

WHY EXHIBIT?

VMX 2021 VETERINARY MEETING & EXPO

PRESENTED BY **NAVC**
YOUR VETERINARY COMMUNITY

NAVC's flagship veterinary educational event - VMX 2020, attracted over **18,000 attendees**, composed of more than **10,000 veterinary professionals**. That's over 10,000 opportunities for qualified prospects to walk by your booth, engage with your products, use your RealDeals coupon and invest in your services. You can now also supplement your VMX booth through VMX Virtual, where you can promote on a year-round basis. To learn more, email us at Expo@NAVC.com.

January 16-20, 2021
(Exhibits 17-20)
Orlando, Florida
[NAVC.com/Expo](https://www.navc.com/Expo)



WHO ATTENDS

7,315 VETERINARIANS

2,086 FAMILY & GUESTS

1,025 STUDENTS

563 SUPPORT STAFF

Veterinary attendance increased by more than 8% in 2020!

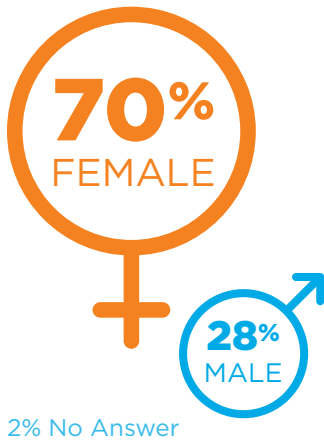
4,746 EXHIBITORS & OTHER

1,802 VETERINARY NURSES/TECHNICIANS

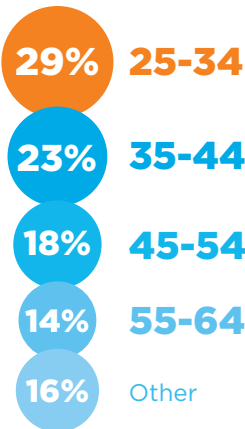
658 PRACTICE MANAGERS

41 PRESS

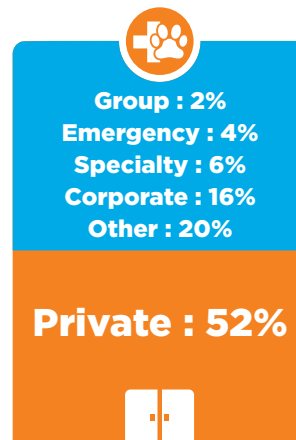
Gender



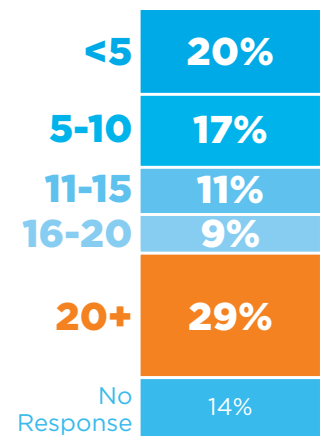
Age



Practice Type



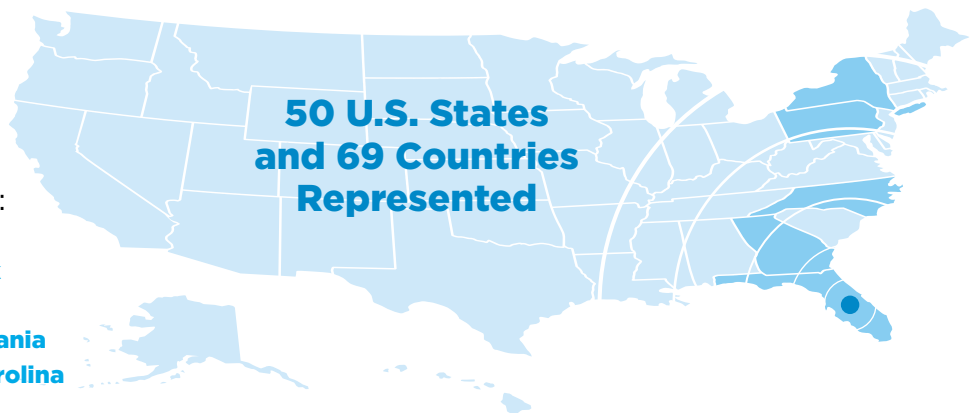
Years in Practice



In 2020,
38%
were
First-time
Attendees

TOP 5 STATES:
Florida
New York
Georgia
Pennsylvania
North Carolina

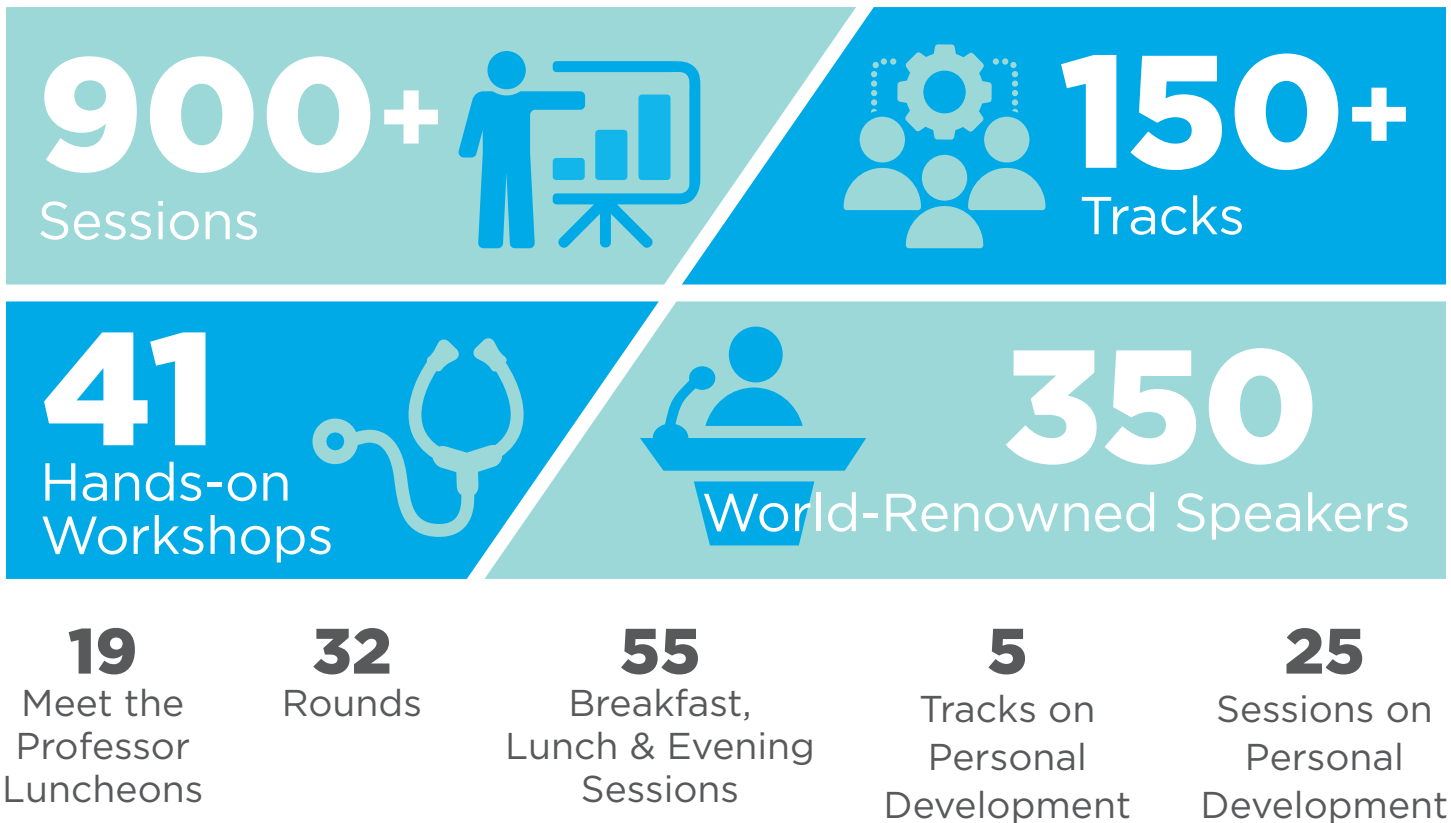
50 U.S. States
and 69 Countries
Represented



Reserve your booth space now at NAVC.com/Expo.

CE IS KEY

Why is VMX the World's Leading Veterinary Conference?



1,200

An attendee may obtain as many as **42.5 credits** during the course of the 5-day conference, choosing from 1,200+ CE hours.



CE Credit Information

A VMX attendee may obtain as many as 42.5 credits by taking advantage of the full slate of scheduled sessions offered over the course of the 5-day conference.

75-minute session = 1.5 CE credit hours

50-minute session = 1 CE credit hour

