



FOR IMMEDIATE RELEASE

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**World Pet Association Adjusts SuperZoo 2019 Show Dates to August
to Align With Seasonal Buying Cycles**

Dates provide retailers better product availability and buying timelines

MONROVIA, CA – AUGUST 8, 2018 – [SuperZoo](#), the largest gathering of the pet industry in North America, announced a date change for the 2019 SuperZoo. After listening to feedback from pet professionals and reviewing post show research, SuperZoo will now host the community of over 20,000 pet professionals August 20-22 at Las Vegas' Mandalay Bay, with the show's highly acclaimed retailer education set for August 19. This date move will ensure that SuperZoo is positioned to serve the buying needs of industry retailers.

According to Tradeshow Executive, shows like *MAGIC Market Week ASD Las Vegas* and *NY Now* grew in size to cater to the growing demands of August retail buying trends. With this date shift, SuperZoo is well-aligned with holiday product launches and seasonal buying cycles, giving retailers the opportunity to be the first to see, touch and buy emerging product

trends.

With more than 1,200 exhibitors and over 800 product debuts, retailers can source unique gear, pet technology, accessories and pet food and snacks that will allow them to differentiate themselves and compete in today's competitive market.

SuperZoo brings together over 20,000 pet professionals on an annual basis, boasting 36% more buyers than any other show in North America, for an annual opportunity to participate in the industry's largest professional learning forum. With more education sessions on and off the show floor than any other industry event, the new August dates allow retailers to stay on the leading-edge of emerging trends and business insights.

"SuperZoo's goal is to provide the most robust platform of product discovery, education and networking to ensure this hardworking, dedicated community is able to come together at a date that is most conducive to their business imperatives," said Jacinthe Moreau, WPA president. "Our commitment to serving the needs of the industry requires us to be vigilant, listen to feedback and take action when required. After several conversations and in-depth post show research analysis, we realized that hosting SuperZoo in August more efficiently matches the business goals and priorities of both brands and retailers. Armed with that information, we took immediate action and are pleased to make this industry-requested change."

"In visits with independent pet retailers across the country, our Community Relations team was able to gain valuable insights, and bring information back to our team to ensure the needs of industry retailers are being heard," said Mike Karsting, VP of Exhibitions. "I'm thrilled to be a part of an organization that cares, listens and is responsive to the concerns and feedback from our community— and I am pleased to announce this date shift ensuring success for our exhibitors and retailers."

SuperZoo registration is expected to open by January 2019. Visit superzoo.org to sign up to receive news, updates, industry insights and behind-the-scenes exclusives about SuperZoo.

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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 nearly 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, Aquatic Experience, held in Secaucus, NJ. For more information visit: superzoo.org

About World Pet Association

Founded in 1950, [World Pet Association \(WPA\)](http://worldpetassociation.org) 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