

# HCEA 2009 Annual Meeting: Exhibitor Prospectus

## Promotional Activities

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### *PROMOTION*

HCEA will promote the exhibition and its value as an educational and commercial opportunity through vehicles such as mailings, *HCEA Edge* e-newsletter, the HCEA website at [www.hcea.org](http://www.hcea.org), participation in industry events, etc. Exhibitors are urged to supplement HCEA's promotion with their own pre- and post-promotion. Pre- and post-registration lists of attendees (including addresses) are available upon request for a nominal fee. See Lists for Exhibitor Promotions for more information.

### *BOOTH DESCRIPTION*

The space application provides room for a 50-word description of your exhibit. This description may be used by HCEA for promotional purposes in the Annual Meeting Program distributed at the meeting, the HCEA website, media releases, etc.

The booth description is important as it describes what attendees might learn when they visit your booth and thus may increase your traffic. The description should be a brief and factual description of the products or services you will exhibit.

Descriptions longer than 50 words will be edited at the discretion of HCEA without final approval by the exhibitor. This description is to be completed at the time the online space application is submitted. Please make sure that all information is complete and accurate.

### *PRODUCT/SERVICE CATEGORIES*

HCEA provides attendees with a list of exhibitors' product/service categories with booth numbers that make it easy to locate your exhibit. Please indicate all categories that are applicable for your organization on the space application.

### *CONTACT NAMES*

The exhibit promotion materials created by HCEA assist your potential customers in contacting you. Provide the appropriate contact names on the space application including a primary contact for exhibit-related information, such as the service kits and exhibitor updates.

### *RESPONSIBILITY FOR INFORMATION*

It is the responsibility of the exhibitor to provide HCEA with legible, accurate information including contact names, addresses, phone, fax, e-mail, website, booth description and product categories.

If information is not provided on the space application, it may be omitted from HCEA-produced materials.

### *TRAFFIC BUILDING ACTIVITY*

Exhibit Hall traffic will be encouraged this year by the **Treasure Hunt** program. All Regular and Associate member attendees will receive a Treasure Map with a path for them to follow to be eligible to win prizes. Four different Maps will be distributed to these attendees, with four different paths throughout the hall. These different paths are designed to encourage attendees to explore the entire exhibit hall, each Map starting with different exhibitors. Additionally, Treasure Boxes will be hidden throughout the hall offering attendees more incentive to visit the exhibit hall. Attendees will be challenged to visit at least three exhibits at each of the four exhibit sessions and have their Treasure Map signed at each exhibit.

Prizes of a professional/educational nature, made available through sponsorships, will be awarded by drawing. Those who complete their treasure maps will be eligible for participation. If your organization would like to sponsor a prize, please contact Jackie Beaulieu (404-252-3663) or Kelly McCann (609-918-9595).

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### *CYBER CAFÉ*

Attendees are encouraged to stay in the Exhibit Hall by the placement of a Cyber Cafe located in the back of the hall.

### *PERSONALIZED ELECTRONIC EDUCATION CENTER (PEEC)*

New this year in the exhibit hall is the Personalized Electronic Education Center (PEEC). PEEC will be a set of computers located in the back of the exhibit hall, offering attendees electronic access to all available session handouts and other relevant information.

### *LEAD RETRIEVAL*

HCEA provides exhibitors with the opportunity to gather on-site information on each attendee by means of a lead retrieval system. Complete information will be provided in the Exhibitor Service Kit.

### *PRESHOW MAILERS AND OTHER PROMOTIONS APPROVAL*

All proposed promotions **must be** submitted for approval along with the list request. The deadline for approval requests is May 12, 2009. Please see the Pre-show Mailer Approval Form. Lists will not be sent until the promotion is approved.

HCEA does not allow drawings or raffles of any kind by exhibiting companies. Please note that this prohibition includes raffles conducted on-site for prizes to be given away later, raffles conducted on computers in the booth, games or contests in which only certain attendees can win and any other promotion that constitutes a raffle or drawing.

Exhibitors found violating this rule will be required to discontinue the raffle immediately or face enforcement action as described in "Enforcement of Rules and Regulations."

### *LISTS FOR EXHIBITOR PROMOTIONS*

Advance promotions (e.g., direct mail, phone calls) by exhibitors to attendees are a proven way to increase booth traffic and to gain exposure for products and services. Exhibitors may purchase lists with the contact information on pre-registered attendees. The lists do not include email addresses or fax numbers.

As the "early" registration cutoff is May 10, all lists provided prior to that time will be partial, and updates will not be provided. The complete list of pre-registrants will be available approximately one week after the cutoff. Please note that post-meeting mailing lists are available approximately two weeks after the end of the meeting.

Membership lists are also available. For price and quantity information, please consult the Mail List Order Form. Contact Jackie Beaulieu at HCEA Headquarters, 404-252-3663.

A Post-2008 Annual Meeting survey of Regular Members (healthcare exhibitors) revealed:

- 87% reported visiting more than 10 booths, and 41% visited more than 20 booths;
- 82% were looking for new products/ services;
- 89% have a role in the decision-making process;
- 31% made or were planning to make a purchasing decision or issue an RFP based on information from the exhibition; and
- 35% were attending their first HCEA Annual Meeting.

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## *SPONSORSHIP OPPORTUNITIES*

The HCEA Annual Meeting provides organizations with numerous sponsorship opportunities. Please contact Jackie Beaulieu at (404) 252-3663 for a list of these opportunities. All sponsors are recognized at the meeting, in HCEA promotional materials, signage, website, official publications, media presentation and the Annual Meeting Program.

## *USE OF HCEA & ANNUAL MEETING LOGO*

### LOGOS

As a general guideline, the HCEA or Annual Meeting logo may be used, with permission, in member promotions, on letterhead, etc., as long as it is not presented in such a way that suggests endorsement of the product, service or organization by HCEA. The logo may not be more prominent than the product, service or organization so as to improperly suggest that the promotion, letterhead, etc., is an official communication from HCEA. All proposed materials with logo use **must be** submitted for approval. Please contact HCEA Headquarters at (404) 252-3663 for details.

### HCEA LOGO

The HCEA logo is the property of HCEA and may only be used with permission. All paid HCEA member organizations are permitted to use the HCEA logo subject to the following provisions. The logo should be printed either in black or in blue (Blue Reflex or PMS 300). The logo should always appear with the word MEMBER appearing immediately below the word ASSOCIATION or under the overall logo. Copies of the logo are available from HCEA Headquarters or at the HCEA Web site at [www.hcea.org](http://www.hcea.org).



### ANNUAL MEETING LOGO

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