

16 Ways to Maximize ROI for Medical Conference Exhibiting

Actionable steps you can take before, during, and after a conference.



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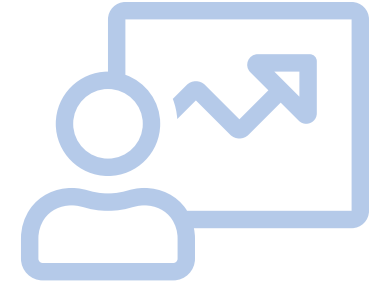
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Best Practices for Exhibiting Success in 2024



Exhibiting at a medical conference this year gives companies the opportunity to generate brand awareness and highly qualified leads at a reasonable cost. Taking time to develop a conference strategy for before, during, and after the conference is imperative for maximizing your results.

Included are key steps to ensure the best return on your investment at your conference.



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Before the Conference



01

Set Goals

Start by thinking about your goals—is your company looking to generate brand awareness, leads, or both? Identify the metrics you will track to measure whether exhibiting was a success. The more specific you can get, the better.

For example, if your goal is to generate leads, how many do you need to justify your investment in exhibiting? If your goal is to generate brand awareness, you might measure success by the number of conference attendees who see your branding, the number of conversations you have with attendees, and the level of foot traffic on the exhibit hall floor.

These clinicians are eager to network face to face; in fact, Pri-Med surveyed primary care clinicians who attended an in-person event in 2023 and found that 83% of clinicians onsite visited the Exhibit Hall Floor.

Before the Conference



02

Consider Sponsorships to Help You Reach Your Goals

Many conferences offer turnkey sponsorships that can help you achieve your goals. **Don't assume these are out of reach for your budget—conferences often offer effective sponsorships at a variety of price points.**

For example, one of Pri-Med's best booth traffic drivers is a lower-priced sponsorship called the "Passport Program." For entry into a raffle run by Pri-Med, attendees stop by participating booths for a sticker on their Pri-Med passport card. Once their card is filled out, they are entered for a chance to win prizes. **In 2023, over 20% of clinicians who visited the Exhibit Hall participated in the Passport Program.**

Check out the list of sponsorships offered by the conference host and determine whether any of those that fit your budget would help you reach your goals.

Other effective sponsorships offered at medical conferences include:

Lead generation

- Push notifications in the conference app
- Floor decals directing traffic to your booth
- Pre- and/or post-show eblasts to preregistered attendees
- Bag insert—certain conferences give attendees bags with helpful conference information, which can be a great place to include a piece of your collateral

Brand awareness

- Banners
- Freestanding signs
- Branded charging station
- Exhibit hall aisle signs

Before the Conference



03

Create a Follow-Up Email Template to Use During the Conference

According to InsideSales, “50% of buyers choose the vendor that responds first...the odds of the lead entering the sales process, or becoming qualified, are 21 times greater when [leads are] contacted within five minutes versus 30 minutes after the lead was submitted.” You can save time on timely touchpoints by drafting a simple template that team members can use to follow up with leads as quickly as they can after talking with them. This will increase the leads’ likelihood of engaging with you after leaving your booth.

It is most important to send the email and have a touchpoint as soon as possible after you meet the lead. But if you can, take the time to include specific information from your conversation, such as, “Thank you for your interest in our add-on service. As we discussed, it will be a great fit for your small business because...” Or you could even open with, “It was great hearing your thoughts on the keynote about...”

If you can’t follow up with leads during the conference, email or call them the morning you get back from the conference at the latest.



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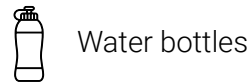
Before the Conference



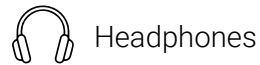
04

Purchase Booth Giveaways That Attendees Will Hang On To

Attendees love free swag, so take advantage of this to keep your brand in front of them beyond the end of the event! Choose a giveaway that features your company logo and contact information, something that is valuable in 2024, like the below items:



Water bottles



Headphones



Styluses



Metal straws

Items such as stress balls, pens, pop sockets, t-shirts, and notebooks are tried and true and won't break the bank. Have more budget to spend on swag? In her guest blog post for Eventbrite, Brianna Valleskey from Sendoso highlighted desk plants as an original swag idea. Sendoso writes, "If the worst event swag ends up in the trash, the best stuff ends up on your attendee's desk—where your brand will get exposed to their coworkers."

