



WVC Vegas 2026 & WVC Nashville 2026

WVC Exhibitor Social Toolkit

Welcome to the WVC Exhibitor Social Toolkit! This is a collection of messaging, visuals, and best practices designed to help you and your teams spread the word that you'll be exhibiting at both WVCs. Share and amplify your presence at both WVC Vegas 2026 (Feb. 15-18, 2026) and at WVC Nashville 2026 (Aug. 15-18, 2026).

Share these posts and graphics to:

- **Drive Qualified Traffic:** Every post with your booth number, "DM to book" link or meeting-scheduler URL turns social engagement into real leads walking down the aisle to your booth.
- **Expand Your Reach:** When you share on your own channels, you tap into your network of clients, prospects and partners. That means more eyeballs on your booth, demos and giveaways.
- **Fuel the FOMO:** Seeing peers talk about "double duty" at Vegas + Nashville creates buzz. The more voices in the chorus (think Music City...see what we did there?!), the more other attendees feel like they can't afford to miss out. Let your competitors know that your company is heavily involved in the premier veterinary continuing education conferences in the US.
- **Maximize Your ROI:** You've invested time and money to exhibit. Amplifying your message on social media increases the odds you'll benefit from that investment through new relationships and sales.



What to do next?

1. **Download** the graphics and logos in this guide. Please do not change or recolor image(s) and adhere to the [Viticus Group Brand Manual/Style Guide](#).
2. **Copy & paste** the sample posts, or adapt using the same tone, links and hashtags.
 - a. The graphics below are sized for Instagram/FB Stories: (1080 x 1920px), Instagram posts (1,080 x 1,350px), and LinkedIn, X, and/or Facebook posts (1,200 x 628px). WVC logos can be resized as needed
 - i. Note: these can be resized as needed; please download file by clicking on each image to open in web browser.
3. **Tag us** at our social media handles and using the hashtags:
#WVCVegas, #WVCNashville, and/or #WVC2026

Questions?

Reach out to **Joyce Goedeke**, *Sr. Director of Marketing & Communications*
joyce@viticusgroup.org | 725.272.0563



Sample Social Posts

Please do not limit your platforms to only using these sample posts – we look forward to your consistent engagement!

Facebook

Tag us at <https://www.facebook.com/ViticusGroupAnimalHealth/>

1. Big news! We've secured our spots at WVC Vegas (Feb. 15-18) AND WVC Nashville (Aug. 15-18)! Come see us for a sneak peek at our latest *[insert product/service]*. Who else is excited? #WVCVegas #WVCNashville #WVC2026
2. It's official: we're exhibiting at both WVC shows! We'll be at Vegas & Nashville – let's connect! #WVC2026 #WVCVegas #WVCNashville
3. Don't miss out! We're unveiling something huge at both conferences – catch us in Vegas or Nashville to be the first to know. 🤩 #WVC2026 #WVCVegas #WVCNashville

Instagram

Tag us at https://www.instagram.com/viticusgroup_animalhealth/

1. We've secured our WVC Vegas AND WVC Nashville spots...you in too? #WVCVegas #WVCNashville #WVC2026
2. Vegas or Nashville? How about BOTH! Catch us at WVC Vegas & Nashville in 2026. #WVCVegas #WVCNashville #WVC2026
3. Secured our spots at WVC Vegas & Nashville – are you in? Don't miss it! #WVCVegas #WVCNashville #WVC2026



LinkedIn

Tag us at <https://www.linkedin.com/company/viticus-group-animal-health/>

1. We're proud to announce we'll be exhibiting at WVC Vegas (Feb. 15–18, 2026) AND WVC Nashville (Aug. 15–18, 2026). 🔍 Swing by Booth [#] for an exclusive first look at our latest *[insert product/service]*, and let's talk about how it can help you *[insert key benefit]*. Want to lock in a meeting slot? Drop me a comment or DM and I'll send over a calendar invite. #WVC2026 #WVCVegas #WVCNashville
2. Guess what? We'll be at WVC Vegas & WVC Nashville this year. Don't miss your chance to: • Discover cutting-edge solutions for *[insert industry challenge]* • Build strategic partnerships • Position yourself as a thought-leader in veterinary care. #WVC2026 #WVCVegas #WVCNashville
3. We're doing double duty at WVC - exhibiting at WVC Vegas (Feb. 15–18, 2026) and WVC Nashville (Aug. 15–18, 2026)! Come visit us in both dynamic cities to see our latest *[insert product/service]* and connect one-on-one with our team. Will we see you there? Drop a comment and let us know! #WVCVegas #WVCNashville #WVC2026



