

SUPERZOO 2025 Content Creator Credential Policy

Updated January 2025

IMPORTANT UPDATE AS OF JANUARY 2025: We're excited to announce updates to the 2025 SUPERZOO Content Credential Program, designed to provide a more exclusive and tailored experience for our creator community. These changes reflect the program's growth and aim to offer enhanced opportunities and support to creators closely aligned with our mission and audience.

Please review the updated policy to ensure you meet this year's qualifications. Our goal is to foster deeper collaborations and add more value to our creator partnerships.

We are pleased to welcome qualified Content Creators, including social media influencers, bloggers, and podcasters, to SUPERZOO. To ensure optimal show coverage, we require content creators to verify their role for access.

SUPERZOO recognizes three badge categories for media credentials: Press, Content Creator, and Media Affiliates.

Content Creator registration will close on July 29, 2025.

CONTENT CREATOR CREDENTIAL REQUIREMENTS

The following requirements outline who is qualified to attend as a Content Creator for SUPERZOO 2025. If you do not meet these requirements, we kindly invite you to review our attendee qualifications and consider registering as an attendee to be still part of SUPERZOO 2025.

- **Following:** Social media Content Creators must have a minimum following of 20,000 on at least one of the following social media platforms: Facebook, Instagram, X, Tik Tok. Podcasters and website bloggers will be required to provide listenership and monthly web traffic upon applying. Additionally, when reviewing your application, we look at the demographic of your following to ensure you're reaching an audience that attracts potential SUPERZOO attendees.
- **Audience:** Content Creators must post content regularly that is geared towards the pet retail audience. This includes pet retailers under the following categories: Pet Products and Services, Pet Specialty, Grocery, Convenience Stores, Hardware, Farm & Fleet, Mass, Dollar and Club.
- **Content:** Content Creators must regularly post feed content across all active channels covering products and services for pet retailers.

- **Animal Admission:** Digital Content Creators with pets and pet influencers are permitted to attend SUPERZOO, provided that their social media following is no more than 20% consumer focused. Animal admission to SUPERZOO is restricted to those animals being utilized in contests, education sessions, in exhibitor booths, and certified service animals. No other animals are allowed.
- **Suit casing and Solicitation:** If a Digital Content Creator is found selling products or services or attempting to secure brand partnerships during the event, their badge will be revoked, and they will be requested to leave SUPERZOO.
- **Posting Requirements:** Content Creators are required to adhere to the following content posting terms and conditions:
 - All SUPERZOO content must be original and promotional.
 - All social media Content Creators agree to post three times to their feed prior to July 29, 2025.
 - All social media Content Creators agree to post three times to their feed during SUPERZOO (August 12, 2025 – August 15, 2025).
 - All Bloggers are required to write about SUPERZOO three times on their website prior to July 29, 2025.
 - All Podcasters are required to talk about SUPERZOO in a minimum of three episodes prior to July 29, 2025.
 - If Bloggers and Podcasters have active social media channels with a following of 1,000+, then they are also required to post three times to their channels prior to July 29, 2025 and during SUPERZOO (August 12, 2025 – August 15, 2025).
 - All posts must tag the official SUPERZOO social media channels (where applicable)
 - Facebook: <https://www.facebook.com/SUPERZOO>
 - Instagram: [@superzooshow](https://www.instagram.com/superzooshow)
 - All posts must include the official show hashtag (#SUPERZOO2025).
 - Failure to adhere to the three-post requirement prior to July 29, 2025 may lead to refusal of entry at SUPERZOO and having badge requests being declined for future years.
- **Credentials:** You will be required to submit the following information 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 SUPERZOO 2025.
 - *Tentative dates for pre-event promotion.
 - Acknowledgement and agreement to the posting requirements.

**World Pet Association will be monitoring pre-event content promotion to ensure all Content Creators are adhering to the requirements. Content Creators who fail to post three times before July 29, 2025 will be contacted by our social media team.*

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:

- **Social Media Following:** 20,000+ followers
- **Podcast Following:** Determined based on monthly listenership
- **Blog Following:** Determined based on monthly website traffic
- **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 Melanie Zajac (melanie.zajac@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)
- Hashtag: all posts must include the official show hashtag (#SUPERZOO2025)

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

Please reach out to Melanie Zajac (melanie.zajac@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

Content Creators will NOT be permitted to register onsite. All Content Creators 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 2025, 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 Melanie Zajac at melanie.zajac@mdg.agency.