If you have a limited conference budget, a simple sell sheet and a bowl of popular candies can still do the trick.

Before the Conference



05

Let Prospects Know You'll Be Exhibiting

Leverage email and organic social posts at a minimum—and even other channels like the Google Display Network (if you have the budget)—to inform your target audience that you'll be exhibiting.

Email

Although creating copy and templates for marketing emails can take time to build out initially, they can be repurposed for future conferences.

- Check with your conference contact to see if you can purchase an email (sent by the conference) to their attendee audience. Attendees will be expecting emails from the conference, so your email will likely get great visibility.
- Email your prospect list.
- Email customers—depending on your business, add-on sales may be a top source of revenue.

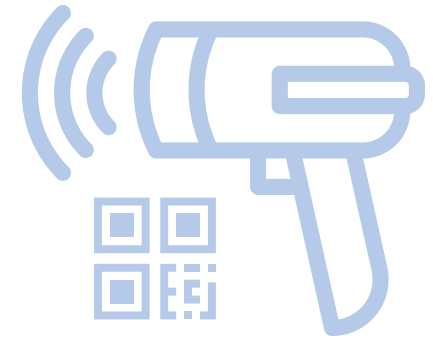
Social media

If your company has large followings on any of its company pages, plan to post 1-2 times in the weeks leading up to the conference that your company will be attending.

- Include the conference hashtag and your booth number in the post to maximize post reach and make it easy for any conference attendees to find your booth.

In your communications, be sure to note any giveaways you will be doing at the conference. This can be surprisingly effective. For example, at Pri-Med, we give away headphones so attendees can listen to CME/CE podcast episodes during breaks. We mention the headphones in our marketing efforts, and many attendees stop by our booth specifically asking for the headphones. We then let them know they can use their headphones to listen to our podcasts, driving learner engagement with another form of education we offer.

Before the Conference



06

Leverage Conference Attendee and Exhibitor Lists

Attendee list

Some conferences will allow you to purchase their attendee lists, and others send emails to attendees on your behalf. **Most attendees are likely expecting conference updates via email, so take advantage of this if you have the budget and resources to do so.** If you will be offering any conference specials or giveaways, highlight them in this pre-conference email to help encourage attendees to stop by your booth (don't forget to include your booth number).

Exhibitor list

Having the list of conference exhibitors in advance of the conference can also be valuable. Will any of your competitors be attending? If so, be sure your booth reps are prepared to speak to how your company stacks up against these competitors. **You can also put together a side-by-side comparison of your product versus theirs on a sell sheet or landing page for attendees to view.**

07

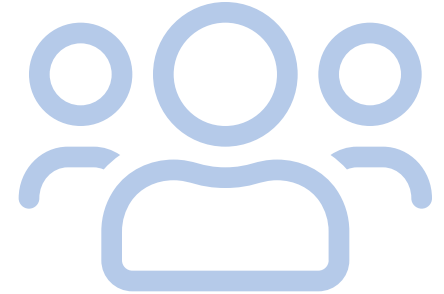
Familiarize Yourself with Lead Scanning Devices

How many are included in your booth package, and how do they work?

Check to see whether the conference offers lead scanning devices, how much each scanner costs, and whether team members will be provided with a physical scanner or asked to download an app on their phone, so they know how to use the device or app when the exhibit hall opens.

Find out when you will receive scanned leads after the conference. **Some conferences provide leads in real time, but not all do that, so it's important to set expectations beforehand.** If scanners aren't available at the conference, try a universal tradeshow badge scanner app, but be sure to have a backup plan—taking pictures of attendee badges or having a simple sign-in sheet in your booth can do the trick.

