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2000-2020

## Goodnewsforpets Launches VMX Virtual Booth

*PR Expertise, Content, Contests, Interviews, Products Showcased*



VMX Virtual – March 30, 2020 -- Goodnewsforpets ([goodnewsforpets.com](http://goodnewsforpets.com)) is extending its COVID-19 content and 20<sup>th</sup> anniversary program to include additional online outreach to the veterinary community with the [launch](#) of its VMX Virtual booth. Parent company Germinder + Associates, Inc.'s Power of Pink Honorees are also featured in the booth.

VMX Virtual is a 3D, immersive and interactive platform [launched](#) January 8 by the North American Veterinary Community (NAVC). During these extraordinary challenging times, the concept is helping transform the trade show industry experience, connecting conference exhibitors and attendees 24/7, 365 days a year. As a veteran communicator, Goodnewsforpets publisher and founder Lea-Ann Germinder, APR, Fellow, PRSA understands the critical need to be on 24/7 now more than ever before.



***“We are thrilled to have a VMX Virtual booth and participate in this breakthrough technology. In addition to publishing Goodnewsforpets for twenty years, we’ve communicated and handled crisis communications for many veterinary organizations. But communicating about and during this COVID-19 global pandemic is different. It affects all of us, all the time. We invite the veterinary community to come visit us at our VMX Virtual booth to see how we can best work together during these challenging times,” said Germinder.***

VMX Virtual is powered by a highly sophisticated and award-winning technology company [Simulocity, LLC](#). Simulocity was founded by Dr. Manny Dominguez, a former CIO for the U.S. Air Force’s Global Medical Modeling & Simulation Program and architect of a virtual reality-based hospital for the U.S. military. He is a pioneer in the areas of simulation technology, gamification, and immersive platforms. As CEO of Simulocity, he’s led the organization to numerous industry awards including Top 10 Simulation Solutions Provider.



***“The time has arrived to complement your existing shows with a truly immersive and virtual presence. Now we can infuse new revenue streams and increase access to exhibitors, products and a myriad of services, year-round! Our groundbreaking platform makes attendees feel “Virtually There” and for exhibitors...well, the show no longer ends on Friday, said Dr. Manny Dominguez, Founder & CEO, Simulocity LLC.***

VMX Virtual introduces advanced gamification and simulation technology and applies it for the first time to the virtual trade show industry. With companies spending \$97 billion a year on trade show exhibitions in the U.S., this “On-Demand” platform provides a new way to reach and engage customers and opens the door for conference attendees to see everything they want, spend quality time at each exhibit, and expand the number of employees that can affordably “attend” and experience a trade show.

[In a related interview](#) on Goodnewsforpets about VMX Virtual, Manolita Moore, Vice President, Exhibit Sales & Operations, NAVC, sees a benefit to the pet owner.



***"If veterinary professionals have access to current products and services, it also means they will be seeing the latest products and innovations in the veterinary industry throughout the year from a trusted organization such as NAVC. By having easier and faster access to this type of information, veterinary professionals will save time, money, and be able to focus and provide better care for their patients. Ultimately the pet owner will benefit from this new technology."***

VMX, the world's largest and most comprehensive veterinary conference with more than 700 exhibiting companies and 17,000 attendees from 80 countries, opened its virtual exhibit expo hall to the veterinary community with long-time industry partner Hill's Pet Nutrition Inc. as its inaugural VMX Virtual Exhibitor. VMX Virtual is not a replacement for the live exhibitions, but rather an extension and additional year-round engagement opportunity for both exhibitors and attendees. The NAVC is the first to introduce this capability in the veterinary field.

Companies and organizations can learn more about VMX Virtual on the NAVC website [here](#) or if ready to book a booth, click [here](#).

[Goodnewsforpets.com](http://Goodnewsforpets.com) is based in New York City and Kansas City. The digital publishing platform of [Germinder + Associates, Inc.](#) combines an award-winning website and social media channels to curate news of interest and importance to pet parents, veterinary professionals and the pet industry. [Contests](#), sponsored partner content, hot products, guest interviews are featured and advertising is available. Germinder + Associates provides traditional and digital communications services. Contact Lea-Ann Germinder, APR, Fellow PRSA at [Lgerminder@germinder.com](mailto:Lgerminder@germinder.com) or 917-334-8682. Like us on [Facebook](#) and Follow us on [Instagram](#) and [Twitter](#). #Goodnewsforpets20