



SUPERZOO **EXHIBITOR PROSPECTUS**



AUGUST

EDUCATION: AUGUST
MANDALAY BAY | LAS VEGAS, NV

Why Exhibit at SUPERZOO?

Whether you're an established or emerging brand, specialize in pet food or business services, your customers are at SUPERZOO. Professionals from every corner of pet retail (and all over the world) know that this is the place to find the hottest products, and they come ready to buy. The biggest event delivers the biggest opportunities — join us to tap into your true profit potential.



Attendee Snapshot

buyers THE MOST IN NORTH AMERICA	international attendees	attending companies	total attendance
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Purchasing Power

Of attendees are prequalified	Over half have annual purchasing budgets of	Over
		purchased products or placed orders while on-site

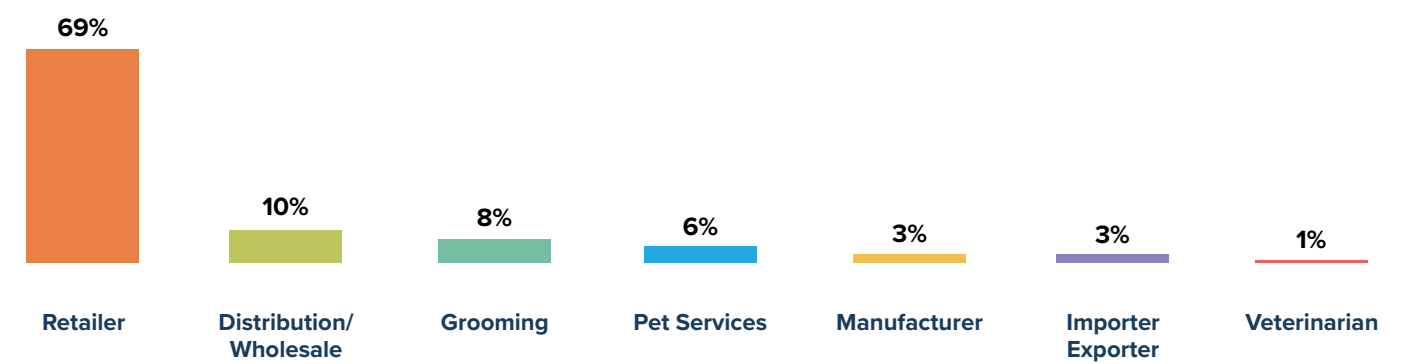
On-Site Press

members	outlets
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Top Reasons Why Attendees Choose SUPERZOO

 Access to New Products	 Face Time with Vendors
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SUPERZOO Brings The Entire Industry Together



Booth Pricing and Reservations

Become a member for only \$500!

Enjoy exclusive savings by joining World Pet Association.
Sign up while completing your booth space application.



“It’s a lot bigger than Global Pet, there’s a lot of options,
I don’t know I just love what I’m seeing. I love how
organized it is and how I can find everything easily.
Very accessible and easy to navigate.”

Anonymous, Target

Explore the Show Floor

Stand Out in One of SUPERZOO's Dedicated Show Floor Areas

Featuring more than 300,000 square feet of floor space, SUPERZOO is the ultimate destination for buyers across the pet community. The trade show floor is packed with products and resources—but it's more than just that; it's also an active hub of networking, education and inspiration.

EIGHT EASY-TO-NAVIGATE AREAS HELP CUSTOMERS FIND YOU.

Live Animals

For the tiny but mighty — products designed for the care of aquatic animals, birds, reptiles and other small pets.

Natural and Health

The latest in-demand pet supplements and preventative health products to support animals' well-being.

Feed and Farm

A comprehensive range of supplies for everyone, from the commercial rancher to the urban farmer.

Specialty and Lifestyle

The fanciest address in town, featuring stylish accessories for the well-dressed pet.

Groomer's Marketplace

Scissors, styling products and other grooming items that help groomers stay a cut above the competition.

International

Exhibitors from around the world showcasing their new products.

Emerging Brands

Early-stage pet startups offering innovative products and solutions that creatively fulfill a pet need or solve a unique challenge.

New Product Showcase

Shine a spotlight on your most exciting debuts in this popular area (83% of attendees reported that it met or exceeded their expectations!). Don't miss your chance to be featured among the best new products in 10 categories, as voted by pet industry experts.



Partner Resources

While you're getting ready for SUPERZOO, remember — we have your back! Our team will be here every step of the way with resources, tools and tips to help you have a successful show, including:

- **Service kits** from Freeman, Mandalay Bay and Show Management.
- **Exhibitor success tips** for making the most of your SUPERZOO experience.



Let's Chat!

Over 10,000 decision-makers with real buying power. Over 1,100 companies, from big-name brands to today's most exciting startups. SUPERZOO is more than a trade show. It's a who's who of the pet retail community — and it drives business like no other event can.

Your customers and your competitors will be here — how about you?

BOOK YOUR BOOTH

