



SuperZoo 2023 Content Creator Credential Policy

Updated January 18, 2023

It is our pleasure to welcome qualified content creators, including social media influencers, bloggers and podcasters, to SuperZoo. To ensure the best coverage of the show, we require content creators to verify their role in order to gain access.

SuperZoo recognizes four badge categories for media credentials: Press, Content Creator and Media Affiliates.

View the press credential policy here.

CONTENT CREATOR CREDENTIAL REQUIREMENTS

The following requirements outline who is qualified to attend as a content creator for SuperZoo 2023. If you do not meet these requirements, we invite you to register as an attendee.

- **Following** - Content creators must have a following of 10,000+ to be qualified to attend SuperZoo in this category.
- **Audience and Content** - Content Creators must regularly create and post content geared towards the pet retail industry.
- **Posting Requirements** - Content Creators are required to adhere to the following posting terms and conditions:
 - All SuperZoo content must be original and promotional.
 - All content creators agree to post three times to their feed prior to the event.
 - All content creators agree to post three times to their feed during the event.
 - All posts must tag the official SuperZoo channels (where applicable)
 - Facebook: <https://www.facebook.com/SuperZoo>
 - Instagram: [@superzooshow](https://www.instagram.com/superzooshow)
 - Twitter: [@superzootweet](https://twitter.com/superzootweet)

- All posts must include the official show hashtag (#SuperZoo2023).
- Failure to adhere to the six-post requirement may lead to having badge requests being declined for future years.
- **Credentials** - All influencers must submit the following credentials in order to be considered for this registration type.
 - Links to active social media channels, blog or podcast.
 - A statement of purpose outlining your reason for attending.
 - Acknowledgement and agreement to the posting requirements.

FREQUENTLY ASKED QUESTIONS ABOUT SUPERZOO CONTENT CREATORS

What is a content creator?

A digital content creator for SuperZoo is someone who creates social media, blog or podcast content for the pet retail industry.

Who qualifies to attend as a content creator?

Social media content creators, bloggers and podcasters with the following credentials are invited to attend:

- **Following:** 10,000+ followers
- **Audience:** Engaged pet retail professionals
- **Content:** Quality content created for the pet retail industry and its affiliates

Can I bring someone with me as a content creator?

Each person who plans to attend will need to register individually. Due to limited space, only one person per social handle, blog or podcast will be accepted to attend except for individual circumstances. Please contact Julie Franks (jfranks@mdg.agency) to discuss further.

Why do I need to provide my reason for attending?

We ask that those attending as part of the media are covering SuperZoo from an editorial perspective. If you plan to attend for another reason, you likely fall into a different registration category. We ask this in the registration process to ensure you are getting the badge that best suits your reason for attending.

What are the posting requirements for this registration type?

- Pre event: Three feed posts
- During event: three feed posts
- All posts must tag the official show profiles:
 - Facebook: <https://www.facebook.com/SuperZoo>
 - Instagram: [@superzooshow](https://www.instagram.com/superzooshow)
 - Twitter: [@superzootweet](https://twitter.com/superzootweet)

- Hashtag: all posts must include the official show hashtag (#SuperZoo2023)

What happens if I don't meet the posting requirements?

Please reach out to Julie Franks (jfranks@mdg.agency) if you are unable to meet the posting requirements. Failure to meet the posting requirements may result in future denial of registration under this category.

Can I sell my products or services while attending as a digital content creator?

No solicitation will be permitted under this registration type and will result in immediate removal from the Show.

ONSITE REGISTRATION

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Content creators will NOT be permitted to register onsite. All content creators must be pre-registered and approved to attend.

RIGHT OF REFUSAL

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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

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