



Institute for
Healthcare
Improvement

October 10, 2018

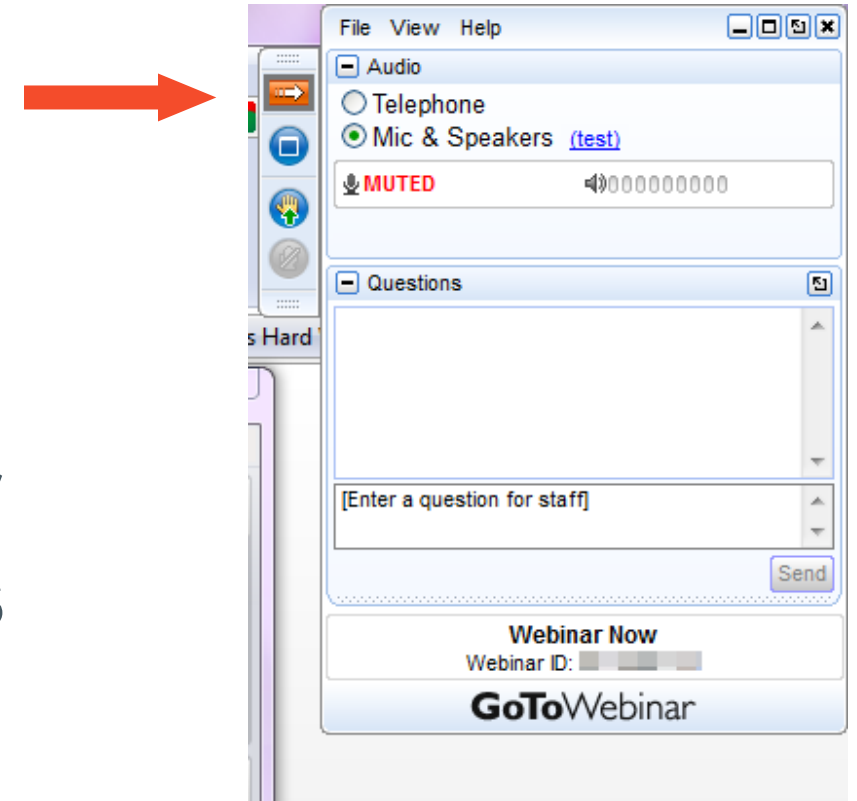
How to Increase Your ROI at the IHI National Forum

Exhibitor Webinar



Webinar Tips

- Click to hide or display the control panel on the right side of your screen
- All attendees are on mute
- Type questions for the presenter in the “Questions” box and press send



Speakers



Kristen Finnegan
IHI Exhibits &
Sponsorship Manager



Kelly Sapp
IHI Sr. Exhibits &
Sponsorship Manager



Sara Kolovitz
IHI Relationship Manager



How to Prepare

- Organizations that find success in tradeshow do so because they plan/execute/adjust
- Will you meet with your team?
- Will you determine goals?
- What items do you need to accomplish before the conference?



Typical Sales Objectives

- Introduce new products and services
- Get specific number of leads to follow up with after the show
- Enhance reputation as a market leader
- Gather new ideas from the show to enhance products and services
- Require each staff member to generate specific number of leads per day



Tools for Preparation

- [Exhibitor Resources Page](#)
- [ROI Tool Kit](#)
- [Exhibitor Marketing Kit](#)
- [Freeman Exhibitor Services Kit](#)
- Lead Retrieval – Coming Soon!



Exhibitor Resources Page

Visit:
<http://www.ihl.org/education/Conferences/National-Forum2018/Pages/sponsors.aspx>

2018 IHI National Forum

Full Agenda »

Tracks »

Who Should Attend »

Keynotes »

Hotel & Travel »

Storyboard & Speaker Proposals »

Scientific Symposium »

Networking »

Exhibitors and Sponsors ➔

Continuing Education »

Livestream Broadcast »

Fees & Scholarships »

Students and Residents »

IHI National Forum 2018 on Quality Improvement in Health Care



Exhibitors and Sponsors

The IHI National Forum is the premier "meeting place" for people committed to the mission of improving the quality and value of health care. The annual event draws more than 5,000 attendees from around the world from a variety of organizations and job titles.

