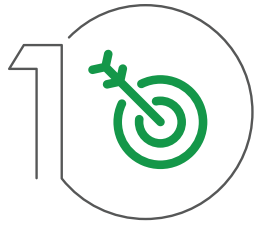


5 **WINNING TIPS FOR EXHIBITOR SUCCESS**

Making the most out
of in-person healthcare
conferences

Healthcare conferences create this dynamic social setting that feels warm and inviting mixed with frenetic excitement in the air. Exhibitors know this best because of the seventh-level planning, hurdle jumping and attention to detail it requires for successful execution.

Now that in-person conferences are making a full recovery, the MGMA Marketing team rounded up some useful exhibiting tips to help you make the most out of your next event. Whether this is your first or twenty-first time exhibiting at a healthcare conference, use these tips to maximize your results.



Define clear goals – What are the reasons driving your interest in exhibiting at a live event or MGMA conference? When we asked vendors why they chose MGMA events for exhibiting purposes,

these reasons that helped them decide.

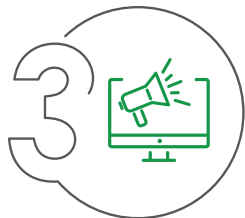
- Increases brand awareness
- Easier to meet face-to-face with busy healthcare decision makers
- Enhances relationship building
- Generates qualified leads
- Shows direct impact on sales revenue
- Positions them as industry leaders in healthcare
- Advertising spend produces results



Boost booth appeal – Want to draw more traffic to your booth? Make your booth more appealing by adding the right mix of activities. This helps to capture audience attention and reel-in prospective clients. Think about ways to make it fun and interactive.

- Post daily questions on chalkboards, whiteboards and post-it note walls that invite audience feedback
- Snacks attract — Anticipate morning and afternoon hunger pangs
 - Provide early bird coffee and donuts or afternoon tea and cookies
- Use tablets and kiosks to capture quick surveys and contact information like emails
 - Tie it to a giveaway, contest or swag
- Announce drawings, giveaways and raffles on social media
- Appeal to their pet senses — Relaxation stations with kitty cuddles, smooching poochies and meditation breaks transform the exhibiting experience. Goat yoga anyone?
- Ban boring swag; opt for usefulness instead
 - Water bottles and hand sanitizers top the essentials list
 - Tech swag like web cam covers and laptop mounted ring lights
 - Health-minded must-haves like sunscreen, digital thermometers and fitness resistance bands





Pay attention to advertising opportunities

– Event advertising helps exhibitors get a head start before the event. Vendors use it to stand out from competitors and differentiate their brand. Because advertising requires

repetition, as you already know, pre-event advertising lets your target audience know you exist.

- Display ads enable companies to establish their exhibiting presence and highlight products and services
- Sponsored content positions companies as industry leaders
- Both formats help increase brand awareness and reach
- Request our media kit to learn more about exhibitor advertising campaigns and deadlines

Request our media kit to learn more about exhibitor advertising campaigns and deadlines.



Rev up the social media engine – Wondering how much social media you need to actively post as an exhibitor? Plan to engage with your audience before, during and after the event. Third-party apps [like Hootsuite] let you cue up and schedule posts for multiple social media channels.

Twitter, Meta (formerly Facebook) and YouTube offer scheduling functionality for free. LinkedIn requires third-party scheduling apps.

- **Before event** – Use event hashtags and create your own branded hashtag that represents your organization. Plan pre-event posts about 4 to 6 weeks before the event. Use countdown tickers to create buzz and excitement. Plan out some announcements about event drawings and contests.

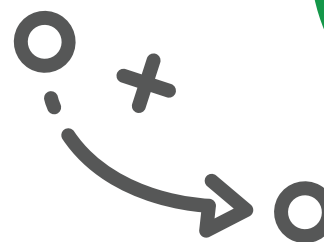
EXHIBITOR TIP

Pre-plan social media posts to get a jumpstart on social media activity and prevent uninterrupted coverage. Write and schedule posts in advance, i.e., contest dates and times, scheduled speaking engagements, and product announcements.

- **During event** – Post Instagram and Meta (formerly Facebook) stories during the event. Also consider “going live” to capture event excitement with real-time coverage. Invite guests into live impromptu interviews. Have some prepared questions in mind.
- **Post event** – Post closing remarks, event highlights, shoutouts and thank-you remarks.

EXHIBITOR TIP

Coordinate interviews with high-profile guests or speakers by scheduling an interview date before the event. Offer to get a follow up interview during the event.





Engage with booth visitors – You know the basics, like smile and be genuine. Or ask questions and listen more than you talk. Let's dive into some easily overlooked topics.

- **Pick a theme** – drives consistent messaging and adds levity
- **Carve out a demo area** – moves people through the booth
 - **Host a software demo** – creates an interactive user experience
- **Screen time matters** – video displays draw people to the booth and answer questions about products
- **Empty space feels inviting** – avoid overstuffing the booth because it lets people know there is room for them.

LEARN MORE

SOURCES

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