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MEDIA CONTACT: Robin Pence | rpence@navc.com | M: +1.352.317.8651

Who Are the Marketing Maestros in Animal Health Care?

The VETTY Awards®, the Annual Animal Health Care Marketing Awards Program,
Opens Today

ORLANDO, FL – SEPT. 17, 2024 – The North American Veterinary Community (NAVC) is now accepting entries for its coveted VETTY Awards®, an international awards program dedicated to recognizing marketing excellence in the animal health care industry.

The NAVC, the world's leading nonprofit dedicated to supporting the global veterinary profession, introduced the VETTY Awards® in 2017 to recognize and reward marketing excellence in the animal health industry. Since its inception, the VETTY Awards® has grown to be a prestigious awards program, receiving entries from around the world and recognizing the best in marketing animal health care products, programs and services.

"The VETTY Awards® provide us an opportunity to recognize and celebrate marketing excellence in the veterinary and animal health care industry," said NAVC CEO Gene O'Neill.

"We look forward to seeing who has mastered the fine art of marketing among entries this year, all of which are submitted by talented, creative professionals who are dedicated to promoting products and services that help animals everywhere live longer, better quality lives."



VETTY Awards® winners are announced each year at VMX, the world's largest gathering of professionals in the animal health care industry, and showcased inside the VMX Expo Hall. Photo from VMX 2024.

Veterinary industry nonprofit and for-profit organizations and agencies are invited to submit their creative work for consideration. Eligible work must have been produced between November 1, 2023 and October 31, 2024. Entry divisions are composed of a variety of communications and marketing mediums, including print, advertising, event, digital, social media, websites, and more.

VETTY Awards® winners will be recognized at the 42nd annual Veterinary Meeting & Expo (VMX), which will take place January 25-29 at the Orange County Convention Center in Orlando, Florida. Presented by the NAVC, VMX is the world's largest and most comprehensive global veterinary education conference with nearly 1,000 hours of continuing education, world-class entertainment and its award-winning VMX Expo Hall featuring all that's new in veterinary medicine. As the first veterinary conference of the year, VMX sets direction for the industry. VMX 2024, held in January of this year, attracted more than 27,000 attendees from all over the world.

At VMX, award winning entries will be featured in the VETTY Awards® booth inside the Expo Hall and award winners will be invited to attend a special reception and awards ceremony on January 26. Winners also will be featured on the [VETTY Awards® website](#).

The early bird deadline for VETTY Awards® submissions is 11:59 PM ET on October 18, 2024. The final deadline for submissions is at 11:59 PM ET on November 6, 2024. Winners will be notified in early January, prior to the VMX event, so that arrangements can be made to attend the award reception.

For more information about the VETTY Awards®, visit TheVettys.com or email Vettys@NAVC.com.

About the NAVC

The North American Veterinary Community (NAVC) is a nonprofit 501(c)(3) association dedicated to supporting and advancing veterinary professionals worldwide. As the world's leading provider of veterinary continuing education, the 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 annually as one of the Top Workplaces by the *Orlando Sentinel*. To learn more about 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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