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**Registration Is Now Open for SuperZoo's 2021 Live Event**

*SuperZoo is bringing the professional pet community back together at North America's favorite and first live industry trade show in 2021*

**MONROVIA, CA (February 10, 2021)** – SuperZoo, North America's leading pet retail trade show, has opened registration for the 2021 in-person event. Produced by the World Pet Association (WPA), SuperZoo 2021 will take place at the Mandalay Bay Convention Center in Las Vegas, August 17–19, with education sessions beginning August 16. For more than 70 years, SuperZoo has earned a reputation as the industry's most productive and vibrant trade show, and this year's event will continue to deliver an easy-to-shop show floor, rich education offerings and an energizing, fun-filled atmosphere for pet professionals to safely reconnect with their community.

“Pet industry professionals have a serious passion for their business and the community, which is why we're eager to bring everyone back together for SuperZoo 2021 after being apart for so long,” said Vic Mason, President of WPA. “SuperZoo will be the only live event in 2021 of its caliber in North America where pet professionals can come together to reconnect, find the latest products and education needed to strengthen and grow businesses, and have some much-needed fun with networking events and contests. With health and safety top of mind, we are working directly with the city of Las Vegas and the Mandalay Bay Convention Center to safely reconvene the pet retail community in August.”

This year, SuperZoo will be the only in-person gathering in North America for the entire pet industry to connect, learn and do business. Pet product retailers will have 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. Here's "what's up" for SuperZoo 2021:

- **Hot New Product Showcase:** Scope all the hot new accessories, nutrition products and gadgets that customers are looking for (and get a leg up on the competition) by exploring products from 1,000+ exhibitors.
- **Education Designed for Pet Pros:** Find the information that will help boost sales with the industry's most robust professional learning curriculum, featuring expert-led retail, grooming and animal-wellness seminars guaranteed to help strengthen pet retailers' business strategies.
- **Grooming Skills on Display:** More than \$35,000 in prizes are up for grabs in one of the industry's most exciting grooming competitions. Attendees can participate or spectate—it's fun and exciting either way. Pet Stylists will also have access to education sessions that will help them prepare for the PGC Exams.
- **In-Person Networking & Connections:** Reunite with the people who truly get it—including peers, manufacturers and experts from every facet of the industry. There's no better place to network into an expanded professional circle or new partnerships.

SuperZoo, North America's premier gathering of pet professionals, will safely welcome pet specialists from around the world for the one-of-a-kind opportunity to reconnect and reinvigorate the community's passion for business. For more information and to register, visit [www.superzoo.org](http://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 and access to the most comprehensive array of market-ready products for a hands-on experience for retailers to competitively differentiate themselves. For the ninth 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 retailers, product suppliers and service providers at this must-attend annual event. For more information: [www.superzoo.org](http://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 such as America's Family Pet Expo, a consumer pet and pet product expo. Most recently, WPA has launched WPA365, an online pet community offering the opportunity for retailers and manufacturers to connect 365 days per year. 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; lead 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, its industry events, WPA365 or to become a member, visit [www.worldpetassociation.org](http://www.worldpetassociation.org).*