



# **SUPERZOO 2025**

## **EXHIBITOR PROSPECTUS**



**AUGUST 13 - 15, 2025**

EDUCATION: AUGUST 12 - 13, 2025  
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

**10,000+**

buyers  
THE MOST IN NORTH AMERICA

**14.2%**

international  
attendees

**3,600+**

attending  
companies

**17,800+**

total attendance

## Purchasing Power

**100%**

Of attendees are prequalified

Over half have annual purchasing  
budgets of  
**\$100,000+**

Over **65%**

purchased products or placed  
orders while on-site

## On-Site Press

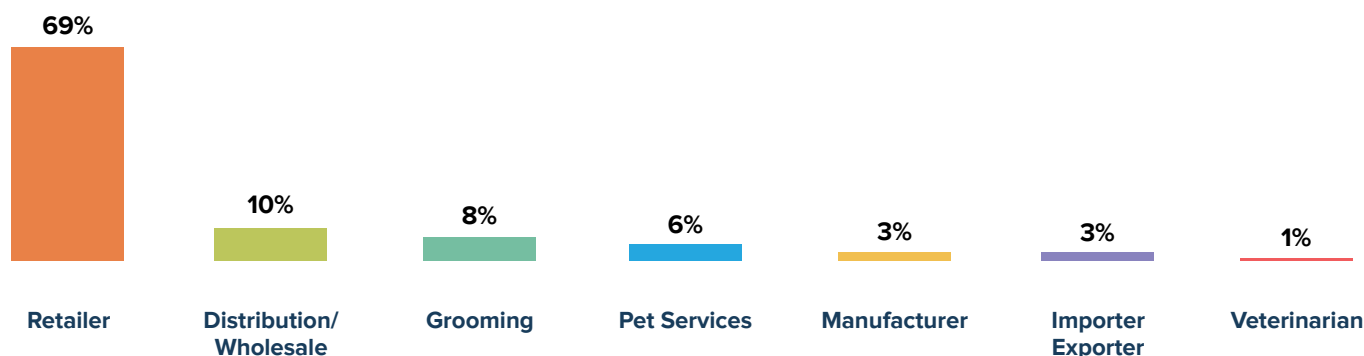
**87**  
members

**54**  
outlets

## Top Reasons Why Attendees Choose SUPERZOO



## SUPERZOO Brings The Entire Industry Together



# 2025 Booth Pricing and Reservations

## 2025 Booth Space Rates

- **Members:** \$32 per square foot
- **Non-members:** \$37 per square foot
- **Corner rate:** \$500 per corner
- **Island rate begins at** 25% net charge plus booth rate cost

## What's Included

- Booth space
- 8' draped back wall, 3' side drape
- Show directory listing (if booth is reserved by print deadline)
- ID sign (11" x 17")
- Mobile directory listing

## 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 330,000 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.

#### Farm and Feed

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**



## 2025 Contact Info:

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SUPERZOO.ORG | Reach the SUPERZOO Sales Department at [confirmation@superzoo.org](mailto:confirmation@superzoo.org)