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Expanded mobile access gives all Western Veterinary Conference attendees better, faster service and customization features through their phones

Western Veterinary Conference and EventKaddy introduce mobile access at the 82nd Annual Conference through WVC-Connect

LAS VEGAS, February 9, 2010 – Western Veterinary Conference (WVC) and EventKaddy today announced the launch of WVC-Connect, a suite of mobile and Web-based applications that provides users with multimedia access to WVC 2010, the premier veterinary conference in the world. More than 13,000 veterinarians and related medical professionals are expected to convene at the annual event from Feb. 14-18 in Las Vegas at Mandalay Bay and the Oquendo Center for Clinical Education.

Using WVC-Connect, attendees will, for the first time, be able to use their smartphones to access and customize conference schedules, store exhibitor materials digitally, view video streams of conference proceedings, obtain real-time news and updates regarding the conference, and much more.

“WVC-Connect helps us accomplish a core part of the WVC mission to provide veterinarians with the most up-to-date information, and make it easily accessible for their varied needs,” said Dr. Guy Pidgeon, WVC chief executive officer. “Along with our partner EventKaddy, we have developed a platform that allows all attendees and exhibitors to interact with the conference – and with each other – in powerful new ways.”

WVC-Connect benefits include:

- Eliminating the need to tote bulky conference programs as detailed session, speaker and exhibitor information is available on mobile phones;
- Customization tools to tailor individual schedules and “favorite exhibitor” lists;
- Real-time information with continuous announcements and updates;
- Reduction in paper waste with electronically stored exhibitor brochures, coupons and other literature;
- Widespread accessibility on the Web, mobile phones and touchscreens located throughout the Conference venue; and
- Social media access including Twitter and Facebook.

“WVC-Connect will reinvent the conference experience for all attendees,” said Romy Randev, president of Soma Media, Inc., the company that founded EventKaddy. “We’re excited to make this technology available for everyone whether they access it via smartphone, Web browser or onsite touchscreens. And it makes no difference what kind of smartphone a user has.” Randev added that WVC-Connect also provides more value to attendees as well as exhibitors and other partners, all of whom, have additional and richer opportunities to more directly share their information.

Similar mobile technology has been used at other conferences, but geared exclusively toward iPhone users. WVC-Connect is accessible to all smartphone owners.

About Western Veterinary Conference

WVC provides comprehensive continuing education to veterinary professionals and related groups in a world-class destination – Las Vegas, the entertainment capital of the world. National and international authorities and emerging speakers present the latest information and breakthroughs in veterinary medicine in top convention facilities and state-of-the-art hands-on labs in the new Oquendo Center for Clinical Education. WVC is an interactive educational opportunity and a networking event for the progressive veterinary community. For information, visit www.wvc.org.

About EventKaddy

EventKaddy was founded by a team of conference-industry veterans motivated by a vision of using the latest mobile technology to transform the way attendees, exhibitors, and organizers interact at conferences – while simultaneously reducing the significant impact that conferences have on the environment. EventKaddy is a subsidiary of Soma Media Inc., which for nearly a decade has specialized in the high-quality recording and distribution of conference presentations through various media. For information, visit www.somamedia.com or www.eventkaddy.com.

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