



Guide For First-Time HIDA Exhibitors

1 Pre-Conference

- Reach out to top prospects and clients before the show. Send a direct mail piece or email letting them know you are attending.
- Treat your booth as your own personal meeting space and schedule meetings in your booth during show hours. Do not wait for prospects or clients to come to you.
- Review sponsorship options available. Factor in your marketing objectives and goals for the show to gain greater visibility.
- Sign up for the EBE (Executive Business Exchange) and select the companies you want to meet with. Contact Cindy Chen at chen@hida.org or 703-838-6114. Have your pitch ready as you only have 20 minutes!
- Set up a dinner for clients and prospects on the free networking evening.
- Register to attend a ShareGroup such as Vendor Relations or Emerging Leaders at www.HIDASHC.org.
- Review the attendee list and know whom you want to connect with once onsite.



2 Onsite

- Attend all education sessions and networking events. Make sure to wear your badge and have business cards with you.
- Walk the Reverse Expo show floor. Review the list of exhibitors prior to arrival and know which Distributors and GPO's you want to meet with.
- Allow for some free time in your schedule for pop-up meetings and networking.

Events Not To Miss:

Tuesday | September 26th
 6:00pm Welcome Reception

Wednesday | September 27th
 8:00am Executive Business Exchange (EBE)

11:30am Opening General Session

1:00pm Innovation Expo and Networking Lunch

9:00pm Networking Reception

Thursday | September 28th
 8:30am Reverse Expo and Networking Breakfast

11:30am Vendor Relations ShareGroup



3 Post-Conference

- Follow up quickly with new contacts, qualified leads and current clients.
- Use the final attendee list to reach out to prospects you didn't meet with onsite.
- Purchase space for next year onsite to guarantee rates and booth location for 2018.
- Fill out the post-conference survey sent via email to help HIDA continue to improve the event.

