

SuperZoo boasts the most buyer 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 seventh 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.

## **About World Pet Association**

### **World Pet Association: The pet industry's trusted leader**

Founded in 1950, World Pet Association (WPA) is the pet industry's oldest non-profit association and has promoted responsible growth and development of the companion pet and related products and services industry longer than any other group. WPA collaborates with organizations such as American Pet Products Association (APPA), Pet Industry Distributors Association (PIDA), Pet Industry Joint Advisory Council (PIJAC), the National Animal Interest Alliance (NAIA), The Pet Care Trust and others to ensure pet retailers' interests are represented. WPA coordinates industry-defining trade events and provides thought leadership on consumer and legislative issues that support the pet retail community and make it easier for pet retailers to do business. WPA is the host of America's Family Pet Expo, held annually in Costa Mesa, CA, Atlanta Pet Fair & Conference, held in Atlanta, Aquatic Experience, held in Chicago, and SuperZoo, held in Las Vegas. WPA's goal is to foster the well being of pets and their families, while ensuring the health and sustainability of the pet industry as a whole.