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SuperZoo Updates: Mask Mandate, SuperSearch Visit Planning Tool

2 Minute Read

SuperZoo is scheduled to return to Las Vegas from August 16 to 19 and, according to the World Pet Association (WPA), more than 11,000 members of the pet industry have... You can read the content in details following link <https://www.petage.com/wp-content/uploads/2021/08/2021-las-vegas-supersearch-visit-planning-exhibitor-tool%2F>

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SuperZoo is scheduled to return to Las Vegas from August 16 to 19 and, according to the World Pet Association (WPA), more than 11,000 members of the pet industry have registered to attend

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WPA recently shared an important update on what attendees can expect onsite at the in-person event. On July 27, Nevada Gov. Steve Sisolak imposed a new mandate requiring that, regardless of vaccination status, masks must be worn indoors for all public spaces in Clark County, including Las Vegas.

Trends and Products: Play Time
1/9/2023

(<https://www.petage.com/trends-and-products-play-time/>)

The goal of WPA is to deliver the connections, solutions and experiences that only an in-person conference can offer. According to the trade group, recent studies have shown that nearly 85 percent of event attendees are ready to get back to in-person shows.



In addition, the pet industry's ongoing growth depends on the regular infusion of new products and new companies. SuperZoo has long been a showcase for "new" in the pet industry. John Gibbons, The Pet Business Professor, recommends having a plan for your time on the show floor, which is why he created the SuperZoo 2021 Super Search Exhibitor Visit Planning Tool.

To help attendees in working the show, floor sections were made more targeted and new sections were created. One thing is unchanged. There is a huge array of exhibitors in every product category.

Consider these 2021 SuperZoo facts:



- 800 exhibitors
- Eight "targeted" floor sections: Nature's Pathway, Rodeo Drive, Groomers, Critter Alley, Health & Wellbeing, Innovation Incubator, Farm & Feed, WPA Good Works
- 220,000+ square feet of exhibitor booths. Plus, a 37,000-square-foot New Products Showcase
- SuperZoo Educator: Seminars on Beal and Grooming – 97 hours, 88 separate sessions

Almost five miles of aisles, just to walk the exhibit floor. By clicking "Accept All", you consent to the use of these technologies and that we can share information about your activity on our website with third parties in accordance with our Privacy Policy (<https://bridgetowermedia.com/privacy-policy/>) and Cookie Policy (<https://bridgetowermedia.com/cookie-policy/>). You may opt out of certain non-essential technologies by clicking "Cookie Settings."

Gibbons created the Super Search Exhibitor Visit Planner to make SuperZoo easier and more productive. He initially designed it in 2014 and has updated the data and produced a new version for every Global Pet Expo and SuperZoo since then, including for the upcoming 2021 edition of SuperZoo.

The "update" is not just exhibitor lists but also to the product category offerings for every exhibitor. According to Gibbons, he reviewed every exhibitor profile on the show site and also visited more than 800 websites and conducted separate Internet searches to "validate" their product offerings. While Gibbons admits it is not 100 percent accurate, he notes it is close.

What does the Super Search do? It searches for and produces a list of exhibitors by product categories. The Super Search exhibitor visit planner is designed to make your time on the show floor more efficient and productive. With the Super Search you can conduct up to five separate and distinct product category searches simultaneously with consolidated results produced in booth number order to facilitate your journey. There are detailed instructions for reference and to help you understand the nuances of the tool. To view the dashboard and learn more, visit **The Pet Business Professor** (<https://www.petbusinessprofessor.com/pet-trade-shows/attending-superzoo-2021-it-is-a-great-opportunity-but-you-need-a-plan/>).

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