

PET  
**+Vet**

# 2024

**POST SHOW REPORT**



Organização e Promoção: **NÜRNBERG** MESSE

   @petvetexpo

[petvetexpo.com.br](https://petvetexpo.com.br)

# The most complete meeting of the veterinary sector

# EVENT DATA

# 85

Exhibiting  
brands

"We participate in PET VET every year; in fact, this is one of the main events we attend due to its importance and the opportunities to make new business deals with clients and partners."

- **Carla Ferraz** | *Gerente Comercial Bioclin*

"We are very happy with the success of Buddy Nutrition here. PET VET is a great gateway and visibility platform for companies, and we will definitely be here with an even bigger booth in the coming years!"

- **Adriana Tieme** | *Veterinarian*

**+13.500** visitation

**8.664m<sup>2</sup>** total exhibition area

# VISITATION DATA



## Positions

Veterinarian: **34%**

Owner | CEO | Director | President: **24%**

Students: **22%**

Supervisor | Coordinator: **8%**

Buyer | Administrative: **7%**

Trainee | Apprentice | Intern: **5%**

## Segments

Owners | Employees of clinics /  
hospitals / laboratories | **48%**

Education / Teaching | **24%**

Professionals from the private  
sector | **17%**

Distributor | **7%**

Consultant | **5%**

**89%** of visitors  
are satisfied with  
PET VET Expo

**27** Brazilian states  
were represented at  
the 2024 edition

**677** Brazilian cities  
were represented at  
the 2024 edition

## TOP 5 most represented state





ON AIR

VETCONNECT@



9.183  
views



5.928  
users

## COLUMNISTS

Nonah

Luan Stefano



Podcast  
VET  
CONNECT@

11

Episodes

4

Recorded episodes  
During PET VET Expo



1.338  
views

[vetconectadigital.com.br](http://vetconectadigital.com.br)



@PETVETEXPO



Univet  
ANIMAL HEALTH

AUDITÓRIO  
CONEXÃO VET

SANITÁRIOS

# PET VET Expo Content Journey



# JORNADA DE CONTEÚDO



**18.837** FOLLOWERS

**2.088.358** TOTAL REACH

**3.769.887** TOTAL IMPRESSIONS

**52.738** PROFILE VIEWS

**130** NUMBER OF POSTS



**60%**  
Growth



**618** FOLLOWERS

**160.666** TOTAL REACH

**194.312** TOTAL IMPRESSIONS

**130** NUMBER OF POSTS



**1.208** FOLLOWERS

**5.993** TOTAL REACH

**11.506** TOTAL IMPRESSIONS

**130** NUMBER OF POSTS



**7.511** SESSIONS

**5.928** USERS

**9.183** PAGE VIEWS

*\*Period: April 1, 2024 to September 1, 2024  
Opening of accreditation*

\*\*Period: January 1, 2024 to September 1, 2024

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# PET VET Expo Attractions



# PET+Vet

## ESPECIALIDADES

**128** Participants  
Specialties

**35** Hours of  
content

**63** Speakers

**385** Full Participants Specialties + Multidisciplinary

### Positions

Veterinarians: **40%**

Students: **23%**

Interns: **7%**

Owners/Partners: **5%**

Specialist: **4%**

“The congress is of utmost importance for professionals in the field and students, to update, refresh, and receive information from all areas and specialties.”

**Vanessa Strioli Viude**  
Veterinarian

Patrocinadores Especialidades



# PET+Vet

## MULTIDISCIPLINAR

**610** Participants  
Specialties

**28** Hours of  
content

**45** Speakers

**385** Full Participants Specialties + Multidisciplinary

### Positions

Veterinarians: **37%**

Students: **13%**

Owner/Partner: **10%**

Specialist: **8%**

CEO: **7%**

"It is a great pleasure to participate in the congress; it is the 3rd consecutive event I have attended. We always have specialized and modern topics presented in a simple manner to facilitate understanding for the participants."

**Karine Kleine, Médica**  
Veterinarian

Patrocinadores





# HOSPITAL DESIGN

1142

Participants

24

Hours of content

## Positions present

Veterinarians

Student | Trainee

Owner | CEO | Director

Supervisor | Coordinator

Patrocinador Master

**PremierPet**

TEMPO DE NUTRIR. DE VERDADE.

**alcon** Club Health

**VETNIL**

**Laslo**

**Flor de Lótus**  
Centro de Reabilitação Veterinária

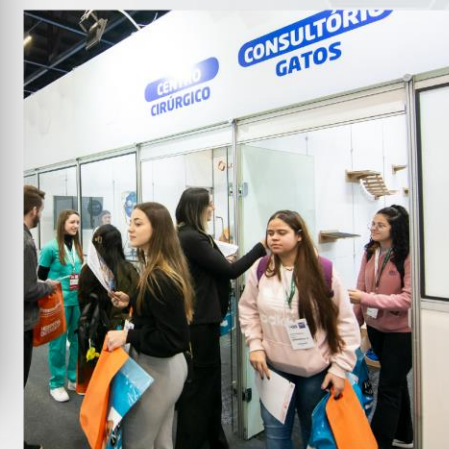
**Med-Sinal 30**  
PRODUTOS VETERINÁRIOS

**MED7**  
PRODUTOS HOSPITALARES

**TECSA**  
Tecnologia em Saúde Animal

**Pet Med**

Patrocinadores







101

Participants

10

Hours of  
content

30

Speakers

## Positions

CEO: **28%**

Proprietário/sócios: **26%**

Diretor: **14%**

Médico veterinário: **11%**

Gerente: **6%**

"Bringing this type of content about customer experience, which is not often discussed in veterinary practice, is very important. I always tell students that while we as veterinarians need to know the technical aspects, what sets us apart in our careers is the non-technical part. This is what will truly impress people. Having this type of content on customer experience will make a veterinarian stand out, and the final customer will be much happier and more welcomed."

