

openroom
bringing business to business

VetForum

SHAPING THE FUTURE OF VETERINARY CARE

Connecting veterinary groups and suppliers through curated one-to-one meetings across Europe and the US.

Connecting vet groups and suppliers

VetForum is OpenRoom's invitation-only networking platform connecting leading veterinary groups and innovative suppliers through highly targeted one-to-one meetings and focused networking environments.

Built around quality, not quantity, each forum brings together senior decision-makers responsible for procurement, strategy, and growth within their organisations.

With editions in Europe and North America, VetForum enables meaningful commercial relationships to form faster - in a structured, efficient, and highly targeted setting.

Each VetForum edition includes:

- 30-35 vet groups
- Senior decision-makers only
- 12–18 pre-arranged supplier meetings
- Highly curated matching process
- European and North American editions



VetForum allows you to move the ball forward further and faster, because of the proximity to leadership.

EXECUTIVE VP, CUBEX

Designed for meaningful commercial conversations

VetForum replaces the scale and distraction of traditional trade shows with a more focused, commercially productive environment.

Every aspect of the format is designed to help suppliers engage with senior decision-makers - creating space for conversations that are targeted, relevant and commercially valuable.

A more focused way to meet

Suppliers participate in a curated schedule of private one-to-one meetings with organisations actively exploring new technologies, services and partnerships.

The result is a more efficient use of time, with greater depth of interaction and significantly less wasted outreach.

“Far more productive than a traditional trade show.”

Built around relationships, not footfall

Alongside scheduled meetings, informal networking experiences create additional opportunities for conversation in a more relaxed environment.

With a carefully balanced supplier-to-attendee ratio and limited category competition, participants benefit from stronger visibility throughout the forum.

How it works

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

01

Apply

Join a carefully vetted supplier lineup with limited category competition.

02

Build your profile

Create your company profile, upload assets and outline your meeting objectives.

03

Select preferred meetings

Review participating veterinary groups and indicate your preferred connections.

04

Matching process

Our matching platform aligns supplier and vet group preferences to create the most relevant meetings.

05

Receive your agenda

Receive a personalised schedule of pre-arranged one-to-one meetings before the forum begins.

06

Attend the forum

Participate in scheduled meetings, networking experiences and informal discussions throughout the event.



Who you'll meet

VetForum brings together senior leaders in the veterinary industry, actively exploring new partnerships, technologies and services. Attendees are selected based on seniority, strategic influence and purchasing responsibility - ensuring conversations remain commercially relevant and decision-led.

Senior decision-makers include

- CEO
- COO
- Chief Medical Officer
- Veterinary Director
- Head of Procurement
- VP/Director of Operations

30-35

participating vet groups per forum

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 last beyond the meeting table

After 20 years in healthcare, I've never experienced an event like this. Eye-opening discussions, top-notch networking, real business results.

VP MARKETING, MEDLINE

Experience the next VetForum edition.

Current locations, dates and participation details are available at:
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