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**SuperZoo 2018 Poised to Unite the Largest Audience of  
Pet Product Professionals in North America**

*The international trade show and conference delivers new features designed to  
engage, educate and inspire pet retailers and service professionals*

**MONROVIA, CA — June 13, 2018** —SuperZoo, the leading North American pet retail trade show and conference produced by World Pet Association (WPA), will unite the pet community at what is recognized as the most productive and dynamic trade show of the year. For more than 65 years, SuperZoo has been a catalyst for the pet community to discover the latest trends and products in pet retail, learn tools to grow their businesses and connect with industry professionals in a uniquely lively and engaging atmosphere. SuperZoo 2018 will take place June 26-28, 2018 with educational seminars held June 25-27.

“SuperZoo provides a home for more than 21,000 members of the pet product community,” said Jacinthe Moreau, WPA president. “Feeling like a welcomed participant and contributor to this group of like-minded professionals is a powerful SuperZoo offering and differentiator among other industry events. SuperZoo brings the pet world together and provides a forum for

the community to gather to build relationships and share insights for the benefit of the entire industry and their business goals. Networking is a highly-requested show element and provides an unmeasurable value to attendees.”

The popular Networking Reception on the trade event’s opening day will return Tuesday, June 26. Attendees will be treated to food, drinks, games and prizes. The event will feature an Americana theme to support the first-ever Made in the USA Showcase. On night two, the SuperZoo show will host an additional opportunity to engage with peers at the Wednesday, June 27, concert with Kenny Loggins.

There are many organic opportunities to connect with the SuperZoo and larger pet communities throughout the week as well. New to SuperZoo 2018 and for the pet loving community is an interactive petting lounge featuring Las Vegas organizations Southern Nevada Beagle Rescue Foundation, The Shade Tree and Noah’s Animal House. The Shade Tree provides shelter and assistance to more than 5,000 women and children in crisis each year. Noah’s Animal House is an important partner to The Shade Tree and serves as a safe place for the women and children to shelter their animals while they seek refuge from domestic violence and human trafficking. Stop by for your dose of unconditional love offered by those wonderful doggies. In addition to the petting lounge, SuperZoo will feature a Yoga with Dogs event on Tuesday, June 26. Long known for providing a uniquely fun and engaging onsite experience, SuperZoo is pleased to provide this new (and free!) offering to attendees to help them engage with each other and relax before the show floor adrenaline. Participants will need to bring their mat or a towel, but dogs will be provided.

Also new to SuperZoo 2018 are two highly requested product showcases—the Made in the USA Showcase and the Pet Tech Center. The Made in the USA Showcase will serve the growing U.S. demand to shop local and pique international buyers’ interest in bringing U.S.-made products to their countries. The Pet Tech Center will display innovative technology products designed to serve retailers’ needs to differentiate their product mix with cutting-edge products. Retailers will find everything from Bluetooth-activated to robotic devices to app based products, sure to please tech hungry pet owners.

SuperZoo will offer more than 70 seminars spanning four main content areas: retail, grooming, service industry and animal wellness, and give attendees access to a wide variety of expert-led topics including: staff training, human resources, leadership, social media, customer service

and marketing, among others. WPA continues to provide retailers with insights to grow and expand their pet services. As retail becomes more competitive, it is important to differentiate product offerings and menus of services. In light of this new reality, SuperZoo 2018 will offer education sessions and products that support growing pet spa services, as well as pet boarding and daycare trends. Look for sessions including: Are You Ready to Start Your Business in the Pet Service Industry? and Changing the Game: Honing Your Pet Business Strategy Workshop.

As more retailers are adding grooming services in the business, our grooming sessions and competitions provide a natural area to connect with the grooming community and celebrate the talent and trends in the grooming segment. Contests feature multiple breed classes, to include a new award, Best International Pet Stylist in Show awards for Best Pet Stylist, as well as Best First-Time Competitor, the Creative Styling Competition, the Rescue Rodeo<sup>SM</sup> Competition and the Groomer Super Jackpot Contest.

Oliver Knott, well-known German aquascaper, aquadesigner and creative visionary who travels the world introducing aquascaping and spreading this art form, will return to the SuperZoo 2018 show floor. He will host free (and spectacular!) aquascaping demonstrations Tuesday through Thursday of the show from 11:00 a.m. - 12:00 p.m. These sessions are designed to support aspiring designers in their efforts to learn and hone their skills, while showcasing trends for aquatic retailers to implement in their stores.

Halo®, the official sponsor of the press room at SuperZoo this year, announces leading feline “furfluencer” Nala Cat will join forces with the brand’s official spokespets Lil BUB and Manny the Frenchie to make a difference for all animals. Together, the trio of “furfluencers” with their combined 14 million+ pet loving followers will support Halo’s mission as well as their “New Math”  $1+1+1 > 3$  campaign for retailers. Nala Cat and Manny the Frenchie will make several appearances to “meet and greet” with journalists at the press room throughout the run of the show.

The SuperZoo 2018 mobile app will allow attendees to navigate the show floor in real time, organize schedules and vote in the New Product Showcase. New this year, attendees who log into the official [SuperZoo mobile app](#) will also be entered to win three hotel nights at SuperZoo 2019.

Join the community of more than 21,000 pet industry professionals at the industry's leading business forum and gathering. To register and for more information about SuperZoo, visit [superzoo.org](http://superzoo.org).

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### **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 more than 21,000 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, Aquatic Experience, held in Secaucus, NJ,

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

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

Founded in 1950, World Pet Association (WPA) brings thought leadership, innovative thinking and best practices to the pet industry. The association'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. 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 Secaucus, NJ, and SuperZoo, held in Las Vegas.

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