



The 2012 National Pet Social Media & Lifestyle Conference Press Kit

Annual Event: October 25 – 27, 2012 | Atlanta, GA

Roadshows: Varied Dates, see page: 9

Your greatest **opportunity** of 2012 to **connect**
with key **influencers** focused on pets & lifestyle.

www.BarkWorldExpo.com



be visible. grow your brand's influence.

As a professional blogger, BarkWorld Expo gave me the opportunity to meet face-to-face with brands. I had the chance to connect for the first time with several companies plus I met many PR representatives that I've only known through e-mail and Twitter!" - Paris Permenter, DogTipper.com

BarkWorld Conference & Expo is the first and only industry-wide educational conference covering social media and lifestyle discussions for pet lovers of all fields.

As the world continues to build upon social interactions and brands seek opportunities to connect with these socially aware consumers, it's important for these online influencers to build face-to-face relationships; BarkWorld provides these interactions.

At BarkWorld, attendees find the most comprehensive and critical knowledge for growing their businesses and their pet's brand, learn new ways to build their community and they have the unique opportunity to review and recommend sponsor products and services to their online followers.

This is your brand's most important and powerful promotion opportunity for 2012.



cutting-edge training led by industry leaders.

...The quality of presenters and attendees is phenomenal...” - Valerie Breslow, ATL Pet Sitting

“...The speakers were so dynamic and approachable, we really walked away with advice we could immediately use in our business...”
- Kemya Scott, Phisco Marketing

The #1 reason influencers attend BarkWorld is for the education & information on varied products & services.

Speakers bring an aggressive curriculum based on current trends, new tools and best practices within social media & pet lifestyle.

Past speakers include...



Victoria Stilwell
It's Me or the Dog



Ted Rheingold
Founder, Dogster.com



Lynn Haigh
Founder, PawPawty.com



Jelena Woehr
Yahoo! CN



Duane Forrester
Bing.com



Stephanie Miles
WebMD



James Andrews
Founder, SocialPeople.tv



Carie Lewis
HSUS



Seth Anderson
GREENIES



Rachel Rodriguez
CNN iReport



Geoffrey Roche
Dogbook/Catbook



Crystal Duncan
Izea



Bev VanZant
Iams



Leslie May
Founder, Pawsible Marketing



Charlotte Reed
The Pet Expert



Melissa Halliburton
Founder, Bringfido.com



Taryn Pisaneschi
SM Strategist



Sloane Kelley
BFG Communications



Rick Rockhill
Natural Balance



Spencer Quinn
Chet the Dog



Stephen Brown
Cohn & Wolf

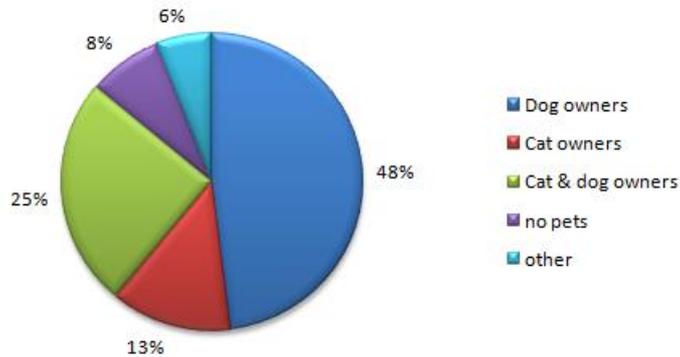


Lauren Thomas
Digital Strategist

the attendee profile

~ content creators, decision-makers, business leaders

Attendee Dog vs. Cat Owners



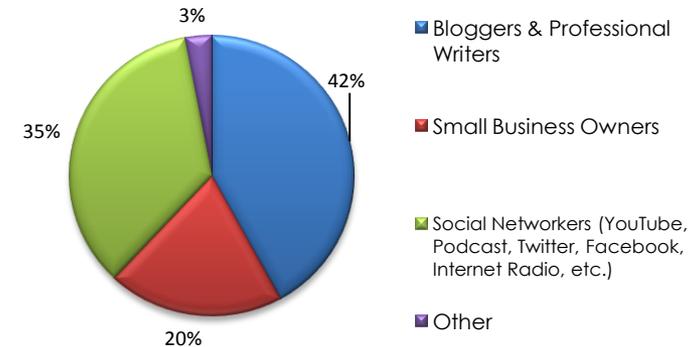
2010 attendance: 249
2011 attendance: 315

27% Increase!

Gender Makeup

- 68% female
- 32% male

Influencer Type



Tweet Reach Results:

Our tweets during BarkWorld Reached 363,331 people and gave an exposure of 2,555,779 impressions. View the [complete report](#) and the archived tweets.

Top 10 US States Represented:

- Alabama
- California
- Florida
- Georgia
- Illinois
- Maryland
- New York
- Tennessee
- Texas
- Virginia

Other Areas Represented:

- Canada
- Hawaii
- Israel
- Trinidad
- United Kingdom

BarkWorld Attendees ARE the influencers:

- 78% of BW attendees have a pet on Twitter/Facebook/Dogbook/Catbook
- 85% of BW attendees are on Twitter/Facebook for personal and/or business
- 48% of BW attendees are bloggers
- 33% of BW attendees started a new social media platform post BarkWorld 2011



influencer focus

audience focus is
defined by the
education tracks.



