

# SUPERZOO Press Credential Policy

*Updated January 2025*

It is our pleasure to welcome accredited members of the press with an editorial role to cover SUPERZOO. To ensure we are providing our exhibitors access to media who are actively covering the space, we require working members of the media to verify their role. If you do not meet these criteria and wish to attend, we invite you to review other registration types to identify the badge that best represents your intended business at the show.

**EDITORIAL ONLY: To qualify for a press pass, representatives from publications and other news media must represent editorial staff.**

- The applicant must be editorial press and cover pet, animal wellness, pet retail, grooming, animal service, consumer trends, retail (non-pet) or related topics on a regular basis.
- Exceptions may be made for local media interested in covering the event.
- See below for specific credential requirements.

## **Additional information:**

- Non-editorial media must register as **Media Affiliates** and pay a \$2,495 registration fee. This includes media sales, marketing, advertising, PR, publishing and management roles. See the Media Affiliates section below for more information.
- Social media creators, bloggers and podcasters are invited to register as **Digital Content Creators** and must create content related to the pet product, pet retail or grooming industry and its vertical markets. Those representing personal websites, personal travel blogs, or personal social media accounts will not qualify for press credentials. Visit the [SUPERZOO press page](#) to review the Digital Content Creator credential policy and posting requirements.
- **PLEASE NOTE:** A history of being registered at previous events does not guarantee approval or waive the accreditation requirement. **Travel to the show does not guarantee admittance.**

## **PRESS/EDITORIAL CREDENTIAL REQUIREMENTS**

### **Magazine and Newspaper Editorial Staff**

Please provide two (2) of the following acceptable credentials for review and consideration by the SUPERZOO staff or representatives.

- A scanned copy of the publication masthead including your name and editorial title
- A scanned copy or active link to bylined editorial work, displaying relevant industry coverage from within the last three months
- An assignment letter from the publication editor or news director outlining a specific

editorial assignment for SUPERZOO

*Please note: SUPERZOO will approve one publisher per media outlet, but they will need to provide the above credentials for review and consideration. If the publisher does not have an editorial role and cannot verify an editorial history, they will be welcomed to the show but will have to register as a media affiliate. Additional publishers from an outlet will need to attend as a media affiliate.*

### **TV Crews, Reporters, Cameras / Photo Editors / Technicians**

Please provide the following credentials for review and consideration by the SUPERZOO staff.

- A business card reflecting your editorial role
- An assignment letter from the editor or news director outlining your specific assignment to represent your organization in an editorial capacity at SUPERZOO

*Please note: With a working media badge, photographers are not permitted to solicit their services. Producers are welcome to attend but will need to do so with a media affiliate badge.*

### **Freelance and Contributing Writers and Photographers**

Please provide both of the following acceptable credentials for review and consideration by the SUPERZOO staff.

- Scanned or linked examples of published editorial work in assigning publication with bylined product coverage within the industry, two or more, in the last three months
- An email or scan of an original letter on assigning publication's letterhead from assigning editor or news director with a writing assignment detailing a specific coverage assignment at the show

### **Digital Content Creators**

The criteria for digital content creators, including social media creators/influencers, bloggers and podcasters, has been updated. Please visit the SUPERZOO press page to review the Digital Content Creator credential policy and posting requirements.

## **MEDIA AFFILIATES: CREDENTIAL REQUIREMENTS**

Any attendees joining the show from a media outlet who do not have an editorial role and do not meet the criteria listed above will be asked to register as Media Affiliates. **A Media Affiliates badge costs \$2,495.**

Media Affiliates includes:

- Publishers and producers without an editorial role
- Management without an editorial role
- Advertising representatives and sales staff
- Marketing staff
- Web teams

- Content managers without an editorial role
- Promotion companies
- Agency and service providers staff:
  - PR agencies
  - Social media agencies
  - Marketing/advertising/branding agencies
  - Business consultants
  - Content developers
  - Photographers not associated with an approved media outlet
  - *Please note: Service providers attending to support a SUPERZOO exhibitor should have their exhibiting client register them on their exhibitor badge allotment.*
- Casting directors or film makers
- Other job titles at the discretion of the SUPERZOO staff or representatives.

Applicants will be asked to submit the required credentials to verify their Media Affiliates role. Please submit **all** the following credentials for review and consideration.

- Business card including name and business/organization
- Active link to business website
- Statement of purpose for attending SUPERZOO

### **ONSITE REGISTRATION**

Onsite press registrants will be asked to provide the same information outlined above to qualify. If you choose to register on-site, please be sure to bring printed copies of the qualification requests.

The following on-site registrants **will not** be admitted:

- Freelancers or photographers **without** a specific written editorial assignment
- All Digital Content Creators, including social media creators/influencers, bloggers and podcasters. Digital Content Creators must pre-register two weeks before the event.
- Requests from those who do not meet the outlined requirements
- Applicants who applied online and were already denied credentials

### **RIGHT OF REFUSAL**

Show management reserves the right to deny media credentials at their sole discretion. SUPERZOO reserves the right to modify media qualification terms at any time. Misconduct or misrepresentation of position and/or publication/news organization work will bar you and your organization from all future World Pet Association (WPA) events.

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

Travel to the show location does not guarantee admittance.

## **CONTACT**

For questions about press/media affiliate credentials, press kits or other media-related issues, please contact Julie Franks at [jfranks@mdg.agency](mailto:jfranks@mdg.agency).