

The Petnership Project 2010

Thank you for making **The Petnership Project 2010** a resounding success! We invite you to have a look at some of the details and feedback from the event...

Exhibitors and Presenters 2010:

- A sold-out show with 63 booths providing information and services relating to holistic and positive approaches to healthy pets
- Twenty Animal Experts giving presentations on various aspects of holistic wellness for animals

A sampling of what some of the 1000+ people in attendance said:

- Attendees reported spending an average of \$3300+/annum on their pets
- “Approximately 90% the people that walked through the door were ready to learn, asked great questions, and made the show a fun and valuable exercise for everyone!”
- “Thank you for a great job”
- “The speakers were fantastic!” (this was an ‘across-the-board’ response)
- “I learned things I’d never been told before”
- “Sessions were too short”
- “Information was easy to understand”
- “Liked all of it”
- “Detail of information and content was excellent”
- “Good Q & A”
- “Liked the passion of the speakers”
- “Great hand outs”
- “Speakers were amazing”
- “Loved the concrete demonstrations with animals”
- “Please have more cat stuff”
- “Need more advertising”
- “Loved the venue”
- “Enjoyed attending immensely”
- “I liked everything”
- “I liked the amount of knowledge provided in a limited time. Good intro and encouragement to learn more.”
- “Congratulations on a landmark event”
- ...and much more

Where did our participants come from?

- Abbotsford
- Burnaby
- Chilliwack
- Cloverdale
- Delta & North Delta
- Langley
- Mission
- New Westminster
- North Vancouver
- Port Coquitlam
- Powell River
- Richmond
- Squamish
- Steveston
- Surrey
- Vancouver
- White Rock

A huge thank you to our Sponsors (financial and in-kind contributions)

- We are so grateful to our three primary sponsors:
True Carnivores
Bob Mehr Compounding Pharmacies
Healing Place Veterinary Clinic
- “Friends of Petnerships” in-kind sponsorships exceeded \$35,000!

What we did to reduce our Carbon Pawprint:

1. We worked with Dina Mously, Green Event Management, to strategize and implement the “greening” of **The Petnership Project**
2. Our show bags (generously provided by True Carnivores) were **certified 100% biodegradable**.
3. We used a **green printer** for our printed materials (i.e. show guides, bonemarks, posters, etc.)—Rhino Printing.
4. The event was **100% powered by Bullfrog Power**.

5. Nikken provided **filtered, mineralized water** for everyone at the event.
6. **No Styrofoam and no plastic water bottles** were available at the event.
7. Loading and unloading at the venue was accomplished with **no cars idling**.
8. We discussed **food strategy** with the Hellenic Centre to provide food to **eliminate perishable containers** and provide food that was served on/in washable plates, cups, glasses, and cutlery. Items were **prepared in bulk** to eliminate individually-wrapped items. Beverages were served in pitchers/dispensers as opposed to individual bottles or cans.
9. We **surveyed participants** to determine where they came from and what mode of transportation they took to get to the event. The results help us measure one of our baseline indicators for this event's carbon pawprint. This data, and more, will inform our target of holding a carbon-neutral event.

The Petnership Project 2010 Promotional Campaign included:

- 14,000 Petnership “**bonemarks**” distributed around the Lower Mainland and at Dog Parks from the end of February to June 18, 2010.
- **Posters** put up in local retail outlets around Vancouver.
- **The Vancouver Courier** was our print media sponsor with three one quarter page colour ads and a feature spread before the event.
- **Networking** since the fall of 2009 at organizations including The Vancouver Board of Trade, Vancouver AM, Richmond Chamber of Commerce, Kitsilano Chamber of Commerce, The Burnaby Board of Trade, BNI groups, SOHO, The Dental Conference, EPIC, Eat Vancouver, The Wellness Show, Cat Fanciers, The West End Dog Show, and PIJAC
- Hired a **Media PR firm, Peak Communicators**, who pitched **The Petnership Project** to the following:

Local Media

24 Hours Vancouver
 Business in Vancouver
 Canadian Press
 canadogs.com
 Canwest News Service
 Catsmag.com
 CBC - Radio & TV
 CBC Radio
 CBC Vancouver
 CFX Petline
 CHMB-AM 1320
 City TV & Breakfast TV
 CKNW
 CTV Vancouver
 Fairchild TV
 Georgia Straight
 Global BC
 Globe and Mail

Metro Vancouver
 Ming Pao Daily News
 Modern Dog
 News 1130
 Omni
 The Pet Connection Paper
 Shaw Vancouver
 Sing Tao Vancouver
 Studio 4 with Fanny Kiefer
 Suite101.com
 Talk 1410- The Buzz
 The Asian Star
 The Province
 The Vancouver Dog
 The Vancouver Sun
 The Westender
 Times Colonist
 Vancouver Courier
 Vancouver Korean Press

West Ender

Regional

Canadian Dog Digest
 Canine Review

National

Pets Quarterly Magazine
 Pets.ca
 Dogs in Canada
 Animals' Voice
 Animal Welfare in Focus
 Animal Wellness Magazine
 Feline Wellness
 Animal Talk
 Blaze Magazine
 Dogs, Dogs, Dogs
 Pets Magazine
 The Bark Magazine

Next Year's Event:

The Petnership Project 2011—April 30 & May 1, 2011 at The Hellenic Centre
See you next spring!