



**FOR IMMEDIATE RELEASE:**

February 26, 2018

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**Registration for World Pet Association's SuperZoo 2018 Is Now Open**

*Expanded show floor, two new product showcases, over 70 expert-led seminars and valuable networking, make SuperZoo 2018 the must-attend pet industry gathering*

**MONROVIA, CA – February 26, 2018**— SuperZoo, which boasts the most qualified buyer participation of any pet trade show in North America, has opened registration for its 2018 event. This leading pet retail trade exposition and conference, produced by World Pet Association (WPA), will be held at the Mandalay Bay Convention Center in Las Vegas, NV, June 26-28, with education sessions scheduled for June 25-27.

Building on its more than 65-year history of helping pet retailers and service professionals discover new products, learn tools to grow their business and connect with others who share their passion, SuperZoo continues to serve the industry by bringing the extensive community of independent retailers, international and corporate buyers, service professionals and groomers together for the betterment of the pet industry.

In 2018, SuperZoo will expand the show floor into an additional hall to provide an easier shopping and navigation experience for retailers, and to accommodate wait-listed brands

eager to bring new product offerings to the pet retail industry. With this addition, SuperZoo will grow to 282,000 net square feet. The show floor will also feature a brand-new Made in the USA Showcase, designed to highlight products with Made in the USA labels to serve American consumers' increasing desire to shop local. This section of the show floor will also serve the growing demand from international buyers eager to bring U.S.-made products to their countries.

“SuperZoo 2018 is shaping up to be the largest and most productive industry gathering, as we look to welcome the entire pet product community this June,” said Jacinthe Moreau, WPA President. “The WPA team is working hard to ensure that show elements provide retailers, service professionals, exhibitors and media with a valuable and beneficial show experience. I’m looking forward to joining you for a week of dynamic sessions, networking and product previews and collaborative industry discussions to ensure we are working together to grow and strengthen our pet industry community.”

Also new in 2018 is the Pet Tech Center. This much-requested show floor destination will highlight the most innovative technology in the pet industry. SuperZoo exhibitors have asked for an easier way to showcase their cutting-edge products, and WPA is pleased to respond. Retailers will find everything from blue-tooth activated to robotic devices.

In addition to a bustling trade show floor, SuperZoo delivers the biggest and most comprehensive educational programming in the pet industry, with over 70 seminars—more than double the sessions of other pet retail shows—led by top experts in their fields. There is something for every attendee looking to grow their business and sharpen their skills. Sessions span four main content areas: retail, grooming, service industry and animal wellness and give attendees access to a wide variety of topics including: staff training, human resources, leadership, social media, customer service and marketing, among others.

Following a successful launch in 2017, the 2018 show will continue to offer free show floor talks covering key motivational, retail and animal wellness topics. These quick drop-in sessions allow attendees to gain valuable tips and tools, without having to leave the bustling show floor. Retail Monday provides attendees with a dedicated day to learn before the show floor opens. Bob Phibbs, The Retail Doctor®, will share tips on how to attract more customers, make bigger sales and earn the profits you seek. He’ll dive into creative ways to reinvent the customer experience, increase your value by improving your Sales Staff and attract the online shopper. Phibbs will also look at the top shopping trends and how Millennials and Baby Boomers have different retail shopping expectations. Some of the topics to be presented include:

- Learn how to utilize new online platforms to grow your business
- Trends shaping customer behavior
- Creating a compelling retail store experience with your staff
- Merchandising

Special grooming and service industry sessions will be geared toward sharpening grooming skills and building a thriving business, and animal wellness sessions will focus on small animal care in stores and best practices for birds and reptiles.

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 aquascaping demonstrations Tuesday through Thursday of the show from 11:00am – 12:00pm. These sessions are designed to support aspiring designers in their efforts to learn and hone their skills, while showcasing trends for retailers to implement in their stores.

Networking continues to be an important and highly-requested show element as attendees are eager to build relationships and share insights with like-minded professionals. The popular Networking Reception on the opening day of the trade show, Tuesday, June 26, will include abundant hoers d'oeuvres and games and prizes. A concert on Wednesday, June 27, with Kenny Loggins, will offer more opportunities for networking in a more relaxed setting.

To register as an attendee and for more information about SuperZoo, visit [superzoo.org](http://superzoo.org). Media registration will open in mid-March.

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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 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.

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

### **About World Pet Association**

Founded in 1950, World Pet Association (WPA) brings thought leadership, innovative thinking and best practices to the pet industry. 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 about WPA and industry events, visit [worldpetassociation.org](http://worldpetassociation.org).