



Advancing Health in America

The Ultimate Guide to Navigating the Evolving Health Care Event Landscape

Engage health care decision
makers with these ideas

Don't Rely on Luck!



Create an Energetic Start with Pre-Show Outreach

Tactic: Know your attendees

Why it's important

Get to know the attendee audience ahead of time. What are they worried about? What keeps them up at night? How does your solution solve their problems? When you find the answers to these questions, use it to create your booth design, materials, and talking points. Now, you can begin working on how to get them there. This could be and usually is different for each show whether the focus is on rural hospitals, clinical leaders, hospital trustees, health care system leaders, or other audiences.

“

Roughly 70% of attendees plan a list of whom they are going to visit before the conference begins.

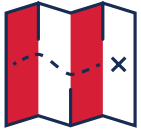
Source: Inc.com

“

Pre-show promotions can improve the quality of the audience attracted to exhibitors' booths by 46%.

Source: The Center for Exhibition Industry Research (CEIR), Deloitte & Touche

The nation's health care organizations are facing unprecedented challenge and opportunity and are in search of solutions that help them:



Navigate a new reality after the COVID-19 pandemic



Achieve organizational transformation for a new world of accountable care



Find ways to be more efficient and productive with fewer resources



Connect with peers and partners that can help them forge their growth plans



Address workforce burnout and recruitment so that they can find and retain good talent

Tactic: Pre-conference Email Campaign

Why it's important

Don't assume the right people will find you on their own. Promoting your attendance at a conference is critical to getting the foot traffic you need. Make your pre-event marketing emails about the attendees - their problems, challenges, the solutions you offer, and where they can find you at the event.

Tactic: Get Social

Why it's important

Post to social platforms using the designated conference hashtag and include limited time offers, special promotions or other reasons to stop by.

Tactic: Direct Mail

Why it's important

Don't allow your top prospects to lose track of you! Hit mailboxes before the show. Postcard mailings are a great way to stand out and help explain why the prospect would benefit from a visit to your booth. Make advanced appointments with key clients; extend special event-only offers; and invite hot prospects to your booth.



Engage, Engage, Engage!

Tactic: Get out of the virtual exhibit hall

Why it's important

Your booth isn't the only space in which you can engage with people. Take advantage of pre-summit workshops, keynote presentations, educational sessions and welcome receptions to learn, stay current on what's happening in the field and network. Set goals for your team, such as finding three unexpected leads each day. This will help them step up not only in the booth, but at receptions, breakout sessions, etc.



“

85% of an exhibitor's success can be attributed to the performance of its staff.

Source: *The Center for Exhibition Industry Research (CEIR)*

Tactic: Maximize Your Virtual Space

Why it's important

In this virtual event world, understanding the ins and outs of a virtual platform is a must. Login as early as possible to familiarize yourself with the platform and utilize all available opportunities to highlight your organization's offerings within the conference virtual space. Make sure you and your team know how to connect with attendees on the platform.

Tactic: Invest a little to get a whole lot more

Why it's important

Turbo charge your booth investment with a sponsorship package that could include added benefits such as registration lists, session introductions, meeting rooms, offering multiple touch points beyond the booth to reinforce your brand and interact with attendees. With thought leadership through speaking opportunities, live event coverage, etc., you are now part of the conversation. The bonus: You'll be sure to attract those most interested in your solution. Offer them additional conversation, a free book, or something else useful, if they'll stop by your booth later.

“To form relationships with decision makers, you need to attend the meetings they attend and connect with them personally.”

Julie Doyle, Vice President, Marketing at the American Hospital Association



Hospital executives face unprecedented pressures from uncertainty around reform to cost pressures to new regulatory challenges. **Offer content to align with these pain points.**

Tactic: Offer Value

Why it's important

Brand awareness is important, but leaving the conference with a full list of highly qualified leads is even better. Strive for giveaways and quality content pieces that help the day-to-day work and pain points of conference attendees. If your giveaways are useful and content is really good, people will flock to you.

Tactic: Leverage Partners

Why it's important

If you have partners who will also be at the event, consider cross-promoting with them. Create joint content, offers and bundled solutions so that you can amplify your message.

“

If you want to reach the right people in health care you have to go to conferences they attend. Invite them to join you for dinner or an event you are holding during the conference. Even better, make a presentation of research results or on a topic showcasing your company's field of expertise. By demonstrating thought leadership, you may find the health system leaders approaching you!

”

Kathleen J. Wessel, Vice President,
Business Management and Operations at
American Hospital Association

Once the event ends, the real work begins!

“

30–50% of sales made from trade shows go to the vendor that responds first!

Source: InsideSales.com via Exhibitor Magazine

Tactic: Don't sit on the leads. Follow up immediately!

Why it's important

Maintain the momentum you've worked so hard to create. Now is the time to cultivate any relationships you've created with potential customers. Send thank you emails to keep your solution top of mind. Add a personal note; ask to schedule times to follow-up; follow up on specific questions from your booth visitors.

Tactic: Post-Event Analysis

Why it's important

Debrief with your team after the event to identify specific parts that worked and didn't work so well. Discuss some new approaches you might try moving forward. View conference organizers as a resource in helping you meet your goals. Partner with them to identify ways to switch things up and try something new based on what you've learned.

When you need to get your message to health care leaders, the American Hospital Association can help you zero in on your target.

To connect with health care decision makers, contact:

Ryan Engstrom
Director of Sales
(312) 442-2931
rengstrom@aha.org