

# VMX 2022 EXHIBITOR PROSPECTUS

## WHY EXHIBIT?

### PREMIUM REACH

- VMX is the largest veterinary educational event, hosting up to 18,000 total attendees, comprised of more than 10,000 veterinary professionals
- 50 U.S. states and 69 countries are represented

### 24/7 EXPOSURE, ALL YEAR LONG

- VMX exhibits are supplemented with a virtual booth in VMX Virtual—reaching exposure to nearly 5,000 unique users.

### ACCESS AN ENGAGED AUDIENCE

- VMX Attendees rate Expo Hall as their second reason for attending VMX, second to Education
- 40% of Expo Hall visitors each year are attending the conference for the first time

### REACH DECISION MAKERS

- 74% of VMX attendees have the authority to finalize purchases of products and services
- 82% made or intended to make a purchase within the following six months as a direct result of VMX Exhibitor interactions.

### PROVEN RESULTS

- The retention rate of repeat exhibitors tops the charts at 81%



PRESENTED BY  NAVCA  
YOUR VETERINARY COMMUNITY

JANUARY 15-19 (EXHIBITS 16-19)  
ORLANDO, FL

## Your Booth Space Purchase Includes the Following:

1. Listing in the on-site VMX Official Program Guide, on NAVC.com, Exhibitor Directory, and in the VMX Mobile App
2. Complimentary badges (based on the size of the booth)
3. Access to Scientific Sessions with CE
4. Meal vouchers (based on the size of the booth)
5. Identification sign with company name and booth number (44"x7")
6. 8' high back drape and side drapes
7. 24-7 Expo Hall perimeter security during exhibit days
8. Access to sponsorships, advertising, and marketing opportunities
9. Ability to participate inside VMX Virtual Expo Hall
10. Ability to earn Priority Points for use in future booth selections

*Note:* Carpeting is required at the exhibitor's expense. Electrical, Internet, and Lead Retrieval are optional and at the exhibitors' expense. Attendee mailing list and other sponsorship items are available for a fee through Sponsorships@NAVC.com.

## VMX 2022 Exhibit Space Fees

**New for VMX 2022!** A small virtual booth is included with your physical booth. The option to upgrade to a medium, large, or custom virtual booth is also available.

Category	Standard Pricing Until 11/1/21	Pricing After 11/1/21
Standard, 10'x10' (In-line): Zone A	\$5,395	\$5,495
Standard, 10'x10' (In-line): Zone B	\$5,295	\$5,395
Standard, 10'x10' (In-line): Zone C	\$5,095	\$5,195
Premium (Island): Zone A	\$56.95/SF	\$57.95/SF
Premium (Island): Zone B	\$55.95/SF	\$56.95/SF
Premium (Island): Zone C	\$54.95/SF	\$55.95/SF
Corner Add-On	\$450/Corner	
Not-For-Profit (NFP)/10'x10' Booth	\$995	\$995
Startup Circle	\$1,795	\$1,995

## Exhibitor Information

### TOP 25 MOVE IN

Thursday, January 13 • 8:00 AM-5:00 PM

### GENERAL MOVE IN

Friday, January 14 • 8:00 AM-5:00 PM

Saturday, January 15 • 8:00 AM-5:00 PM

### EXHIBIT HOURS

Sunday, January 16 • 9:00 AM-6:30 PM  
*(Note: this is tentative until further notice)*

Monday, January 17 • 9:00 AM-5:30 PM

Tuesday, January 18 • 9:00 AM-5:30 PM

Wednesday, January 19 • 9:00 AM-2:00 PM

## VMX EXHIBITOR RESOURCES

[VMX VIRTUAL EXPO & MARKETPLACE](#)

[VMX STARTUP CIRCLE APPLICATION](#)

# REGISTER TODAY!

QUESTIONS? Contact [EXPO@NAVC.com](mailto:EXPO@NAVC.com)