

# NAVC Launches VMX Virtual Tradeshow

The North American Veterinary Community (NAVC) launched **VMX Virtual** in January during their VMX 2020 live conference at the Orlando Convention Center. VMX Virtual utilizes breakthrough virtual reality and gamification technology to provide exhibitors and attendees with a unique, Netflix and 3D-like experience. **Manolita More, MBA**, Vice President, Exhibit Sales & Operations for NAVC, spearheaded the project. A veteran and well-respected tradeshow executive, Manolita and the NAVC team launched VMX Virtual right before COVID-19 was first discovered in the U.S. Who knew that in just a few weeks after the launch, this new technology would become a necessity for many in the tradeshow and convention industry.

"This project started as part of my long-time vision of virtualizing events to complement face-to-face engagements", said Manolita. "Now that the landscape of meetings and tradeshow has been profoundly changed due to COVID-19, using virtual technology is no longer a choice but a necessity for every company in the foreseeable future."

NAVC hosts the largest conference and tradeshow for the veterinary community in the world, with 18,000 attendees and over 700 exhibiting companies from 80 countries. The organization wanted to extend exhibitor engagement year-round through a virtual tradeshow portal, where conversations and demos can continue.

"The intention was always to complement our live event," Manolita continued.



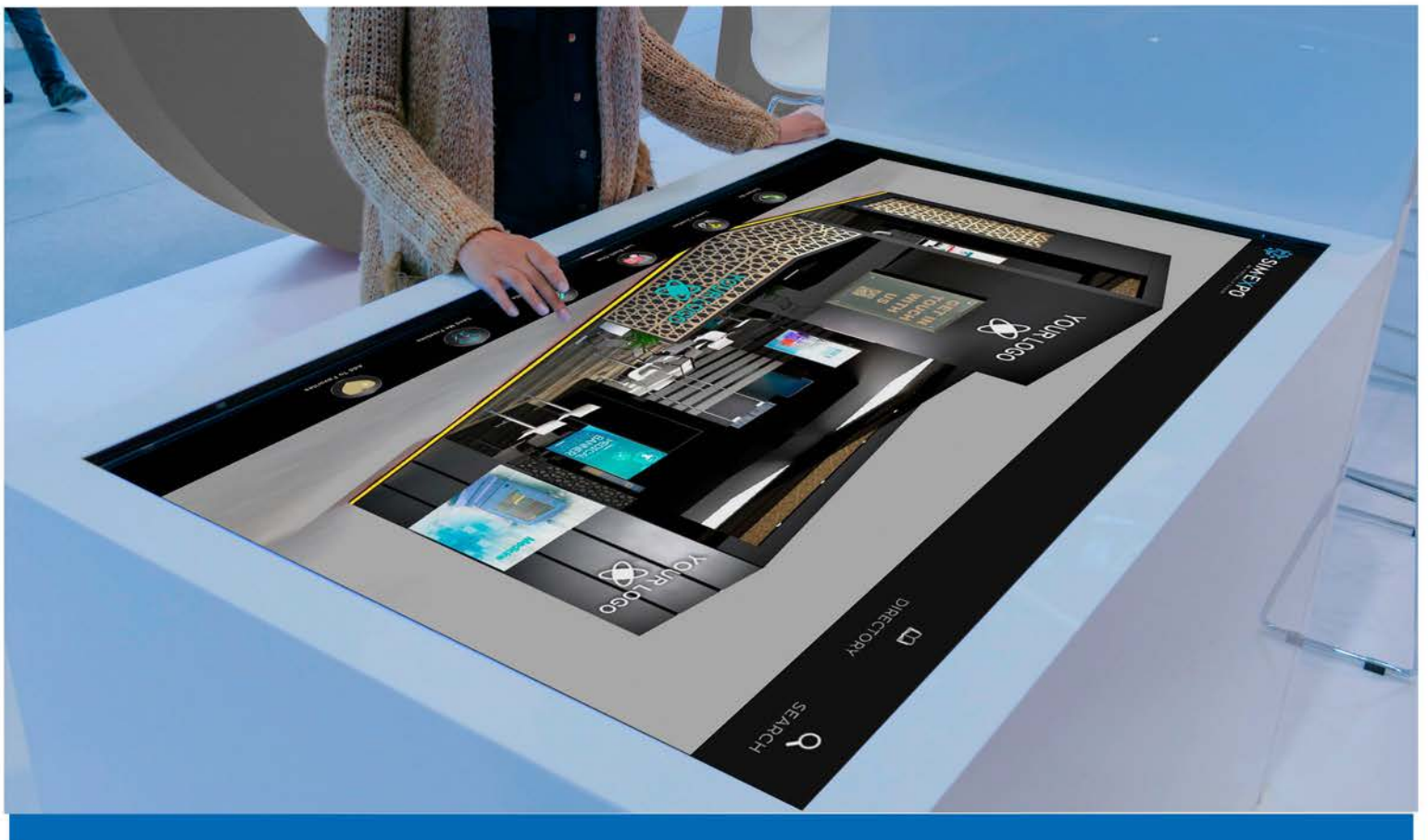
**"We bring attendees and industry partners together for five days each year and VMX Virtual allows that engagement to continue. Attendees will have product and service information at their fingertips year-round, so it's a win-win solution for everyone involved."**

