

## SuperZoo

**SuperZoo takes place September 21 to 22, 2006.**

*Bird Talk FYI August 2006*

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This year's SuperZoo pet-industry trade show presented by the World Wide Pet Industry Association (WWPIA) at the Mandalay Bay Convention Center in Las Vegas September 21 to 22, 2006, promises to be larger than ever, according to WWPIA leaders. By early May, 26.3 percent more companies had registered to exhibit than at that time last year. Reserved booth spaces are up 13 percent.

New show benefits, such as MySuperZoo, a free, online personal assistant that finds people and products at SuperZoo that might be of interest to you, and SuperZoo University, which offers 30-minute seminars on various business strategies during a two-day period, have attracted new attendees and exhibitors, according to Doug Poindexter, executive vice president of WWPIA. Designating a WWPIA staff member to "cultivate a greater number of attendees" also boosted attendance, Poindexter said.

Another new feature this year, SuperZoo TV, will broadcast infomercials across the show floor. For more information, visit the event's website at [www.superzoo.org](http://www.superzoo.org).