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SUPERZOO 2025 Registration Opens, Marking 75 Years of Building Community & Driving Growth in the Pet Retail Industry

Expanded lounges, new networking events and revamped education programming headline milestone year

LAS VEGAS (Jan. 15, 2025)— [Registration is now open for SUPERZOO 2025](#), the unrivaled pet retail trade show and education, taking place Aug. 13-15, 2025, at the Mandalay Bay Convention Center in Las Vegas, with education sessions beginning Aug. 12. Celebrating its 75th anniversary, SUPERZOO brings the pet industry together for a unique blend of innovation, productivity and celebration, offering valuable opportunities to connect, learn and discover the newest products shaping the industry.

Following a successful 2024 show that welcomed more than 22,000 attendees from 84 countries, SUPERZOO 2025 is designed to deliver even more value. With new networking events, fresh show floor experiences and a revamped education program, attendees can expect to foster meaningful connections and achieve business goals—all in a dynamic, fun atmosphere.

“This year marks an incredible milestone for SUPERZOO as we celebrate 75 years of bringing the pet industry together,” said Mike Karsting, Senior Vice President at World Pet Association. “For 2025, we’ve elevated the event with exciting new features that enhance networking, education and community building. It’s a celebration of our history and a bold step toward the future of pet retail.”

What’s New for SUPERZOO 2025

SUPERZOO will introduce several new features to create a more engaging experience:

- **Expanded Show Floor Lounges:** Coffee and cocktails will now be available in all lounges, including the Live Music & Lunch Lounge, yumHub Lounge, Snack Lounge, and a new DJ Lounge in the heart of the trade show floor. These spaces provide more opportunities for relaxed, productive networking throughout the event.
- **Retailers and Emerging Brands Networking Event:** Set for Aug. 13 from 5:00–7:00 p.m. at Swinger's Golf in Mandalay Bay, this new event fosters connections between retailers and emerging brands in a fun, casual environment of mini golf.
- **Daily Meet-Ups on the Show Floor:** Hosted by WPA partners like Pets+ and Young Pet Professionals, these community gatherings encourage collaboration and discussion among industry peers.

Enhanced Education and Signature Show Experiences

This year, the SUPERZOO education program returns with a reimagined approach, designed to address the specific needs of today's pet retailers. Offering fresh content and customizable sessions, the program provides attendees with practical takeaways and actionable strategies to fuel their businesses and develop essential skills— whether optimizing e-commerce strategies, attracting and retaining employees, advancing digital marketing expertise, or exploring cutting-edge tools like artificial intelligence in the new AI Marketing Series.

Attendees can also look forward to returning highlights like the New Product Showcase, featuring over 1,100 groundbreaking products, the signature SUPERZOO Beach Party at Mandalay Bay Beach and live demos and free Show Floor Talks that bring the latest ideas and strategies to life.

"SUPERZOO's 75th anniversary is a testament to the strength and dedication of the pet industry community," said Karsting. "We look forward to honoring the connections and shared achievements that bring us together, and to providing a space where new opportunities and partnerships can flourish."

Registration is now open at [SUPERZOO.org](https://www.SUPERZOO.org). General badges grant access to the show floor, with the option to add education sessions. For more information and to register, visit [SUPERZOO.org](https://www.SUPERZOO.org). Follow SUPERZOO on Facebook, Instagram, and LinkedIn for updates.

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About SUPERZOO

SUPERZOO boasts the most buyer participation of any trade show for the pet retail. SUPERZOO provides pet retail and industry professionals with leading-edge education and access to the most comprehensive array of market-ready products for retailers to competitively differentiate themselves. For the tenth consecutive year, SUPERZOO has grown in exhibitor space and square footage and has been listed among Trade Show Executive's "Gold 100" trade events since 2014. Produced by World Pet Association (WPA), this annual event attracts retailers, product suppliers and service providers. For more information: www.SUPERZOO.org.

About World Pet Association

Founded in 1950, World Pet Association (WPA) is the pet industry's oldest nonprofit organization. WPA connects and informs pet professionals through industry-defining trade shows SUPERZOO and GROOM'D (formerly Atlanta Pet Fair and Conference). Through WPA's Good Works program, proceeds from these events are funneled back into key industry

organizations and nonprofits, including [World Alliance of Grooming Associations](#), [National Animal Interest Alliance \(NAIA\)](#), [USARK FL](#), [USARK](#), [HABRI](#), [Pet Advocacy Network](#), [Pet Sustainability Coalition](#), [BEAK](#), [Pet Care Trust/Pets in the Classroom](#), [Project Piaba](#), [USAQUA-USA VIA](#), with the goal of making it easier for pet industry professionals to do business. WPA's mission is to support the business needs of pet retailers and to promote responsible growth and development of the pet industry by providing thought leadership on consumer and legislative issues; leading efforts in the public sector to inform consumers and ensure safe, healthy lifestyles for all animals; and providing business resources, education, content and services to ensure pet product retailers have the support they need to be competitive. For more information about WPA, visit www.worldpetassociation.org.