

BECKER'S

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## Annual Meeting Exhibitor Best Practices

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- Make sure to check in at Exhibitor Check-In downstairs in the Exhibit Hall during Exhibitor Set-Up. You will receive your Conference Badge and Brochure here.
- Utilize Lead Retrieval options. We are partnering with American Trade Show Services for Lead Retrieval at this event. Please click [here](#) to view the form. You can email your order form to [orders@american-tradeshow.com](mailto:orders@american-tradeshow.com). Order before 3/1 for early-bird discount pricing!
- Becker's does our best to drive foot traffic to booths in the Exhibit Hall. This is done through our scheduled networking breaks, with free coffee and snacks for attendees, and evening cocktail receptions. However, bringing your own unique attention-grabbers is encouraged!
- Reserve your hotel room ahead of time! Please look [here](#) for more hotel and travel information.
- Reach out to attendees to set up meetings prior to the event to get the most out of your time. We recommend sending personalized letters to contacts of interest! Pre-attendee lists have already been sent out, but if you would like them resent please reach out to [events@beckershealthcare.com](mailto:events@beckershealthcare.com).
- Attend sessions where your target executives will most likely be. This will give you an opportunity to catch a couple minutes with them. [Here](#) is the schedule of sessions.
- Use the lunch time hours and networking receptions to speak with new executives since attendees will be centrally located in one area.
- We have designated networking breaks and exhibit hall hours to ensure you will have traffic at your booth. The exhibit hall will be open all day though so feel free to use your exhibit as a meeting spot.
- Offer a prize to raffle off at our evening networking reception. This is a great way to collect business cards and contact information from attendees and drive more traffic to your booth. For more information, please email [events@beckershealthcare.com](mailto:events@beckershealthcare.com).
- After the event, we will provide a post-attendee list. Follow up with executives you met with or reach out to others that you did not have chance to speak with.

*If you have any questions, please feel free to email [events@beckershealthcare.com](mailto:events@beckershealthcare.com)*

*Or call Maggie (312-281-6535)*