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THE NAVC UNVEILS NEW NAME FOR WORLD'S LARGEST ANIMAL HEALTH CONFERENCE

Popular Conference will be Known as Veterinary Meeting & Expo (VMX) Starting in 2018

ORLANDO, FL — February 4, 2017 – The North American Veterinary Community (NAVC) announced today that starting in 2018, its flagship event, the NAVC Conference, will be known as the Veterinary Meeting & Expo - or VMX.

The new brand identity was created to better represent what the conference has evolved into as well as allow for future growth. In addition, with the NAVC continuing to grow as an organization with the development of various new offerings such as a growing portfolio of publications, additional continuing education events, its Industry Services division and more, this change resolves any brand confusion between the organization and the conference.

The “Meeting” portion of the name encompasses all of the world-class educational offerings that the event offers, while “Expo” illustrates the exhibit, sponsorship and partnership components.

Even with a new identity, the annual conference will continue to offer world-class continuing education, top-tier entertainment, unparalleled networking opportunities, innovative product launches, and a large and diverse exhibit hall. The new brand, along with the move to the Orange County Convention Center, further strengthen the NAVC's ability to provide new and innovative opportunities and products to attendees. In addition to stronger educational and networking events, as well as increased sales and exhibitor reach, the new name allows the event to appeal to an even broader audience and allows the NAVC to expand partnership opportunities with other organizations by providing greater flexibility.

“We felt it was time to allow both the NAVC and the conference to have their own, yet connected identities,” said Tom Bohn, Chief Executive Officer of the NAVC. “We are excited about all of the opportunities that this name change will provide us for future conferences, ensuring that we continue to evolve our offerings to the industry's needs.”

To learn more about the new Veterinary Meeting & Expo, visit NAVC.com/VMX.

ABOUT THE NAVC

Founded in 1982 and headquartered in Gainesville, Florida, with offices in Orlando, Florida, the North American Veterinary Community (NAVC) is a non-profit organization providing world-class professional development to the global veterinary healthcare community. Its largest initiative, the annual NAVC Conference, hosts more than 17,000 attendees each year. Other offerings include VetFolio, an online CE platform in conjunction with AAHA; the NAVC Institute; the Veterinary Innovation Council; the newly launched Industry Services Division; its official journals, Today's Veterinary Practice, Today's Veterinary Technician, Today's Veterinary Business and Veterinary Advantage Magazine; and the newest educational offerings: NAVC Live and NAVC Discovery. Visit NAVC.com for more details.

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