



Application For Pet Product News International's

Retailer ^{Of The} Year 2009/2010



Does your business deserve recognition in *Pet Product News International*? Do you have interesting and innovative ways of running a pet store, service or other business that sells pet products? Then you need to fill out our "Retailer of the Year Application."

Tell us about your store's promotions, policies and services; include all relevant information—photos, news clippings, commendations and awards. The more details you provide, the more you'll help in our selection of "Retailer of the Year."

We will feature our Retailer of the Year winner and Special Category winners in articles written about them throughout the year. We will also add them to the *Pet Product News*' 2009-2010 Retailer Advisory Board, list them in our masthead and consult them about story ideas, industry insights and product questions.

The World Wide Pet Industry Association is back as our sponsor, and will once again fly our "Retailer of the Year" winner to SuperZoo in Las Vegas in September. We hope to hear from you soon.

(Please use pen to fill out application. The application is also available online.)

General Information

Business name: _____

Contact and position or title: _____

Do you read *Pet Product News International* regularly? Yes No

Do you have Internet access? Yes No

Address (if more than one location, please provide all addresses):

Street _____

City _____ State _____ ZIP _____

Phone _____

Fax _____

E-mail _____

Website _____

If you have a website, how is it used?

Information Product sales Both informative and product sales

Number of stores as of Dec. 31, 2008: _____

Sales-floor square footage: _____

If two or more stores, what's the average sales-floor square footage? _____

Number of employees: Full time: _____ Part time: _____

Inventory and Services

Main product distributor: _____

Main livestock distributor (if applicable): _____



The National Show for Pet Retailers™

Proud sponsor of Retailer of the Year

Presents:

Groomer SuperShow

Groomer Super Jackpot

\$20,000 First Prize!

- 6 contests sanctioned by GroomTeam USA Inc.
- Creative Styling Competition
- Rescue Rodeo Contest
- Over \$66,000 in total prize money
- Outstanding educational program

Aster Theatre at SuperZoo University



SuperZoo is a WWPIA production



September 15-17, 2009
Mandalay Bay Convention Center, Las Vegas

For more information call 800-899-7198
For complete details and to register:
www.superzoo.org

Products carried (check all that apply):

- | | | |
|---|---------------------------------------|--|
| <input type="checkbox"/> Bird | <input type="checkbox"/> Small Mammal | <input type="checkbox"/> Pond |
| <input type="checkbox"/> Boutique | <input type="checkbox"/> Herp | <input type="checkbox"/> Freshwater Fish |
| <input type="checkbox"/> Cat | <input type="checkbox"/> Equine | <input type="checkbox"/> Saltwater Fish |
| <input type="checkbox"/> Dog | <input type="checkbox"/> Wild Bird | <input type="checkbox"/> Gifts |
| <input type="checkbox"/> Other (describe) _____ | | |

Pets sold (check all that apply):

- | | | |
|---|--|--|
| <input type="checkbox"/> None | <input type="checkbox"/> Small Mammal | <input type="checkbox"/> Herp |
| <input type="checkbox"/> Bird | <input type="checkbox"/> Pond | <input type="checkbox"/> Farm Animals |
| <input type="checkbox"/> Cat | <input type="checkbox"/> Freshwater Fish | <input type="checkbox"/> Shelter animals |
| <input type="checkbox"/> Dog | <input type="checkbox"/> Saltwater Fish | |
| <input type="checkbox"/> Other (describe) _____ | | |

Services offered (check all that apply):

- | | | |
|---|---|---|
| <input type="checkbox"/> Adoption Days | <input type="checkbox"/> Agility Training | <input type="checkbox"/> Aquarium Maintenance |
| <input type="checkbox"/> Grooming | <input type="checkbox"/> Nail and Wing Trimming | <input type="checkbox"/> Pond Setup |
| <input type="checkbox"/> Boarding | <input type="checkbox"/> Water Testing | <input type="checkbox"/> Veterinary Services |
| <input type="checkbox"/> Delivery | <input type="checkbox"/> Aquarium Setup | <input type="checkbox"/> Educational Seminars |
| <input type="checkbox"/> Obedience Training | | |
| <input type="checkbox"/> Other (describe) _____ | | |

About Your Business (Use additional pages, if needed)

TRAINING: Describe in detail your employee-training procedures.

PETS ALLOWED: Do you allow customers to bring pets into your business? If so, what are the advantages and disadvantages?

PET ACCESS: If you sell pets, explain what type of access customers have to them.

COMMUNITY SERVICE: Describe in detail your involvement in humane, professional or service groups in the past year.

COMPANION ANIMALS: Explain in detail how you promoted companion animals in your community in the past year.

PROMOTION: Describe in detail your most successful, innovative in-store point-of-purchase promotion in the past year. Explain why it was a success.

MARKETING: Describe in detail your most successful marketing promotion in the past year. Why was it a success?

COMPETING IN THE MARKETPLACE: What steps did you take in the past year to more effectively compete in your market? Why did they work?

IMPACT ON BUSINESS: What single factor do you think will have the greatest impact on your business in the next three years? Why? What are you doing to prepare for it?

HONORS: What honors or awards has your business been given? How has it been recognized?

RETAIL ADVISORY BOARD: As a member of the Retail Advisory Board, what area of expertise can you contribute to Pet Product News International?

ADDITIONAL INFORMATION: Please add any other information that you would like us to know about your business.

Form completed by: _____

Position or title: _____

Complete the form, cut it out of the magazine and mail your completed survey to:

Pet Product News International
Retailer of the Year Competition
3 Burroughs, Irvine, CA 92618.

Include any photos, advertising materials, articles about your business or other additional items that will help us make the best decision about the winners.

If you have any questions, call (949) 855-8822, x3479. The form is also on our website at www.petproductnews.com.

BowTie Inc., publisher of Pet Product News International, reserves the right to disqualify participants at its discretion based on any criteria. Specific categories may be changed as necessary. Entries become the property of BowTie Inc. and will not be returned. The information provided may be used in future promotions, articles and features for the Retailer of the Year competition.