



***** MEDIA ADVISORY *****

January 10, 2024

**VMX 2024's "SHOW OF SHOWS" FEATURES LATEST IN PET HEALTH CARE:
WHAT NOT TO MISS AT WORLD'S LARGEST VETERINARY CONFERENCE**

Five-day event premieres drone show that lights up the Orlando sky with dogs, cats, horses and rabbits, features a live "magical" mini horse, pony carousel and students scrubbing in as docs for the day

Great Visuals: Opportunities for photos and b-roll will be available throughout the program.

Who: The North American Veterinary Community (NAVC) presents the 41st Veterinary Meeting & Expo – [VMX 2024](#) – attracting veterinary professionals, industry experts and animal health leaders from over 75 countries.

What: VMX 2024's "Show of Shows" takes on a World's Fair theme capturing the innovation, excitement and sharing of cultural traditions worldwide. It will be unlike any veterinary or medical conference featuring a drone show set to a Top 40 soundtrack that lights up the Orlando sky with dogs, cats, horses, cows, rabbits and snakes, top-flight entertainment, a miniature service horse (that can fit in the backseat of a car), innovative products on display to the public for the first time and local Orlando middle school students scrubbing in as docs for the day. Most importantly, the world-class education and excellence VMX is known for – industry-leading scientific sessions and life-changing innovations – will be showcased.

When/Where: Saturday, Jan. 13 – Wednesday, Jan. 17 at the Orange County Convention Center (OCCC).

Highlights Throughout the Conference:

- From Ocala, Florida, **Magic the Mini Horse, a therapy animal listed as one of TIME Magazine's 10 Most Courageous Animals** for her work with some of the largest crises in the United States, will be at VMX 2024 in Booth 2590 to visit with attendees, alongside a pony carousel for those wanting to take a ride on a pony.
- The New Product Gallery is bigger than ever featuring 20 companies and a total of 29 innovative products, including **exciting advances in AI-based systems that interpret diagnoses more quickly, accurately and affordably, breakthrough drugs for**



managing feline diabetes and more. The gallery is located in the WONDERS space in booth 1691 inside the OCCC Expo Hall.

- Sustainability measures abound, including a sustainability tree within the WOW space of booth 2684 in the VMX Expo Hall, where attendees may add leaves along with their sustainability pledge. Come see the tree blossom with leaves throughout the conference, in addition to a live sustainability art demonstration and experience.
- The Puppy Playground and CatNap Café are back by popular demand in the OCCC Expo Hall and offer cats and dogs for adoption.
- The VMX WOW booth 2684 will highlight the “Show of Shows” theme with a carousel that attendees can ride throughout Expo Hall hours, in addition to carnival games and a “Ferris wheel” for photos.

Daily Highlights:

Saturday, January 13

- Join NAVC CEO Gene O'Neill to kick off VMX with a “Morning of Levity”, sponsored by Boehringer Ingelheim, **featuring Emmy-Award-winning showrunner, writer, actor and director Dan Levy**, who is best known for his work on *Schitt's Creek*.
 - 11:15 a.m.-12:30 p.m.
 - VMX Main Stage at the OCCC Expo Hall

Sunday, January 14

- The 2024 **Expo Hall** opens at 9 a.m. Sunday with 692 exhibits and over 700 booths capturing the latest animal healthcare products and diagnostics from more than 600 companies and organizations worldwide in the award-winning VMX Expo Hall.
- Hear stories from Down Under during the VMX Sunday Spectacular with wildlife and conservation family icons **Terri & Robert Irwin**. The mother and son duo will take the main stage to share insights about Terri's work at Australia Zoo and Robert's award-winning nature photography that has reached millions. In addition, they will share their mission to fulfill the late Steve Irwin's legacy and support conservation projects worldwide that are helping preserve wildlife and their precious habitats.
 - 7:30 p.m.
 - VMX Main Stage at the OCCC Expo Hall
- **Watch dogs, cats, horses, cows, rabbits and snakes light up the Orlando sky** to a pop music soundtrack in a drone show sponsored by Hill's Pet Nutrition.
 - 9 p.m.
 - OCCC North Concourse, Outdoor Veranda

Monday, January 15



PRESENTED BY  **NAVC**
YOUR VETERINARY COMMUNITY

- What if you had the best, most loving pet ever, but they didn't need food, water, to defecate or even veterinary care? Dr. Patrick Flynn, managing professional services veterinarian for Zoetis Petcare, will present on **biomimetic pets** – along with showing some AGI robotic animals that can mimic a living, sentient companion.
 - 4:05-4:55 p.m.
 - S320E, OCCC-South
- **Learn about the “mystery dog illness” seen in more than 15 states** from Dr. David Needle, pathology section chief at the New Hampshire Veterinary Diagnostic Laboratory, to highlight the newest findings of this puzzling affliction and how the phenomenon may continue to impact dogs.
 - 4:15-5:05 p.m.
 - VMX Main Stage at the OCCC Expo Hall

Tuesday, January 16

- **Local Orlando middle school students scrub in as animal docs for a full day of immersive, hands-on training alongside diverse veterinarians and veterinary nurses/technicians** at VMX's second annual blendVET partnership event, sponsored by Boehringer Ingelheim, Hill's Pet Nutrition and VCA.
 - 9 a.m.-4 p.m.
 - Hyatt Regency Orlando - Ballrooms I-J

Wednesday, January 17

- Veterinary professionals will learn how they can use AI in their practices during Dr. Aaron Massecar's session on why practices are becoming more driven to use AI technology and what kinds of programs are available and under development for veterinary practitioners.
 - 10-10:50 a.m.
 - VMX Sound Stage at the OCCC Expo Hall
- Wildlife medicine has changed substantially over the past few decades, and core tenets of many zoo and wildlife health centers today include a commitment to both individual and population health, research, teaching and conservation. Dr. Gwen Myers from Zoo Miami will be addressing ways to capitalize on the expanding zoology field during this session.
 - 2:45-3:35 p.m.
 - S230F, OCCC-South

VMX 2024 presents the world's largest and most comprehensive platform for veterinary professionals to engage with industry leaders, gain insights into the latest trends in veterinary medicine and network with peers. These sessions and events offer unique learning



opportunities, spanning over 1,200 hours of continuing education and discussions designed to advance the veterinary community's knowledge and expertise.

Opportunities for photos and b-roll will be available throughout the program.

About the NAVC

The North American Veterinary Community (NAVC) is a nonprofit organization dedicated to supporting and advancing veterinary professionals worldwide. The world's leading provider of veterinary continuing education, NAVC delivers essential training, tools and resources for veterinary professionals to stay abreast of advances in animal medicine and provide the best medical care for animals everywhere. Through its commitment to innovation and excellence, the NAVC has developed a diverse portfolio of products and services, including educational events, headlined by VMX, the world's largest, most comprehensive continuing education conference and launchpad for new products and innovations within the veterinary industry; a robust digital platform for virtual learning and engagement; the veterinary industry's largest and award-winning portfolio of trade publications; and an advocacy arm which unites the veterinary community and pet lovers. The NAVC was founded in 1982 and is headquartered in Orlando, FL. Since 2017, the NAVC has been recognized as one of the Top Workplaces by the Orlando Sentinel. To learn more about the NAVC's products and brands, visit <https://navc.com>. To see our schedule of upcoming events, visit <https://navc.com/calendar/>.

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