

openroom
bringing business to business

VetForum

SHAPING THE FUTURE OF VETERINARY CARE

Connecting veterinary leaders with innovative suppliers, fresh ideas and industry peers.

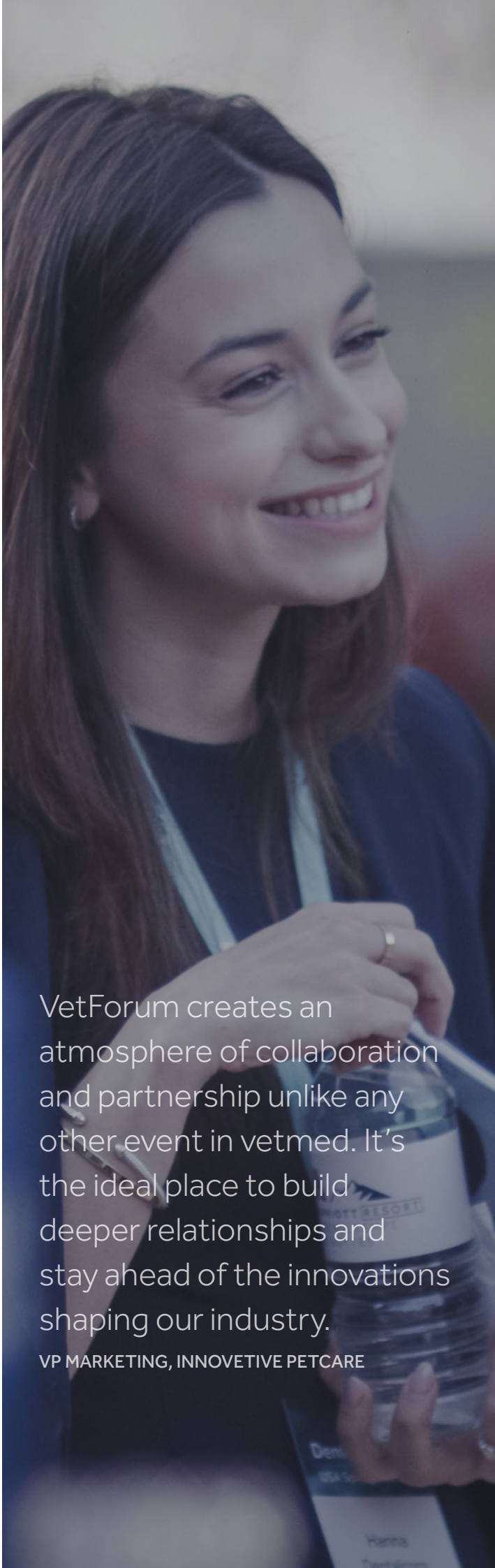
A platform for veterinary leaders

VetForum is OpenRoom's invitation-only networking platform connecting senior leaders from veterinary groups with carefully selected suppliers through curated one-to-one meetings, peer networking and industry-focused content.

Designed around quality rather than scale, each forum creates an environment where meaningful conversations, strategic insights and new partnerships can develop naturally.

With editions in Europe and North America, VetForum helps industry leaders discover new ideas, strengthen relationships and accelerate growth.

- 30-35 veterinary groups
- Senior decision-makers only
- Targeted supplier introductions
- Peer networking
- European and North American editions



VetForum creates an atmosphere of collaboration and partnership unlike any other event in vetmed. It's the ideal place to build deeper relationships and stay ahead of the innovations shaping our industry.

VP MARKETING, INNOVETIVE PETCARE

Designed around the priorities of veterinary leaders

VetForum brings together a carefully selected audience of senior decision-makers responsible for growth, operations, clinical strategy and business performance.

The format is designed to maximise relevance, minimise wasted time and create opportunities for meaningful business conversations.

Personalised supplier introductions

Tell us your priorities and areas of interest. We'll arrange one-to-one meetings with solution providers aligned to your strategic objectives.

"Relevant introductions. Valuable insights."

Peer networking and insight

Alongside scheduled meetings, the forum provides opportunities to exchange ideas with fellow industry leaders facing similar challenges and opportunities.



How it works

A fully curated meeting experience designed to make participation seamless, efficient and commercially productive.

01

Register

Join a carefully selected community of leading veterinary groups.

02

Build your profile

Share your organisation's priorities, interests and areas of focus.

03

Select preferred meetings

Review participating suppliers and indicate those you'd most like to meet.

04

Matching process

Supplier and veterinary group preferences are aligned to create your personalised meeting schedule.

05

Receive your agenda

Receive a personalised schedule of meetings before the forum begins.

06

Attend the forum

Meet, learn, and build valuable new partnerships at VetForum.

An ecosystem of innovation

9,700+

clinics and hospitals represented across the last year'sVetForum editions

90%+

attendees said they would attend a VetForum again

16+

solution categories represented

Participating suppliers represent a broad spectrum of technologies, services and solutions supporting every aspect of modern veterinary operations.

