



JULY 25-27, 2017

CONFERENCE JULY 24-26

Mandalay Bay, Las Vegas, NV, USA

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**SuperZoo Honored With Four Awards By *Trade Show Executive*
Including #1 in Exhibitor Growth**

MONROVIA, CA – SuperZoo—North America’s leading pet retail trade exposition and conference produced by World Pet Association (WPA)—was recently honored by *Trade Show Executive* during the publication’s Fastest 50 Awards and Summit.

SuperZoo racked up four awards, including: the number one spot for percentage growth of exhibitors, number 17 in the 50 Fastest-Growing by Net Square Feet of Exhibit Space, number 17 in the 50 Fastest-Growing by Number of Exhibiting Companies and number 98 in Next 50 – By Total Attendance.

“SuperZoo has grown by leaps and bounds over the past few years and we’re honored to be recognized,” says Doug Poindexter, president of WPA. “Each year, the quality and depth of attendees, exhibitors and education showcase and all contribute to the pet industry’s continued success and we look forward to what SuperZoo 2017 has in store.”

Last August, SuperZoo staged its biggest show to date at the Mandalay Bay in Las Vegas with a more than four percent increase in attendance, eight percent increase in companies attending over 2015 and nearly 1,200 exhibitors. These record-breaking numbers cemented SuperZoo’s position as the largest pet retail show in North America in terms of both buyer and exhibitor participation in 2016.

Building on its more than 65-year history of helping pet retailers and service professionals discover new products, learn how to build their businesses 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 mass-market buyers. SuperZoo will continue to feature more than 820 new products in a New Product Showcase, together with products in diverse pet industry segments from across North America and around the world.

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 business and animal wellness sessions focus on small animal care in stores and best practices for birds and reptiles.

SuperZoo will return to the Mandalay Bay Convention Center in Las Vegas, July 25-27, 2017, with conference sessions July 24-26. For more information about SuperZoo: www.superzoo.org.

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.

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.

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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