- Put your organization in front of 5,000+ health care leaders and decision makers
- Meet folks who are seeking new ideas and solutions
- Allow your team to network with attendees, thought leaders, faculty and speakers, and distinguished advisors
- Enhance your business development, networking, marketing, and communications strategies

View the prospectus >>



Exhibitor Registration

Exhibitor Registration is open! Please note: Even though you have registered for a booth at this conference, you still need to **enroll your staff** who will be attending the event. The main contact for your company should have received information to register your company booth staff. If you need to transfer a registration to someone else, you are able to make that change using the instructions in your registration confirmation email. If you need the instructions for registering resent — please email ihlexhibits@smithbucklin.com if you have any questions.



IMPORTANT INFORMATION

- 2018 IHI National Forum Prospectus (includes application)
- Exhibit Hall Floor Plan
- Exhibitor Marketing Kit
- Exhibitor Service Kit

December 9–12, 2018
Orlando, FL, USA

REGISTER

\$1,350 per person

For exhibitor rates, email ihlexhibits@smithbucklin.com. Please review our [cancellation policy](#).

Already Registered?

EXHIBITING HOURS

Move-In:

Sunday, December 9

- 10:00 AM – 5:00 PM

Monday, December 10:

- 8:00 AM – 2:00 PM

Forum Hall Open:

Monday, December 10:

- 3:30 PM – 6:30 PM
(Welcome Reception at 4:30 PM)

Tuesday, December 11:

- 9:30 AM – 10:30 AM (appts. only)
- 10:30 AM – 1:30 PM
- 4:40 PM – 6:30 PM
(Storyboard Reception)

Wednesday, December 12:

NEED HELP?

Visit:

[FAQs page](#)

Email:

info@ihl.org

Call:

617-301-4800

866-787-0831

(Toll Free)

Available



ROI Tool Kit

- Website Developed by Exhibit Surveys, Inc.
- Provides tools to assist exhibitors measure performance and ROI
- Visit:
<http://roitoolkit.exhibitsurveys.net/Home/Welcome.aspx>

ROI Tool Kit
Center for Exhibition Industry Research

pcma
ceir
Center for Exhibition Industry Research

HOME ABOUT US MY ACCOUNT TOOLKIT CONTACT US

You are here: [ROI Toolkit](#) >> Welcome

Home **Welcome**

This web-site includes a series of simple tools to assist exhibitors in planning for an exhibition and to measure performance in delivering a return-on-investment (ROI) from exhibiting.

Pre-Event Planning	Answers
Potential Audience Estimator	Should we exhibit?
Exhibit Staff Estimator	How many staff are needed to engage our Potential Audience?
Exhibit Space Estimator	How much space is required to attract and accommodate our Potential Audience?

Post-Event Measurement	Answers
Reach	How many of our Potential Audience did we reach?
Staff Performance	How active were our staff in reaching our Potential Audience?
Potential ROI Estimator	What is the ROI potential from inquiries/leads obtained?

ceir
Center for Exhibition Industry Research

Exhibitor Marketing Kit

- Located on the Exhibitor Resources Page
 - Postcard for the National Forum
 - PowerPoint Slide Deck
 - Social Media Messages
 - Email Signature Graphics

The screenshot shows the IHI National Forum 2018 website. The main header is "Conferences" in a blue bar. Below it, the text "IHI National Forum 2018" is displayed, with "on Quality Improvement in Health Care" underneath. To the right of the text is a large blue circle with "2018" inside. Below the main text, there are icons for email, print, and share. At the bottom of the main content area, it says "Exhibitors and Sponsors". On the right side, there is a sidebar titled "IMPORTANT INFORMATION" which lists several items: "2018 IHI National Forum Prospectus (includes application)", "Exhibit Hall Floor Plan", "Exhibitor Marketing Kit" (highlighted with a red box), and "Exhibitor Service Kit".

[Download the Exhibitor Marketing Kit](#)



Freeman: Branding Your Booth

F R E E M A N

- IHI National Forum [Exhibitor Service Kit](#) is available on the Exhibitor Resource Page
- Order booth furnishings, utilities, shipping, material handling, lead retrieval and other services
- Freeman Discount Deadline: **Monday, November 19**



