

# TIPS FOR A SUCCESSFUL EXHIBITION AT HM18

## PRIOR TO THE MEETING



Provide SHM with your company description using the **Exhibitor Service Center (ESC)**.

Take advantage of the complimentary pre-registration mailing list provided by SHM by including your booth # and the SHM provided logo on your printed mailing piece. Let recipients know where to find you and reasons to visit you.

Use your own email lists and suggest to your customers and prospects that they register for HM18 to learn more about you and other important information related to hospital medicine.

Select and train employees to work your booth who are experienced dealing with national audiences, and provide them with the tools they need to approach attendees and qualify leads.

Pre-register the booth staff you'll be sending to HM18 on the **ESC**.

Utilize **SHM's Exhibitor Resource Center article series** to prepare your staff to interact with HM18 attendees.

Consider raffling off prizes to encourage booth traffic and follow-up opportunities (*value cannot exceed \$500*).

Review all pertinent information regarding build restrictions, hall rules, etc. on the **ESC**.

Order your Booth items well in advance to take advantage of discounted pricing from Hargrove Inc. (SHM's official show decorator). Utilize a creative booth build, large displays and interactive experiences inside your booth space.

Order your lead retrieval device or software from SHM's registration vendor eShow – SHM now has mobile app lead capturing abilities! (*All captured leads will come with registrants' email address - order form is included in the **ESC***).

Use social media channels to increase awareness of your presence at HM18; use #HospMed18.

Provide your booth staff with the proper materials from SHM to ensure a successful show. We recommend that staff bring materials with them.

Have your team attend the pre-show training and briefing.

# DURING THE MEETING



Create a schedule so your booth is never unoccupied, especially during peak times.	
Hold a Team Briefing each morning with all booth staff to make sure they are aware of booth materials, know how to work the lead retrieval unit and know meeting specifics.	
Use social media channels to drive traffic to your booth – highlight your giveaways/raffle prizes, demonstrations, etc. while the hall is open at HM18; use #HospMed18.	
Encourage booth staff to actively participate with attendees during hall hours. Make sure your team is prepared to interact and engage with participants for Exhibitor Bingo. Ensure that your team knows what they need to do if you are participating in the Exclusive Passport.	
Use your promotional giveaways, game or other traffic drivers to actively get attendees into your booth.	
Talk with attendees outside your booth as well ( <i>while grabbing lunch, walking back to your booth, etc.</i> ). The optional reception on April 9, 2018, 5:30 – 7:30 p.m. is a great opportunity to connect with participants from the academic, research and quality improvement communities as well as residents and fellows.	
Qualify and capture leads during your conversations ( <i>refer to SHM's Resource Article titled "Improving Lead Quality by Asking the Right Questions and Capturing More Information"</i> ).	

# AFTER THE MEETING



Hold a Team Briefing to review the leads captured and designate who will follow up with leads captured ( <i>suggested to do so within 72 hours</i> ).	
Utilize SHM's complimentary post-meeting attendee mailing list to showcase and promote your products or services that were featured at HM18.	
Follow up with all leads with personalized communications.	
Conduct a post-conference evaluation with your team.	
Complete the post-conference Exhibitor Survey sent to all exhibitors.	
Secure your booth space for HM19! Registration form/booth space selection appointments were made available onsite at HM18; Take advantage of SHM's priority registration - return your HM19 registration form to the SHM Exhibits Team ( <a href="mailto:exhibits@hospitalmedicine.org">exhibits@hospitalmedicine.org</a> ).	

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#HospMed18



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