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SuperZoo, Industry's Largest Trade Event in North America, Opens Registration

Annual pet product event provides firsthand look at the industry's most comprehensive collection of market-ready, new product trends and innovations

MONROVIA, CA — January 8, 2019 — SuperZoo, the largest North American pet retail trade show and conference produced by World Pet Association (WPA), is pleased to announce that registration for the 2019 annual industry event is [now open](#). SuperZoo will be held at the Mandalay Bay Convention Center in Las Vegas, August 20–22, with education sessions on August 19–22.

SuperZoo provides pet professionals with access to the most comprehensive collection of upcoming product trends, emerging lines, technology, new segments, proven best sellers and unexpected finds that will help them stand out from the competition. SuperZoo is the one event that allows pet product retailers to compare quality and price across more than 1,200 exhibitors and discover new, market-ready merchandise among the more than 800 new products launched in SuperZoo's New Product Showcase.

“The in-person, firsthand shopping experience that SuperZoo presents offers retailers the unique opportunity to discover, evaluate and bring fresh products and rare finds into their merchandising mix,” said Jacinthe Moreau, WPA president. “SuperZoo gives pet industry professionals access to the latest pet trends, industry-leading education and a global network with which to build lasting, collaborative business relationships, giving them the tools they need to successfully compete in today’s marketplace.”

In addition to product discovery, the most comprehensive educational programming in the pet industry is a key feature of SuperZoo—there is something for every attendee looking to sharpen their skills. Sessions span four main content areas: retail, grooming, service industry and animal wellness. Each session gives attendees access to a wide variety of topics including staff training, human resources, leadership, social media, customer service, and marketing, among others. “The extensive lineup of forward-thinking, business-building education offerings will allow retailers to refine their business acumen, learn best and next business practices and set themselves up for success,” commented Moreau.

Tapping into SuperZoo’s passionate community provides attendees with unparalleled support. These face-to-face opportunities to build relationships and share experiences with like-minded professionals deliver actionable insights and takeaways that have a meaningful impact on growing a healthy business. The popular Networking Reception on Tuesday, August 20—the opening day of the trade show—will include many organic opportunities to interact and mingle with industry peers. More networking awaits at the concert on Wednesday, August 21, featuring REO Speedwagon.

SuperZoo, North America’s largest gathering of pet professionals, will welcome thousands of pet product specialists from around the world for the one-of-a-kind opportunity to discover new products, hone business skills and network with industry peers. For more information and to [register today](#), visit www.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. SuperZoo provides pet retail and industry professionals with leading-edge education access to the most comprehensive array of market-ready products and a hands-on experience for retailers to competitively differentiate themselves. For the eighth 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 10,000 retailers, product suppliers and service providers at this must-attend annual event. For more information: www.superzoo.org

About World Pet Association

Founded in 1950, World Pet Association (WPA) is the pet industry's oldest nonprofit organization. Based in Southern California, WPA coordinates industry-defining trade shows—SuperZoo, Atlanta Pet Fair & Conference and other popular annual events including: 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 nonprofits with the goal of making it easier for pet industry professionals to do business. WPA's mission is to support the business needs of pet retailers and to promote responsible growth and development of the pet industry by providing thought leadership on consumer and legislative issues; leading efforts in the public sector to inform consumers and ensure safe, healthy lifestyles for all animals; and provide business resources, education, content and services to ensure pet product retailers have the support they need to be competitive.

For more information about WPA and industry events, visit www.worldpetassociation.org.