25-minute session = 0.5 CE credit hour

For more information, contact RACE at +1.877.698.8482 or visit aavsb.org/race.

Reserve your booth space now at NAVC.com/Expo.

DID YOU KNOW

52% OF ATTENDEES DEEMED THE EXPO HALL EXPERIENCE AS THEIR PRIMARY REASON FOR ATTENDING VMX.



86% OF ATTENDEES WOULD RECOMMEND THE EXPO HALL TO A COLLEAGUE⁽¹⁾

SMALL ANIMAL PRACTICES RULE

56% of visitors to the Expo Hall are primarily in small animal practice.⁽¹⁾

NEW EXPOSURE OPPORTUNITIES

40% of Expo Hall visitors are attending the conference for the first time.⁽¹⁾

The average number of scans per booth at VMX was 280, while some booths acquired as many as 5,000 leads due to their involvement in our many advertising and sponsorship opportunities.

POSITION YOURSELF AS A LEADER IN THE PROFESSION

VMX is where the leaders of the profession first come together to learn, collaborate and connect with businesses like yours.

EACH COMMERCIAL BOOTH INCLUDES:

- FREE VMX registration (4 badges for first 10'x10' and 3 badges for each additional 10'x10') which includes access to all Educational/CE Sessions
- FREE continental breakfast, lunch and afternoon snack
- FREE access to evening entertainment
- FREE listing on NAVC.com, in the VMX Mobile App and in the Official Program Guide

PUT YOUR BRAND IN THE SPOTLIGHT AT VMX

We offer several opportunities before, during and after VMX for your company and/or brand to receive exposure on NAVC.com, within NAVC newsletters, in onsite printed materials and the VMX mobile app, in *Today's Veterinary Practice*, *Today's Veterinary Nurse*, *Today's Veterinary Business*, *Veterinary Advantage* and on VetFolio.com.

Reserve your booth space now at NAVC.com/Expo.

New exhibitor applications are available online today at NAVC.com/Expo.

Need more information? Contact Expo Sales Manager, Mara Sacasas at Expo@NAVC.com