



## SuperZoo Press Credential Policy

*Updated April 15, 2021*

It is our pleasure to welcome accredited members of the press to cover SuperZoo. To ensure we are providing our exhibitors access to media who are actively covering the space, we require working members of the media to verify their role. As such, we have developed the following criteria for complimentary working media badges. If you do not meet these criteria and wish to attend, we invite you to review other registration types to identify the badge that best represents your intended business at the show.

### **To qualify for a working press pass:**

1. The applicant should cover pet, animal wellness, pet retail, grooming, animal service, consumer trends, retail (non-pet) or related topics on a regular basis.
2. Editorial Only: Representatives from publications and other news media must represent editorial staff (i.e., not sales, client relations, etc.). See below for more information.
  - Exceptions may be made for local media interests covering an event. Local media are encouraged to reach out to Julie Franks at [jfranks@mdg.agency](mailto:jfranks@mdg.agency) for assistance with logistics.
3. Those representing personal websites, personal travel blogs, or personal social media accounts will not qualify for press credentials. To be considered for a press badge, Bloggers and Influencers MUST create content related to the pet product, pet retail or grooming industry and its vertical markets. See below for more information.
4. Media sales personnel must register as Media Sales and pay a \$595 registration fee. See below section for more information.
5. A history of being registered at previous events does not guarantee approval or waive the accreditation requirement. Travel to the show does not guarantee admittance.
6. The verification process will extend throughout the show. Onsite press registrants will be asked to provide the same information outlined below to qualify.

## **PRESS/EDITORIAL CREDENTIAL REQUIREMENTS**

### **Magazine and Newspaper Editorial Staff**

Please provide two (2) of the following acceptable credentials for review and consideration by the SuperZoo staff or representatives.

- A scanned copy of the publication masthead including your name and editorial title
- A scanned copy or active link to bylined editorial work, displaying relevant industry coverage from within the last three months
- An assignment letter from the publication editor or news director outlining a specific editorial assignment for SuperZoo

*Please note: SuperZoo will approve one Publisher per media outlet, but they will need to provide the above credentials for review and consideration. If the publisher does not have an editorial role and cannot verify an editorial history, they will be welcomed to the show but will have to register as media sales. Additional publishers from an outlet will need to attend as media sales.*

### **TV Crews, Reporters, Cameras / Photo Editors/ Technicians**

Please provide the following credentials for review and consideration by the SuperZoo staff.

- A business card reflecting your editorial role
- An assignment letter from the editor or news director outlining your specific assignment to represent your organization in an editorial capacity at SuperZoo

*Please note: With a working media badge, photographers are not permitted to solicit their services. Producers are welcome to attend but will need to do so with a media sales badge.*

### **Freelance and Contributing Writers and Photographers**

Please provide both of the following acceptable credentials for review and consideration by the SuperZoo staff.

- Scanned or linked examples of published editorial work in assigning publication with bylined product coverage within the industry, two or more, in the last three months.
- An email or scan of an original letter on assigning publication's letterhead from assigning editor or news director with a writing assignment detailing a specific coverage assignment at the show.

### **Industry Bloggers**

Blogs must include content related to the pet product, pet retail or grooming industry and its vertical markets. Blog content must be original and updated at least two times per week. Please submit and verify all of the following acceptable credentials for review and consideration by the SuperZoo staff.

- Link to your blog and links to relevant posts within the past six months
- Site analytics showing at least 5,000 unique visits per month
- Statement of purpose for attending SuperZoo

*Please note: Self-promoting blogs and blogs that merely aggregate third-party content will not be considered.*

### **Industry Influencers**

All Influencers must post, share and engage with content related to the pet product, pet retail or grooming industry and its vertical markets. Credentialed influencers will receive one (1) complimentary registration pass to SuperZoo. Applicants must submit all of following credentials for review and consideration:

- Links to Social Media accounts and specific posts within the last six months related to pet product, pet retail or grooming industry and an active following
- Social media analytics displaying a following greater than 10,000 individuals and an average engagement rate above 2.5%
- Statement of purpose for attending SuperZoo

Approved Influencers will be required to adhere to the following terms and conditions:

- Influencers agree to create their own original content, including copy and images, to support and promote SuperZoo
- Influencers agree to post a minimum of three (3) times on their social media channel promoting SuperZoo before the event using the official show hashtag #SZ21 and tagging the official SuperZoo account
- Influencers agree to post a minimum of three (3) times during the event using the official show hashtag #SZ21 and tagging the official SuperZoo account

*Please note: Future show attendance will require the above credentials as well as verification of pre-show and at-show posts as outlined in the below terms and conditions to qualify as an Influencer.*

### **MEDIA SALES: CREDENTIAL REQUIREMENTS**

#### **Media Sales Personnel**

Any attendees joining the show from a media outlet who do not have an editorial role and do not meet the criteria listed above will be asked to register as Media Sales. **A Media Sales badge costs \$595.**

Media Sales includes:

- Advertising Representatives and Sales Staff
- Marketing Staff
- Producers and publishers without an editorial role
- Web teams
- Content managers without an editorial role
- Promotion companies
- Agencies and service providers (if not attending on behalf of SuperZoo or a SuperZoo client:
  - PR agencies
  - Social media agencies

- Marketing/advertising/branding agencies
- Business consultants
- Content developers
- Photographers not associated with an approved media outlet
- *Please note: Service providers attending to support a SuperZoo exhibitor should have their exhibiting client register them on their exhibitor badge allotment.*
- Casting directors or film makers
- Other job titles at the discretion of the SuperZoo staff or representatives.

Applicants will be asked to submit the required credentials to verify their Media Sales role. Please submit all of the following credentials for review and consideration.

- Business card including name and business/organization
- Active link to business website
- Statement of purpose for attending SuperZoo

### **ONSITE REGISTRATION**

If you choose to register on-site, please be sure to bring printed copies of the qualification requests as noted above.

The following on-site registrants **will not** be admitted:

- Freelancers or photographers without a specific written editorial assignment
- Industry Influencers who are not pre-registered
- Industry Bloggers who do not meet the website analytic requirements or have not been reporting on the industry for at least one year
- Personal, lifestyle or hobby bloggers
- Personal pet or animal social media influencers
- Requests from those who do not meet the outlined requirements
- Applicants who applied online and were already denied credentials
- Local media who do not cover the industry, unless they meet the above criteria

### **RIGHT OF REFUSAL**

Show management reserves the right to deny media credentials at their sole discretion. SuperZoo reserves the right to modify media qualification terms at any time. Misconduct or misrepresentation of position and/or publication/news organization work will bar you and your organization from all future World Pet Association (WPA) events.

By registering for the show, you explicitly consent to receive fax, telephone and email communications from SuperZoo under 47 U.S.C. Code 227 and any other applicable regulations.

Travel to the show location does not guarantee admittance.

### **CONTACT**

For questions related press/media sales credentials, press kits or other media-related issues, please contact Julie Franks at [jfranks@mdg.agency](mailto:jfranks@mdg.agency).