**Leticia Bello – Veterinarian**

PATROCINADORES





# Business Roundtable

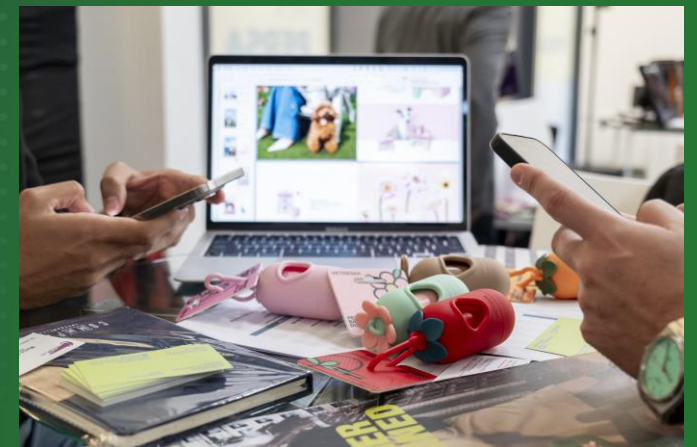
Business Roundtables generate millions of reais in the pet and veterinary markets.

**55 Buyers**

**11 Exhibitors**

**220 Meetings held**

**6,6 million handled**



# PET VET Expo Ambassadors



**+2M**

Total impacts

**8**

Ambassadors

@vetexotica\_

@vet\_nutri

@avetday

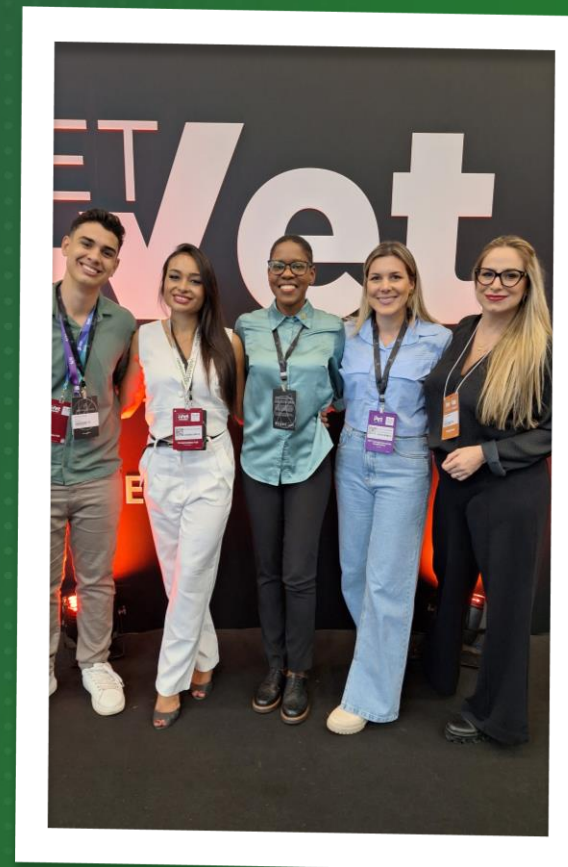
@dra.brubs

@drathessapetersen

@dradanielamolvalle

@raphagomess

@marcela.barbieri



# PET VET Expo Ambassadors

# Media coverage

Highlighted media: SBT, Folha de São Paulo, Band, Gazeta, among other various sector-specific pet media.

## Inserts

**238** total media inserts

## Media return

**R\$ 3,72 million**



Parceiros de Mídia:



Mídia Oficial:





# Team testimonials



"Between 2022 and 2024, PET VET doubled its attendance, reflecting the growing interest of veterinary professionals in updates and innovations. Recognizing this demand, we worked to create a space where these professionals can find what they are looking for, regardless of their career stage. Our goal as organizers of PET VET is to establish the event as one of the most comprehensive gatherings for the sector, maintaining contact not only during the three days of the event but throughout the entire year."

**Lucas Neves, Marketing Coordinator**

"Since 2022, we have been investing in exclusive content for the sector, partnerships, and strengthening relationships with our strategic partners and content creators. We are very proud because each passing year, we have increasingly qualified our attendance, which reflects in the success of the event and for the sector."

**Sue Ellen Cury, Head of Marketing and Branding**

"It is a source of pride to be part of the team that builds PET VET each year and to see the event evolving into a significant milestone on the agenda of professionals from all over Brazil. It feels like all our effort and dedication make a difference for our exhibitors, visitors, attendees, and partners, contributing to such an important sector worldwide."

**Priscila Giacon, Sales Coordinator**



# 2024

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# PET +vet

**SEE YOU IN**  
**AUGUST 13-15 2025**

**NEW VENUE**

**DISTRITO ANHEMBI**

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