During the Conference



08

Fully Set Up Your Booth and Test All Technology

The day before the show, make sure to fully set up your booth and test all technology to ensure you'll have smooth conversations with prospects. It's easy to put this off (especially after a long flight), but **you'll be grateful you tested your laptop, demo environment, internet connection, etc., when attendees are lining up at your booth the next morning.**

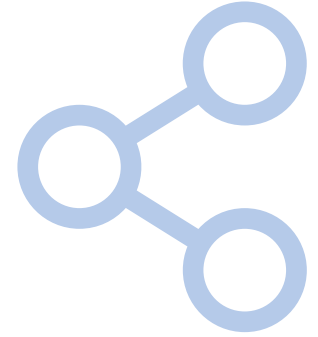
09

Hold Meetings for Team Members Working the Conference

There are always adjustments that can be made at the conference to improve interactions with prospects, and having a quick daily meeting with team members can help you address issues and solve them before opening the next day.

At one conference where my former company exhibited, we had a 20'x30' booth at the edge of the exhibit floor where attendees could only enter from one side. On the first day of the conference, most of us stood where attendees would walk into the booth. Booth traffic was low that day, so we talked about how our approach may have discouraged attendees from coming into the booth. On the second day, we decided to have only one team member stand at the booth entrance. **This simple adjustment caused our attendee traffic to increase threefold on the second day because attendees felt more comfortable coming into the booth.**

During the Conference



10

Keep Notes on Leads

You talk to many attendees onsite, so **take notes on qualified leads to help you remember specific conversations.** Many conference scanners have a built-in “notes” feature right in the scanner, but you can also use your phone or a notebook.

12

Post on Social Media

Continue to post on social media during the conference to encourage attendees to stop by your booth. **Be sure to include the handle of the company hosting the conference and use the conference hashtag** to maximize brand visibility and increase the likelihood of your post getting shared, retweeted, and seen by attendees.

11

Send a Follow-Up Email to Leads the Day You Meet Them

The sooner you follow up with a lead, the better **chance you have of making a sale.** Use the template you created before the conference, but add personalized information from your conversation with the lead if you can.

After the Conference



13

Continue to Follow Up with Leads via Email and Phone

Following up with leads once or twice won't be enough to re-engage a lead. According to HubSpot, the benchmark for touchpoints varies across personas in an industry. Salesforce emphasizes that leads typically need multiple touchpoints in the awareness stage, like having an initial conversation with a sales rep, before they consider your solution. As with any benchmark, you want to find the right number of touchpoints for your company.

14

Leverage Email Communications Sent by the Conference

Leveraging email communications sent by the conference can ensure that you reach attendees who might not have made it to your booth, or it can add another touchpoint to the nurture process for those who did. For example, you can send a "We Missed You at..." HTML email to attendees you weren't able to connect with at the conference. If you had a special offer for the conference, highlight it in this email.

Also, don't discount all leads that you connected with at the conference but haven't yet engaged with your communications. If they are in your target demographic but just aren't able to purchase your product or service today, add them to an existing email drip campaign or to your CRM with a status that will remind you to circle back to these leads at a later date.



After the Conference

15

Consider a Multichannel Approach

Now that you've engaged with your target audience in person, consider online opportunities both to nurture attendees you met and to expand your reach to clinicians you haven't connected with yet.

Email touchpoints and other digital opportunities are ideal for nurturing a subset of clinicians and extending reach to the large body of clinicians who prefer the convenience of online learning. **In fact, in 2023, 55% of Pri-Med's online audience had never attended an in-person Pri-Med conference.**

16

Compare Results to Goals

How do your results stack up against the goals you set before the conference? This is key for measuring ROI, so be sure to send these results to internal stakeholders.

Below are examples of online advertising opportunities you can take advantage of:

Brand Awareness

- Blog post
- Virtual conference email banner

Lead Generation

- Dedicated email purchases
- Multi-sponsor email purchases

Market Research

- Surveys
- In-depth interviews



For nearly 30 years, Pri-Med has built a community of primary care clinicians based on a foundation of high-quality, affordable continuing medical education. Pri-Med is uniquely positioned to maximize the reach and frequency of your content to engage with primary care clinicians through a multichannel strategy.

Meaningful Engagements with Hard-to-Reach Primary Care Clinicians

Engage with clinicians when they are actively seeking information to improve their medical practice through digital and in-person opportunities.

Are you interested in learning more about Pri-Med and our exhibiting opportunities? Call or email today.



sales@pri-med.com



617-406-4200



sponsor.pri-med.com

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Pri-Med

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