



SuperZoo Influencer/Blogger Credential Policy

Updated February 4, 2022

It is our pleasure to welcome qualified influencers and bloggers to SuperZoo. To ensure we are providing show exhibitors access to influencers/bloggers who are actively covering the industry, we require influencers/bloggers verify their role to gain access to event sessions and the exhibit hall. As such, we have developed the following criteria for working influencer/blogger badges. If you do not meet the requirements and wish to attend the event, we invite you to apply to register as an attendee.

SuperZoo recognizes four badge categories for media credentials: Press, Influencer/Blogger and Media Sales. ([Click here](#) to review the SuperZoo press credential policy.)

INFLUENCER/BLOGGER CREDENTIAL REQUIREMENTS

Influencers/Bloggers are defined as top tier social media content creators or bloggers with a following above 10,000.

Credentialed influencers will receive one (1) complimentary registration pass to SuperZoo. Credentials are only valid for the specified event. Influencers must re-register each year and previous acceptance does not guarantee continued approval. Credentialed influencers are responsible for their own travel and accommodation.

To qualify for an Influencer/Blogger pass:

1. All Influencer/Blogger applicants must post, share and engage with content related to the pet product, pet retail or grooming industry and its vertical markets on the blogs/social media channels contributing to the 10,000 following requirements.
2. All Influencer/Blogger applicants must submit a statement of purpose for attending SuperZoo.
3. Applicants will be asked to submit at least one (1) of the following acceptable credentials for review and consideration.

- Links to all relevant Instagram, Twitter, Facebook, TikTok, YouTube, blog, etc. pages displaying past posts within the last six months related to pet product, pet retail or grooming industry and an active following of more than 10,000 followers and at least two pieces of original content published per week
4. 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. Content will be required credentials to be considered for future events.
 - Influencers and Media Guests agree to post a minimum of three (3) times on their Instagram channel promoting SuperZoo before the event using the official show hashtag and tagging the official SuperZoo account.
 - Influencers and Media Guests agree to post a minimum of three (3) times during the event using the official show hashtag and tagging the official SuperZoo account.
 - Approved Influencers and Media Guest attendees who do not adhere to the terms and conditions as outlined in the above policy may have their credentials declined and not approved for attendance for future events. Failure to adhere to the three-post pre-show requirement may lead to having badge requests being declined for future years.

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.

ONSITE REGISTRATION

Influencers/bloggers will **NOT** be permitted to register onsite. All influencers/bloggers must be pre-registered and approved to attend.

RIGHT OF REFUSAL

WPA and show management reserve the right to deny or revoke credentials at their sole discretion. SuperZoo reserves the right to modify credential qualification terms at any time. Misconduct or misrepresentation of position and/or publication/organization will bar you and your organization from all future World Pet Association events. Travel to the show location does not guarantee admittance.

By registering for SuperZoo 2022, you explicitly consent to receive fax, telephone, and email communications from SuperZoo under 47 U.S.C. Code 227 and any other applicable regulations.

CONTACT

For questions about credentials, press kits, or other media-related issues, please contact Julie Franks at jfranks@mdg.agency.