IHI National Forum Exhibiting Hours

Sunday, December 9	10:00 AM - 5:00 PM	Exhibitor Move-In
Monday, December 10	8:00 AM – 2:00 PM	Exhibitor Move-In
Monday, December 10	3:30 PM – 6:30 PM	Forum Hall Open Welcome Reception begins at 4:30 PM
Tuesday, December 11	9:30 AM – 10:30 AM 10:30 AM – 1:30 PM 4:40 PM – 6:30 PM	(Appointments Only) Forum Hall Open Forum Hall Open (Storyboard Reception)
Wednesday, December 12	10:30 AM – 1:30 PM	Forum Hall Open
Wednesday, December 12	1:30 PM – 6:00 PM	Exhibitor Move-Out



Traffic Drivers

- Giveaways and contests
- Advance customer communications
- Networking outside exhibit hall hours
- Sponsorship visibility



NEW! National Forum Sponsorship and Advertising Program

IHI has a new marketing program with fresh sponsorship benefits to provide significant exposure for 2018 National Forum sponsors. There are affordable and exclusive opportunities to meet your organization's marketing needs.

- Align with our education programs - specific thought leadership topics relevant to your area of focus.
- Enhance visibility at Events and Receptions
- Showcase your Brand – mobile app, water bottles, keycards
- Lead generation – compliment your booth with food carts, specialty coffee, wine/beer, and more
- Support the Forum Mission program
- Custom sponsorship packages

Q: Did you know? According to CEIR (Center for Exhibition Industry Research), ***“Advertising and Sponsorships can increase Booth Traffic by up to 104%!”***



Who are IHI National Forum Attendees?

14

Forum Attendee Come From:

Hospitals

Health System Parents

Group Practices

Academic Institutions

Associations

Quality Improvement Organizations

Health or Insurance Plans

Government Agencies

Forum Attendee Roles Include:



6 Tips to Keep the Attendee in Mind¹⁵

1. Ask your Customers

- What they want
- What they expect to learn
- What are the issues/problems they face each day

Remember...

Learn something new, ask questions, every attendee is an opportunity to enhance your market knowledge



6 Tips to Keep the Attendee in Mind¹⁶

2. How do you stand out?

- What are your competitive advantages or differentiators?
- What do your customers say about why they chose you?
- Practice comparison without being negative



6 Tips to Keep the Attendee in Mind¹⁷

3. Who do you expect to talk with at the show?

- Develop basic profiles of each type of visitor
- Develop 2 to 5 qualification questions to use to identify each type of visitor
- Use visitor responses to these questions to alter the conversation on the fly



6 Tips to Keep the Attendee in Mind¹⁸

4. Promote your participation with targeted outreach

- Get the right people to your exhibit
- Invitations
- Web-based promotion
- Attract selectively
- Be engaging (at booth, receptions, networking)



6 Tips to Keep the Attendee in Mind

5. Be prepared for questions and concerns

- Develop a list of likely questions from visitors
- Group questions into categories based on prospect needs
- Develop brief answers
- Practice VERBAL responses to these questions



6 Tips to Keep the Visitor in Mind

6. Booth etiquette is vital for a successful show

- Positive vs. negative body language
- NO:
 - Eating
 - Drinking
 - Chewing gum
 - Talking on cell phones in the booth
 - Checking emails
 - Reading newspapers
 - Talking with the booth staff in closed circles



Delivering Your Message

Begin with what is SEEN

- REVIEW your booth
- Who you are AND what you do
- Clear Graphics – to get it in a ‘glance’
- Why should ‘they’ stop?
- Be CLEAR – Be BRIEF!
- What are you doing that’s New?
- You are an EXPERT? Show them how



Course Correction

After each show day, meet with the team

- Prepare questions about what you are hearing
- Challenges in process, flow, demos
- What needs to be changed?
- New opportunities you were not aware of prior to the show
- Next day strategy



After the Conference

- Lead Retrieval List
- Follow-up appointments and communications
- Prepare for IHI National Forum 2019: Orlando, FL, World Center Marriott, December 8 – 11th, 2019.



Action Items

- Set your goals and objectives
- Practice, practice, practice!
- Set up team meetings to determine how to best prepare for our show
- Identify staff who will attend and what they need to learn to be ready
- Course correct at the show



Important Deadlines & Links

- [Exhibitor Resources Page](#)
- [Exhibitor Service Kit](#)
 - Freeman Discount Deadline: **Monday, November 19**
- [IHI National Forum Housing](#)
- [Exhibitor Registration](#)
- Sponsorship Selection and Commitments





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Questions?

ihisexhibits@smithbucklin.com

Thank you for joining us on today's webinar.

We look forward to a successful show!

