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**World Pet Association Announces
SuperZoo 2018 Venue and Timing**

MONROVIA, CA – World Pet Association (WPA), the producers of SuperZoo, North America’s leading pet retail trade exposition and conference, today announced that, for 2018, the event will return to the Mandalay Bay Convention Center, Las Vegas, and will take place from Tuesday, June 26 through Thursday, June 28, with conference sessions held Monday, June 25 through Wednesday, June 27.

Starting in 2018, SuperZoo will take place each year in June. Moving the show up a couple weeks from its traditional July dates allows WPA to increase the number of hotel rooms available to attendees at the Mandalay Bay and Delano hotels by 30 percent and also facilitates the expansion of the show to add an additional exhibit hall. Further details will be announced with regards to the theme of the show for 2018 at a later date.

“SuperZoo has come a long way since it was a small regional show and we are thrilled to have more than 18,000 pet industry professionals join us each year in Las Vegas,” commented Doug Poindexter, WPA President. “We continue to grow year on year and are proud of the fact that we enjoy the most buyer participation of any trade show for the pet retail industry in North America. This continued growth has made it difficult to have enough sleeping rooms at the Mandalay properties and exhibit space for new exhibitors and growth of our existing exhibitors’ booths. This move will allow us to create a better experience for both our exhibitors and attendees. We’re delighted to

continue our excellent relationship with Mandalay Bay, and are looking forward to putting together a stellar event in 2018.”

Keep up to date with the latest from SuperZoo by following the event via social media:

Twitter: <https://twitter.com/superzootweet>

Instagram: <https://www.instagram.com/superzooshow/>

Facebook: <https://www.facebook.com/SuperZoo>

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 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. For more information: 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.

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