Lifestyle:

- Pet-friendly home interior
- DIY Projects
- Pet product/toy organization
- Healthcare & pet obesity
- House & apartment hunting
- Eco-Friendly
- Pet air & vehicle travel
- Agility & active pets

Tech Startups:

- Mobile apps
- Video & mobile gaming
- Funding & VC's
- Mobile websites
- Business plan submissions
- Co-working platforms



Technology Tools & Solutions:

- Online community & forums
- Photography
- Video & editing tools
- Consulting solutions
- Location based technologies
- Blog applications & widgets
- Mobile & apps

Business Management:

- Blogger & business legal
- Marketing, branding & web design
- Internet sales
- E-mail marketing
- Hiring & job hunting
- Case study reviews
- Pet-related Entrepreneurship
- Non-profit



innovative ways to connect

BarkWorld Conference & Expo is the perfect test-bed for brands wanting to connect with a very large and powerful pet influencer audience.

BarkWorld offers creative and new ways to connect brands with customers. Over the years here are some of our success stories.

Doggy Daycare Play
sponsor: Best Friend's
Pet Care



Blogger roadtrips to BarkWorld
sponsor: Subaru



QR Scavenger Hunt
sponsor:
PetQRtag.com



1:1 Blogger to Brand Speed Dating, Invite Only Session



Internet live streaming and keynote session recording,
sponsor: Nylabone



"Subaru is excited to be a part of BarkWorld. Subaru owners are well known for their love of dogs and we are very happy to support an expo that is so close to their hearts."

- Michael McHale, Director of Corporate Communications for Subaru of America.

"The Speed Dating event was by far the BEST part of BarkWorld – I finally got to meet some faces behind the brands and build some true relationships."

- Rebecca Braglio, Blogger, The Philly Dog

Past Media Partners



Past Sponsors & Exhibitors

"BarkWorld gave my new business access to valuable resources and experts I am not yet able to develop myself, in an easy, fun and informative atmosphere." - Margaret Rankin, LeashLocket

Animal Stuff	Bounce	Engauge	Nylabone	Spay/Neuter SOS
Animal Emergency Center	Bowser Beer	Eukanuba	PEOPLEpets	State Farm
The Anipal Times	The Breeder Ratings	Febreze	The Pet Stick	Sugar Chic Couture
The Anipal Awards	Cat Book	FUZE Beverage	Pet Chamber of Commerce	Toki Poki
Anna Marie Artworks	Catster	Georgia Animal Project	PETCO	Tree Parlor
Apartment Guide	CBS Atlanta	GMC	PetHub.com	Tungle.Me
Artfully Dog	Chastain Dog Park	Greenies	PetQRtag.com	The Urban Animal Scientist
Photography	CLEAR Wireless	Gwendy's Gems	Pet Search Party	Uptown Pups
Atlanta Dog Spa	Clear Conscience Pet	The Humane Society of the United States	Petrol	WellPet
The Atlanta Humane Society	Delta Faucets	IAMS	Pretty & Painted Pets	XNiP
Atlanta Intown Magazine	The Dog Doctor Radio Show	IZEA	PocketFinder	Yahoo Contributor Network
Atlantic Station	Doggie Aficionado	Kodak	Portent, Inc.	Yelp Atlanta
BellaDOG Magazine	Doggy Baggage	LeashLocket.com	PoochCity	
Best Friends Pet Care	DogBook	Leesiah Teh	Ramm Technologies	
Bing.com	Dogster	Photography	Science Diet	
Bissell	DogTime	Let Your Love Grow	Social Vision Marketing	
Bodelicious	Doguroo	Lu & CoCo	SUBARU	
	Earth Heart	Morton's Salt	Summit Marketing	
	FidoFactor	Natural Balance	Swiffer	

BarkWorld is on a quest to connect with our community of influencers across the US and in select International regions leading up to the annual conference.

These **one-day meetups** will bring new influencers and BarkWorld alumni together for a day of education, networking and a preview of the annual event.

Confirmed Cities:

- NJ/NYC area, February 11, 2012
- DC/VA area, March 17, 2012
- Chicago, IL, date tbd

Proposed:

- Austin, TX
- Australia
- Canada

For more information on our roadtrip visit: www.barkworldexpo.com/education/roadtrip

If your company would like to partner and/or sponsor these initiatives please contact denise@barkworldexpo.com.





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“BarkWorld offers an exceptional opportunity for passionate pet people to meet and gather, exchange ideas and expand their horizons... BarkWorld has something for everyone interested in being part of the social media revolution around pets.”

- Rick Rockhill, Senior Vice President Natural Balance Pet Foods

FOR SPONSORSHIP AND EXHIBITING OPPORTUNITIES:

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