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SuperZoo 2020 Dates to Align with Industry Buying Cycle

*Mark your calendar
for largest North American annual trade event*

MONROVIA, CA — March 18, 2019 — Professionals from every segment of the industry are encouraged to mark their calendars for **August 31- September 3 for SuperZoo 2020**. The first day, August 31, will be focused on education, while the show floor opens for the full experience from September 1- 3 at Mandalay Bay in Las Vegas. SuperZoo 2020 dates are aligned with the pet industry buying cycles to best serve the needs of retailers in attendance.

“SuperZoo provides a platform for retailers and buyers to successfully compete in today’s marketplace,” said Jacinthe Moreau, WPA president. “Rather than a singular segment focus, SuperZoo provides the entire pet product community a forum for discovering market-ready products, insights from industry-leading education and the largest network of peers for idea sharing.”

SuperZoo 2020 will unveil future trends to affect the pet care community, with forward-thinking, actionable education as a flagship offering. Customized content will help attendees from each industry segment discover new business trends, marketing solutions, digital

advertising techniques, new retail strategies, grooming skills, animal wellness training and more. Sessions will supply attendees with the tools to refine their business acumen and learn best and next practices to set themselves for success in our ever-changing retail landscape.

SuperZoo exhibitors will enjoy unparalleled access to an audience of decision makers and buyers from a variety of product and service segments. There are over 30% more qualified attending retailers at SuperZoo than any other show in North America. Retail buyers can also expect to find everything for their merchandising needs as they explore the more than 1,200 established national and emerging exhibiting brands. SuperZoo provides the best opportunity to replenish stock and discover new product trends. The interactions and partnerships made possible at SuperZoo lead to increased sales and profits on both sides of the business relationship.

SuperZoo is pleased to be the home of the thousands of pet product specialists from around the world for a one-of-a-kind opportunity to discover new products, hone business skills and network with industry peers. For more information, visit www.superzoo.org.

It's not too late to join the vibrant pet product industry professionals for SuperZoo 2019! Visit www.superzoo.org for event details, access to hotels and a full list of exhibitors, education sessions and networking opportunities.

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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 20,000 retailers, product suppliers and service providers. 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.