NAVC Partner Points Program

History and Purpose of the Program
The NAVC Partner Points program was created and introduced in 2015, in preparation for our move to the Orange County Convention Center in 2017. The points earned by our exhibitors each year are used to determine a ranking system, which we use to assign booth selection appointments. Through the years, our Partner Points program has continued to evolve as we have grown as an organization. Below are the details for this year’s program, which will run from February through January.

Our Partner Points program will continue to be used to determine booth selection appointments and also to reward our loyal exhibitors, sponsors, and advertisers for your support to the North American Veterinary Community year-round.

Timing for the Partner Points Program Calculations
Points will be calculated based on all NAVC exhibits, sponsorships, and advertising investments for the entire year. Total investments will determine booth selection appointment assignments for the concurrent year’s VMX.

Specifically for VMX 2024 Booth Selections: Total NAVC spend from February 1, 2022–January 31, 2023 will be used to determine booth selection appointment assignments for VMX 2024.

POINTS WILL BE AWARDED FOR THE FOLLOWING:
Total NAVC spend
- Exhibits + Sponsorships + Advertising investments*
- 1 point for every $5,000 invested
- Partial points will be awarded

Total years exhibited at VMX since 2000
- 1 point per year exhibited

HOW donors at VMX and at the NAVC Institute
- VMX—Presidential Honors HOW Sponsor = 3 points
- VMX—High Honors HOW Sponsor = 2 points
- VMX—Honor Roll HOW Sponsor = 1 point
- NAVC Institute—Presidential Honors HOW Sponsor = 3 points
- NAVC Institute—High Honors HOW Sponsor = 2 points
- NAVC Institute—Honor Roll HOW Sponsor = 1 point

*Total spend includes all NAVC Event booth purchases, sponsorships and advertising, and all Media, VirtualXP, VetFolio, VIC and ViS purchases.
VMX 2022 Exhibits and Sponsorship spend will be included with this year’s total spend.

Our top 20 Industry Partners will be given an opportunity to select their booths during an assigned time by March 2023. All other exhibitors will be given selection appointments to take place between March and May 2023, before we open the floor up to new and returning exhibitors.