



**FOR IMMEDIATE RELEASE**

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***GAME ON!***

**Viticus Group Announces 2025 WVC Annual Conference Theme  
& Special Registration Pricing at \$97**

*Viticus Group is Doubling Down to Ensure Robust Continuing Education is Affordable & Accessible*

**LAS VEGAS**—[Viticus Group](#), a leading provider of innovative veterinary and human healthcare education worldwide, is thrilled to announce its conference theme, *Game On!*, and \$97\* special registration pricing for the 97<sup>th</sup> WVC Annual Conference from March 2 to 5, 2025 at Mandalay Bay Convention Center in Las Vegas. For a limited time starting on Sept. 7, full conference participants can register for \$97, receiving access to more than 850 hours of continuing education (CE), industry experts and more than 500 exhibitors showcasing their latest products, technology and services to veterinary professionals. Join the [WVC Annual Conference Alert List](#) for early access to breaking news and special promotions.

"Viticus Group is building on its gamification approach to continuing education and is proud to deliver an affordable and accessible veterinary education conference for its 97<sup>th</sup> year," said Andrea Davis, chief executive officer (CEO), Viticus Group. "We are redefining innovation for our participants with the goal of providing the most robust continuing education in the industry and, in turn, elevate veterinary professionals' ability to deliver the highest quality of animal patient care. It's *Game On!*"

Top-level 2025 event sponsors include Boehringer Ingelheim, Zoetis, Veterinary Emergency Group and Hill's Pet Nutrition.

In 2024, Viticus Group welcomed more than 20,000 participants to its WVC Annual Conference (formerly known as Western Veterinary Conference) in Las Vegas, making it the largest-ever attendance in its 96-year history and is one of the largest and oldest veterinary health conferences in the country. The 2024 event included more than 850 hours of continuing education (CE) hours; first-ever registered veterinary technician (RVT), Heather Prendergast, installed as Viticus Group

(more)

board president; 31 hands-on laboratory training courses at Viticus Group's Las Vegas Education Centers; 500-plus exhibitors; first-ever One Health track with the Centers of Disease Control and Prevention (CDC) for both veterinary and human healthcare continuing education; introduced a never-before-seen card game, developed by the Viticus Group Education team, focused on veterinary practice management skills; world class entertainment and more.

Most of the participant makeup was comprised of a record-setting 7,133 veterinarians, plus veterinary technicians, practice managers and veterinary assistants.

Learn more about the 97<sup>th</sup> WVC Annual Conference or visit [ViticusGroup.org](https://ViticusGroup.org).

Contact Joyce Goedeke, Vice President of Marketing, Communications & Brand at [joyce@viticusgroup.org](mailto:joyce@viticusgroup.org) for additional information. For more information, visit [viticusgroup.org](https://viticusgroup.org) or follow on [Facebook](#), [Instagram](#), [X](#), [LinkedIn](#) and [YouTube](#).

*\*\$97 WVC Annual Conference registration pricing applies to full conference participants only; this special pricing is available for a limited time in a limited quantity and will not be honored after promotion ends; end date to be determined at Viticus Group discretion.*

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## **About Viticus Group**

As powerful innovations alter the world of animal and human health, Viticus Group (formerly WVC) is the leading provider of innovative veterinary and human healthcare education worldwide. As the largest freestanding combined animal and human hands-on (bioskills) training and continuing education organization in the world, Viticus Group offers continuing education at two cutting-edge campuses, presenting a variety of courses and providing access to specialized surgical training for both veterinary and human health professionals. Viticus Group's legacy signature event, the WVC Annual Conference, serves as the veterinary profession's premier gathering for innovative education and an opportunity to engage with other industry professionals seeking growth. Bringing together life and medicine in Viticus, we envision a future where all medical professionals have access to year-round, hands-on training for a one-of-a-kind experience. For more information and to listen to the VetSOAP podcast, visit [viticusgroup.org](https://viticusgroup.org) or follow on [Facebook](#), [Instagram](#), [X](#), [LinkedIn](#) and [YouTube](#).