- Imaging & Diagnostic Solutions
- Surgical Equipment
- Pharmaceuticals
- Pet Nutrition & Supplements
- Practice Management Systems
- Payments & Insurance
- Practice Design & Fit-Out
- Recruitment & Training
- Marketing & Client Communications
- CRM & Customer Engagement
- Laboratory Services
- Technology & Digital Innovation
- Health, Safety & Compliance
- Business Services
- End-of-Life Care Services



A trusted forum for veterinary leaders

Leading veterinary groups choose VetForum to connect with innovative suppliers, exchange ideas and build long-term commercial partnerships.

Both the European and US editions follow the same proven format while reflecting the opportunities, challenges and priorities unique to its region.

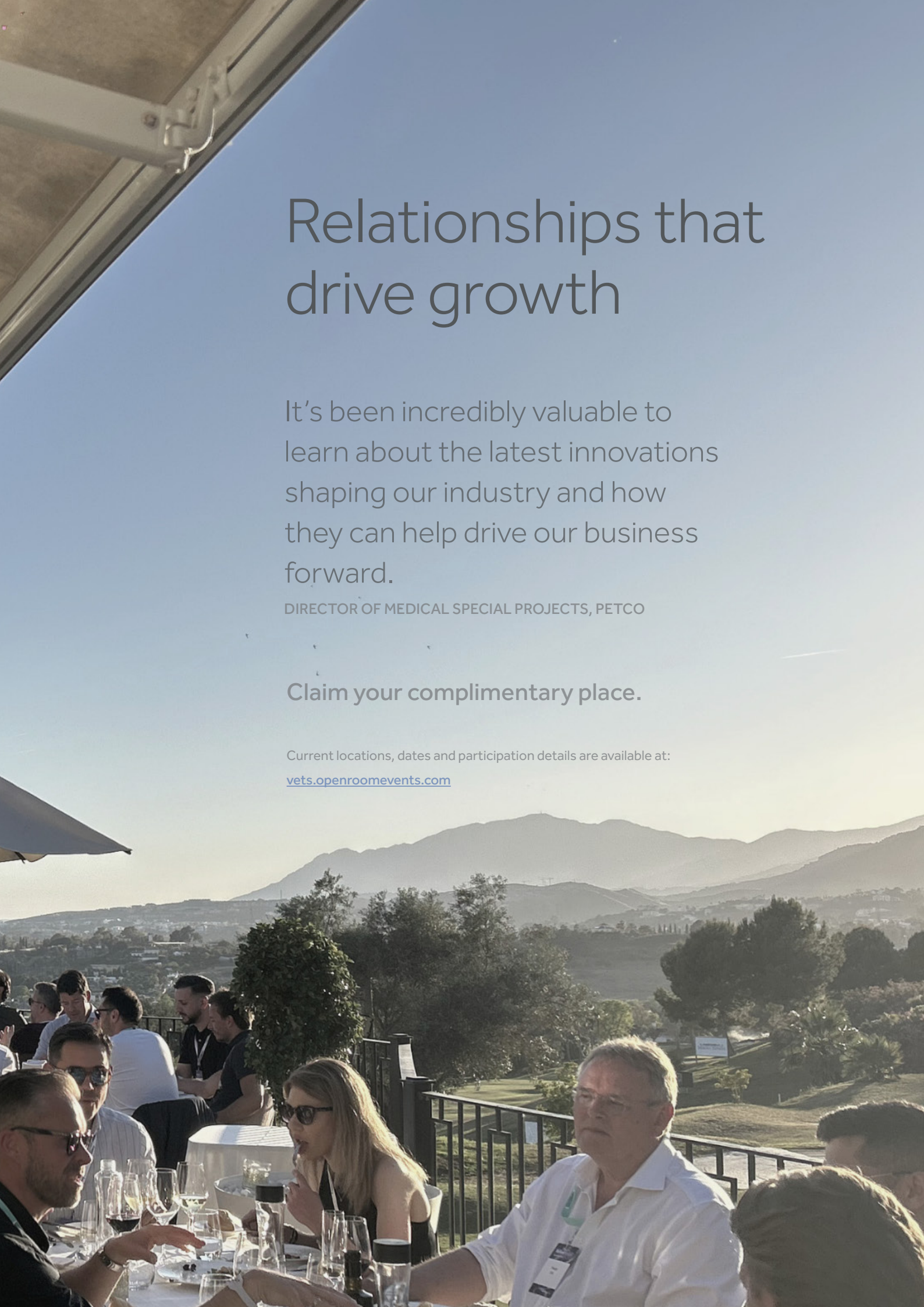
Previous VetForum attendees include:

CURO PET CARE
encore VET GROUP
innovetive PETCARE
Lakefield VETERINARY GROUP
MARS
Mission PET HEALTH
P3 VETERINARY PARTNERS
petco
suveto
UNAVETS
Univet
vca animal hospitals
VetFamily
VETOPIA
vetPartners
Vets4Pets
vetsure
XL Vets

Each edition brings together peer networking, industry insight and access to relevant partners.

Current locations, dates and edition details are available online.

vets.openroomevents.com



Relationships that drive growth

It's been incredibly valuable to learn about the latest innovations shaping our industry and how they can help drive our business forward.

DIRECTOR OF MEDICAL SPECIAL PROJECTS, PETCO

Claim your complimentary place.

Current locations, dates and participation details are available at:

vets.openroomevents.com