The virtual tradeshow platform was rolled out at the VMX 2020 Live Conference with a tradeshow booth set aside to



demo the functionality and capability to both attendees and exhibitors. Over 800 attendees and exhibitors participated in the demo and every single one was excited and loved the platform. Mind you, this was pre-COVID-19 in January before the world suddenly switched to a digital/virtual reality. So far, a number of NAVC's exhibitors have signed up and are continuing

to sign up. Attendees are also coming back and continuing to use the platform.



“Phase one of the project was focused on the tradeshow and that added value for our exhibitors and partners,” Manolita explained. However, they also received a lot of feedback onsite from their attendees wanting to see more, such as education in the portal to keep vets and paraprofessional staff keep coming back. With important information at their fingertips and now with social distancing, NAVC is committed to using and enhancing VMX Virtual, so much so that Version 1.5 is currently under development and will be launched in the next 30 days.

Version 1.5 will not only include continuing education content in conjunction with NAVC’s educational platform, NAVC is working with industry partners to host quarterly virtual job fairs inside VMX Virtual. Some of NAVC’s national partners need vets to staff local offices. With travel and meeting restrictions now in place, offering job fair opportunity virtually can help fill that need.

Manolita researched a number of virtual event platforms before finding the right fit for her organization. VMX Virtual is powered by an award-winning technology company, Simulocity, LLC, based in Orlando. The virtual booth platform enables people to search by products, services and content, bringing exhibits of interest directly to them, rather than having to walk the entire exhibition hall. Visitors in the VMX Virtual exhibit booths can also add content to their “virtual backpack” where it can be saved, organized and categorized to share with other members of their practice and to refer

back to at any time. Exhibitors get to spend quality time with people who are interested in them and can track their traffic in real time through the platform’s robust analytics.

VMX Virtual utilizes breakthrough virtual reality and gamification technology to provide exhibitors and attendees with a unique, Netflix and 3D-like experience. The platform was also developed to provide the veterinary community a platform to engage, learn, communicate, conduct business, share ideas and best practices — 24/7, 365 days a year.

“Simulocity’s platform, features, and capabilities are nothing I have seen before. It is truly unique, interactive, immersive, and engaging. Something I have not seen before,” said Manolita.

“With the coronavirus pandemic upon us, we are very lucky that we’re ahead of the curve on virtual technology. I am very grateful for NAVC and our Board of Directors for their support and foresight for why investing in virtual technology is important. NAVC is the leader in veterinary continuing education and currently has the biggest professional veterinary expo hall and marketplace in the world. Having a platform that we can use and deliver a true virtual experience today is a blessing and definitely going to be a major part of our long-term strategy,” Manolita concluded.

Manolita can be reached at [mbmoore@navc.com](mailto:mbmoore@navc.com).