



JULY 25-27, 2017

CONFERENCE JULY 24-26

Mandalay Bay, Las Vegas, NV, USA

FOR IMMEDIATE RELEASE:

June 28, 2017

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Pet Industry 'Better Together' as SuperZoo Ramps up for 2017 Event

MONROVIA, CA – 'Better Together' is the theme for this year's SuperZoo— North America's leading pet retail trade exposition and conference, produced by World Pet Association (WPA) - which returns to the Mandalay Bay Convention Center in Las Vegas, July 25-27, with conference sessions July 24-26.

Thousands of pet industry professionals - independent retailers, business owners, buyers, manufacturers, specialists and experts - from across the United States and around the world are expected to attend the event. After adding more than 85,000 square feet of exhibit space in 2016, SuperZoo encompasses nearly 300,000 square feet of show floor space, showcasing the latest products from nearly 1,100 manufacturers and suppliers in eight easy-to-navigate neighborhoods and special areas. It's anticipated that more than 820 brand new products will be launched by exhibitors at the show in the *New Product Showcase*, testament to the importance and vitality of SuperZoo as a showcase for new products and the latest trends.

SuperZoo will introduce two new lounges in 2017, one Aquatic and one International. The Aquatic Lounge will feature live demonstrations by renowned aquascaper Oliver Knott. More information can be found here:www.superzoo.org/aquatic-lounge.

The 2017 'Better Together' show theme is a focus which WPA President Doug Poindexter feels really reflects what is going on in the pet industry. "Whether you're a long-time pet professional or are new to the world of animal products and services, SuperZoo brings professionals from all sectors of the industry together to find solutions, share ideas, source new products and make

long-lasting connections that will move the industry forward,” says Poindexter. “*Better Together* really represents the value we at SuperZoo place on uniting to meet the challenges we face, and to grow, learn and support the industry that has supported us. It speaks to the inclusive nature of the pet industry and an event that welcomes everyone, from independent retailers to groomers to international and mass-market buyers. As an industry, we strive to make the world a better place for pets and their people, too, and when we open the lines of communication all the way from the pet parent back to the manufacturer, I think we as an industry are truly *Better Together*, and can achieve so much more.”

In addition to the exhibition floor, SuperZoo 2017 is offering a comprehensive program of education and learning, with more than 80 specifically tailored sessions designed for retailers and pet industry professionals of all types—from independent pet store owners to groomers, service professionals and wellness teams. New for 2017, SuperZoo will offer a variety of free Animal Wellness and Retail sessions right on the show floor in Hall D/E. Sessions at the SuperZoo Conference will encompass animal welfare, grooming, retail and merchandizing, marketing, leveraging social media, business planning and management, training and merchandizing, as well as a focus on more practical and vocational subjects, including animal behavior and management, CPR for animals, photography, business models, upselling services, and general business advice and best practices. An overview of the educational and vocational tracks can be found here: www.superzoo.org/conference/sessions.

A popular part of SuperZoo is the *Groomer SuperShow*, which has grown and evolved significantly since it was added to SuperZoo. As well as showcasing a huge range of products for groomers from both leading suppliers and niche specialists, SuperZoo offers a full program of grooming competitions, with more than \$45,000 in prize money at stake. This year’s contests include multiple divisions for each regular breed class, plus *Best Pet Stylist*, *Best First-Time Competitor*, the *Creative Styling Competition*, the *Rescue Rodeo Competition* and the *Groomer Super Jackpot Contest*.

Launched in 2016, SuperZoo’s *Good Works* social media initiative is back and will again showcase business owners in the pet industry going above and beyond by performing good works in their communities. The contest rules are simple. From June 12 to July 12 at 11:59pm PST, contestants can post a photograph on Twitter, Facebook or Instagram of their pet business doing ‘Good Works’ for their community, tagging SuperZoo and using the hashtag #WPAGoodWorks. The winner, to be announced during SuperZoo, will receive a prize of \$1,000 donated to a charity of their choice. In addition, for 2017 there will be a second prize of \$500 and a third prize for \$250, again to be donated to charities selected by the respective winners. Highlights of the 2016 entries and winner can be viewed online at www.superzoo.org/good-works-contest.

SuperZoo attendees will also have the opportunity to let their hair down and enjoy some dancing and music. The House of Blues concert has become a highlight of SuperZoo and this year will be no exception, with country music star Trace Adkins playing on Wednesday, July 26 exclusively for SuperZoo attendees. Concert information can be found at www.superzoo.org/concert.

“We’re energized and excited to welcome our friends and colleagues to Las Vegas to reinforce our belief that SuperZoo really is the place where the pet industry comes together and gets better,” concludes Doug Poindexter. “Connecting with peers at SuperZoo encourages the sharing of knowledge, strategies, ideas and stories, creating experiences that further support those personal relationships with customers and their animals, and with our local communities, to provide the personal expertise and local, first-hand knowledge that customers simply can’t get elsewhere.”

For more information about SuperZoo, or to register: www.superzoo.org. Keep up to date with the latest from SuperZoo by following the event via social media:

Twitter: twitter.com/superzootweet

Instagram: www.instagram.com/superzooshow

Facebook 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 20,000 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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