



AUGUST 17 - 19, 2021

EDUCATION: AUGUST 16 - 19, 2021
MANDALAY BAY | LAS VEGAS, NV



PARTNERS IN PROMOTION TOOLKIT

Maximize the ROI of your participation at SuperZoo 2021! Your investment in SuperZoo will generate leads, drive traffic to your booth and increase sales. Use this checklist to stay on track and check off each item as you complete it.

PROMOTE YOUR PRESENCE

- Reach out to SuperZoo's sales team for [sponsorship opportunities](#) to increase your brand exposure at the show
- Add your booth number to the website banners and place on your site
- Advertise to buyers in the Show Program and Mobile App
- Update your full exhibitor profile on the website to confirm your listing in the Show Program and then confirm your presence on WPA365

INVITE YOUR CUSTOMERS

- Post on social media with our suite of graphics and captions and don't forget to use #SZ21
- Send email invitations to your customers and prospective clients and include new product launches, giveaways, demonstrations and more that will be featured at your booth

PREP FOR ON-SITE

- Look out for an email calling for information on your show specials & deals for a chance to be featured in an email to the ENTIRE SuperZoo attendee database
- Submit press releases with limited time offers, celebrity appearances or other events happening at your booth to the SuperZoo digital pressroom. Please send to jfranks@mdg.agency

- Get your onsite marketing plan ready! Consider using live video on Facebook, Twitter or Instagram to highlight anything specific happening at your booth like a product reveal, press conference or celebrity appearances. Don't forget to use #SZ21

ONSITE—AUGUST 16-17, 2021

- Place media kits in the onsite pressroom for editor review. The pressroom is open to exhibitors on Monday, August 16 from 12 p.m. to 5 p.m. ONLY.
- Enhance your social presence to let your network know you're at the show. This is a great way to announce show specials and discounts, showcase any special guests at your booth and share your show experience in Las Vegas! Don't forget to use #SZ21 for a chance to be featured on our channels!

POST-SHOW

- Send follow-up materials to new leads you met at the event
- Send product information to editors who attended the show for inclusion in their post-show news articles and summaries