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NAVC Announces Strategic Alliance with UBM Animal Care

NAVC and UBM will deliver an expanded conference experience in San Diego that includes veterinary professionals, pet retailers and pet owners

Orlando, FL – February 3—The North American Veterinary Community (NAVC) is excited to announce a strategic alliance with UBM Animal Care that will create a new conference experience in December 2018—Vet+Pet West, a paradigm-shifting three-pronged convention and expo hosted in San Diego. Vet+Pet West will address the needs of three segments of the animal care market: veterinary professionals, retailers and engaged pet parents.

“Out in the world, veterinary professionals, retailers and pet owners are clearly all playing key roles in the continuum of pet care,” says NAVC CEO Thomas Bohn, CAE. “We’re excited to bring a game-changing event to the market that reflects that reality and gives all the stakeholders opportunities to improve the care pets receive and enhance the exchange of information about the innovative products and solutions available.”

Fetch, an existing dvm360 conference, will run December 13-16, 2018, providing high-quality, RACE-approved CE for veterinary professionals. The event will feature a robust exhibit hall with vendors specifically focused on veterinary practices, showcasing critical products and services for animal care professionals.

Pounce, the retail pet expo, will run December 14-16, 2018, and will provide opportunities for pet retailers (and veterinary professionals who offer retail products in their practices) to see new technologies and innovative products that enhance pets’ health and well-being. They’ll also be invited to participate in high-engagement education that focuses precisely on the issues keeping pet retailers up at night.

Wag, the PetCon segment of Vet+Pet, targets affluent and highly-engaged pet parents and will run December 15-16, 2018. The event will deliver access to information and products for pet owners who want to be informed about and involved in the health of their pets. At Wag, pet owners will learn about valuable products, exciting new technologies and innovative thinking relating to pets’ health and well-being, and they’ll have access to open discussion about the issues pet owners most often raise relating to their pets’ health and behavior.

“This unprecedented strategic alliance leverages the strengths of both organizations and will set the new bar for presenting information and innovation for all aspects of animal care,” says Christie McFall, Vice President and Managing Director of UBM Animal Care. “Combining the resources of the dedicated UBM and NAVC teams puts us in a position to deliver a truly unique opportunity for attendees, sponsors and exhibitor partners, with the full spectrum of health information for pets under one roof.”

ABOUT THE NAVC

The North American Veterinary Community (NAVC) is a non-profit organization providing world-class professional development to the global veterinary healthcare community. Its largest initiative, **VMX**, formerly known as the NAVC Conference, hosts more than 17,000 attendees each year. Other offerings include **VetFolio**, an online CE platform in conjunction

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About UBM Animal Care

UBM Animal Care serves 60,000 veterinarians and more than 100,000 veterinary practice managers, technicians and assistants with award-winning content that meets the unique business and clinical needs of the industry at live events, online and in print. The company hosts three Fetch dvm360 events each year—one on the east coast, one on the west coast and one in Kansas City, Mo. Online, [dvm360.com](#) serves 155,000 unique veterinarians and team members each month. And UBM Animal Care produces three veterinary publications: *dvm360* magazine, *Vetted* and *Firstline*. UBM Animal Care is a division of UBM, a global events company with offices in 20 countries and more than 3,750 total employees. UBM is the #1 exhibitions organizer in the US, Asia, China and India, serving industries that range from furniture, to fashion, to pharma.

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