

# WPA Reveals New Virtual Marketplace



## WORLD PET ASSOCIATION



WPA365 will bring a new, immersive and virtual-reality inspired marketplace tailored to the World Pet Association (WPA) and SuperZoo audiences.

Designed to offer real-time connectivity to vendors and retailers 24|7 and year-round, WPA365 offers exhibitors a collaborative experience – positioning exhibitors to have an extensive reach to buyers that can help them boost brand visibility, connectivity and sales.

WPA365 will offer a combination of virtual, interactive experiences for exhibitors. Among the features it includes are:

- Immersive and interactive virtual booths with “Like” or “Add to Favorites” options
- Multimedia and content rich zones for dedicated brand specific social media
- Live webinars and pre-recorded sessions and the ability to conduct demos of products
- Embeddable event apps or links plus live-chat options

through chat forums

- Small, medium, large and custom size booth options to meet brand specific needs
- New Product Showcase feature for debut to buyers in additional exposure opportunity
- Promotion resource center to help engage lead generation and brand exposure

The experience of WPA365 was created to help vendors reposition their brands, reconnect with retailers and reimagine how they do business in response to unexpected changes in the global marketplace. Despite these unexpected changes, the need to connect with merchants remains the same. Keeping this in mind, WPA365 is an addition for vendors to introduce into their selling strategies – helping to deliver brands a variety of benefits that include:

- 24|7 connectivity to retailers
- Real-time analytics and data
- Guaranteed ROI and revenue builder
- Highlighted opportunities to showcase products
- Personalized ways to customize virtual booths
- Exhibitor enhancement programs from OneBark and FetchFind

“We’re thrilled to offer engaging, interactive experiences between vendors, retailers, industry leaders and more through the WPA365 platform,” said Vic Mason, interim president of WPA. “Having ongoing engagement between our face-to-face events, including SuperZoo, and introducing new ways for vendors and retailers to connect between these experiences helps to meet the demands of our modern, evolving global marketplace.”

WPA365 is powered by a highly sophisticated and award-winning technology company, Simulocity, LLC. Simulocity was founded by Dr. Manny Dominguez, a former CIO for the U.S. Air Force’s Global Medical Modeling & Simulation Program and architect of a virtual

reality-based hospital for the U.S. military. He is a pioneer in the areas of simulation technology, gamification, and immersive platforms. As CEO of Simulocity, he’s led the organization to numerous industry awards including Top 10 Simulation Solutions Provider.