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## **World's foremost veterinary conference celebrates new look, expanded space, and innovative "firsts"**

*83<sup>rd</sup> Annual Western Veterinary Conference is February 20-24, 2011 in Las Vegas*

LAS VEGAS, February 1, 2011 – **Advances in veterinary medicine and surgery**, including oncology, pain management, rehabilitation and critical care, are the primary focus of the 83rd Annual Western Veterinary Conference (WVC) being held from February 20-24, 2011. The 2011 Conference also features a striking list of attendee-friendly additions as well as exceptional programming.

**"I am very excited about showcasing the 2011 Annual Conference," says Manolita Moore, WVC Director.** "Along with a new look, we've added a number of attendee amenities to enhance their visit, such as complimentary massages in our Wellness Zone sponsored by Merial, free WiFi, on-site printing of CE certificates, mobile charging stations and a thoughtfully equipped room just for new moms. We can't wait until attendees walk into the fantastic 2011 Exhibit Hall, with its Grand Pavilion information lounge and New Product Showcase. And this year we have more entertainment at WVC than ever. Of course, we never lose sight of our core purpose: to provide the most comprehensive veterinary CE at the best value."

**Scheduled yearly in Las Vegas, WVC is recognized as the leading veterinary convention,** assembling more than 13,000 international veterinary professionals in the Mandalay Bay Convention Center and the Oquendo Center for Clinical Education located just minutes away. According to Dr. Cynthia Sprigg, 2011 WVC President, "WVC is the largest gathering of veterinarians and staff in the world, yet stays sensitive to individual requirements." WVC provides a broad array of progressive continuing education options for veterinarians, veterinary technicians, hospital administrators, practice managers and others in the animal health industry.

**The Conference educates attendees about the latest procedures, scientific discoveries and products used in veterinary medicine.** Along with traditional classroom lectures, WVC features hands-on learning labs, focused seminars and symposia, novel small group sessions, state-of-the-art technology, multimedia access and hundreds of commercial/educational exhibits. More than 800 hours of instruction are being offered in companion animal, food animal, equine, avian, exotic animal, cross species and shelter medicine, as well as veterinary technician and practice management programs. **The 2011 scientific program sessions will be located entirely on Mandalay Bay Convention Center Levels 2 and 3.**

**The WVC 2011 Exhibit Hall has increased in size by an extraordinary 65%** and is moving to Shoreline AB on Level 2 of the Convention Center, which enables accommodation of more exhibitors and additional amenities. Over 500 companies are displaying their products and services for practices of all types. Included in the hall is the pioneering **New Product Showcase** where the market's most recent products – only those released within the past 12 months – will be spotlighted for fast, easy familiarity. According to Joel Altman, WVC Exhibits Manager, "Our expanded 2011 Exhibit Hall has enabled us to add nearly 100 new exhibitors, many of which we have not been able to accommodate previously. These additions, along with our terrific new perks for attendees, will make the trade show aspect of this year's meeting a really remarkable experience."

*More ...*

**Free entertainment and receptions are a welcome part of the WVC package.** Jason Alexander, of the TV show “Seinfeld,” kicks off opening night activities by hilariously portraying motivational speaker Donny Clay on Sunday, February 20, an event sponsored by Hill’s Pet Nutrition. Receptions for DVM students and alumni of many veterinary schools are being held on Monday, February 21. On Tuesday, February 22, Styx, known as the “captains of rock,” takes over the stage with a concert presented by Bayer HealthCare Animal Health. On Wednesday evening, February 23, Virbac Animal Health is sponsoring a performance by Mike Rowe, host of Discovery Channel’s “Dirty Jobs,” who will get down and dirty about some of his wilder times working with dogs, horses and cows.

**The complete 2011 WVC program and other conference information are online at [wvc.org](http://wvc.org).** Registration is available on-site. Details about the Oquendo Center and courses offered can be accessed at [oquendocenter.org](http://oquendocenter.org). Additional information on either the Conference or Oquendo Center is also available by calling: 702.739.6698 or toll-free at 866.800.7326.

**About Western Veterinary Conference**

*WVC is an interactive educational opportunity and a networking event for the progressive veterinary community. The Conference provides comprehensive continuing education to veterinary professionals and related groups in a world-class destination – Las Vegas, The Entertainment Capital of the World. International authorities and emerging speakers present state-of-the-art hands-on labs in superb convention facilities and the high-tech Oquendo Center for Clinical Education. For information, visit [wvc.org](http://wvc.org). Contact Dr. Guy Pidgeon, [guy@wvc.org](mailto:guy@wvc.org) or 702.739.6698, with questions.*

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