X

Tag us at https://x.com/ViticusGroup_AH

- 1.** We're doing double duty at WVC...exhibiting at WVC Vegas AND WVC Nashville – how about you? #WVCVegas #WVCNashville #WVC2026
- 2.** We've got booths, yes, we do, we've got booths, how 'bout you?! See you at WVC Vegas AND WVC Nashville! #WVC2026 #WVCVegas #WVCNashville
- 3.** Locked in spots at WVC for Vegas & Nashville. You in too? #WVCVegas #WVCNashville #WVC2026



Hashtags & Handles

Use these hashtags so participants can find and share your posts; we may also re-share your posts for added visibility and impact.

To add us as a collaborator on Instagram:

- Create a Post: Start by creating a post as you normally would, including your content and captions.
- Tag us: When you reach the tagging screen, tap "Tag People".
- Invite us as a collaborator: Select "Invite Collaborator" from the tagging options.
- Search and Add: Type in our username (@viticusgroup_animalhealth) and select our Instagram profile to send the invitation.

Primary Hashtags:

- #WVCVegas
- #WVCNashville
- #WVC2026

Official Viticus Group Social Media Handles & Links:

- **Facebook**
 - @ViticusGroupAnimalHealth
 - <https://www.facebook.com/ViticusGroupAnimalHealth/>
- **Instagram**
 - @viticusgroup_animalhealth
 - https://www.instagram.com/viticusgroup_animalhealth/
- **LinkedIn**
 - <https://www.linkedin.com/company/viticus-group-animal-health/>
- **X**
 - @ViticusGroup_AH
 - https://x.com/ViticusGroup_AH



Graphics/Visual Assets



This image is optimized and sized for Instagram posts (sized 1,080 x 1,350px). This image can be downloaded and resized as needed; please click image to download from web browser.



This image is optimized and sized for Instagram and/or Facebook story usage (sized 1080 x 1920px). The full size image can be downloaded and resized as needed; please click [image](#) to download from web browser.



This image is optimized and sized for LinkedIn, Facebook, and/or X usage (sized 1,200 x 628px) The full size image can be downloaded and resized as needed; please click image to download from web browser.



Logos: WVC Nashville logos (.png files); please click each logo to download the files from your web browser.



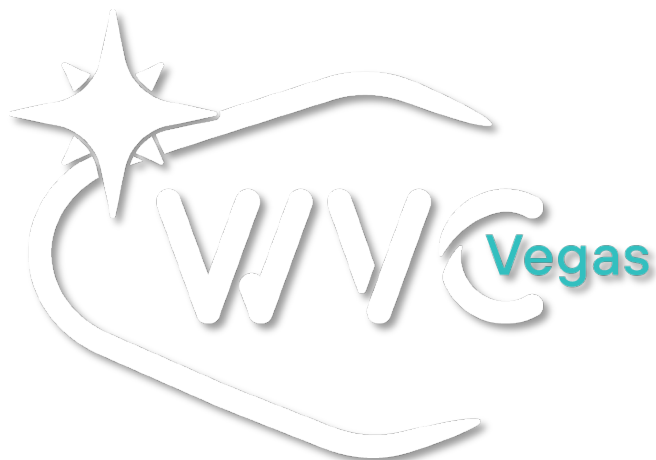
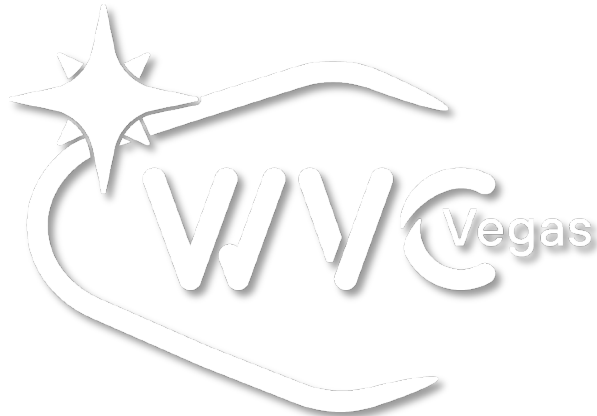


Logos: WVC Nashville logos (.svg files); please click each logo to download the files from your web browser.





Logos: WVC Vegas logos (.png files); please click each logo to download the files from your web browser.





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