

THE FUTURE OF HEALTHCARE EXHIBITING IS LEARNING 2017

A WHITE PAPER by
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EXHIBITING IS ALL ABOUT EDUCATION; LEARNING IS THE MISSION

OVERVIEW

Exhibitors must continually find ways to create a learning experience and environment for attendees so they see value in what exhibitors offer, so attendees will recommend, buy or prescribe and be interested in returning to the event to continue their lifelong learning.





The key to successful exhibiting is creating a learning experience that contributes to achieving an organization's marketing objectives. Since 2005, when Marketech360 created its first White Paper on the subject, the primary reason healthcare professionals attend medical meetings is to acquire "education/CME credits". Exhibitors must continually find ways to create a learning experience and environment for attendees so they see value in what exhibitors offer, so attendees will recommend, buy or prescribe and be interested in returning to the event to continue their lifelong learning.

Interviews in this paper were conducted at 15 events during 2016 and 2017. The events were a mix of pharma and device meetings. Interviews were conducted on behalf of four major medical industry companies. The live, random intercept interviews were executed at each event as attendees were departing the targeted exhibit. The number of interviews varied based on the show and the subject exhibit. Both domestic and international attendees were interview subjects. Only those questions that were asked in the same manner at each event were used for this White Paper.



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KEY TAKEAWAYS:

-  The #1 reason for attending medical meetings remains "education / CME credits". Keep that in mind when creating the exhibition plan with strategies and tactics so that everything that is undertaken in the exhibit is learning, awareness, and understanding focused.
-  Create an experience in the exhibit using exhibit design elements, technology and innovative methods of communicating that captivates and engages visitors. Be creative in transforming known information into "something new" by utilizing innovative ways of communicating the message.
-  Carefully select and prepare staff so they are engaging, inviting, knowledgeable and customer focused.
-  Engage every visitor to the event. You have no idea who the visitors are and what their buying or prescribing plans are until a conversation ensues. They might be the next generation of buyers and if ignored, when they become the decision maker, might do the same to the exhibitor.

**ENGAGE
EVERY
VISITOR
AT EVERY
EVENT.**

The primary reason for attendance at medical meetings continues to be education and CME credits.

WHAT PROMPTS ATTENDANCE AT MEDICAL MEETINGS?

The primary reason for attendance at medical meetings continues to be education and getting CME credits. However the dominant reason when looking at all responses is "learning". 96% of responses entail learning. Seeing what's new – learning what exhibitors are offering that is new in the exhibit hall, through in booth speakers, KOLs or networking with other attendees.

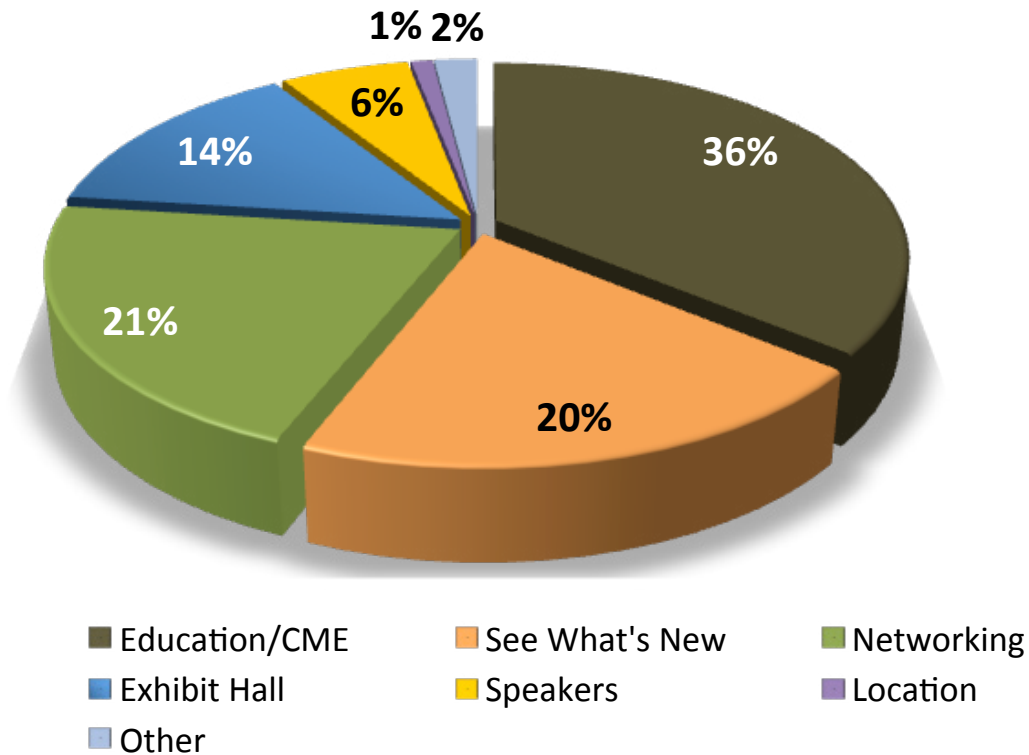


This means that in order to attract visitors to the exhibit hall, workshops and seminars show organizers, speakers and exhibitors must communicate what attendees will learn and where they will learn it in advance of them arriving at the meeting. At meetings today, time is the primary competitor for both exhibitors and attendees. According to CEIR studies, three quarters of conference attendees have an agenda and 2/3rds of the exhibits that an attendee visits is determined before arriving at the meeting. If an exhibitor wants traffic to their exhibit, then pre-show promotion and communication is key. 55% of meeting attendees remembered seeing a promotion before arriving at the exhibit. And, not all promotion today is digital. Some traditional modes of pre-show promotion were high on the memorability scale – room drops, program ads, banner ads, email and aisle signage. Learning in the exhibit is engendered by a knowledgeable, prepared staff using all the tools the exhibit design provides.



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Reasons for Attending Pharma Medical Meetings n=605



Note: In Marketech360's 2014 study, 62% of the 1464 respondents replied they attended medical meetings primarily for the Education/CME credits, which is significantly higher than those responding in this current study (36% See Chart 1), however close to Marketech360's 2010 study results of 40% of 979 respondents responding Education/CME credits. – (see Chart 2) It is unclear why the responses spiked in the 2014 study.

Product information dominated the reasons why attendees were attracted to Medical Device exhibits, while booth attractiveness was first among respondents at Pharma events.

TOP FIVE REASONS ATTENDEES VISIT PHARMA MEDICAL MEETINGS

2017 vs. 2014 2010 vs. 2008
n =605/1464/ 979 / 821

REASON	2017	2014	2010	2008
Education	36%	62%	40%	16%
See What's New	20%	10%	36%	14%
Speakers/Posters	6%	9%	28%	24%
Networking	21%	6%	13%	11%
Exhibits	14%	3%	8%	11%

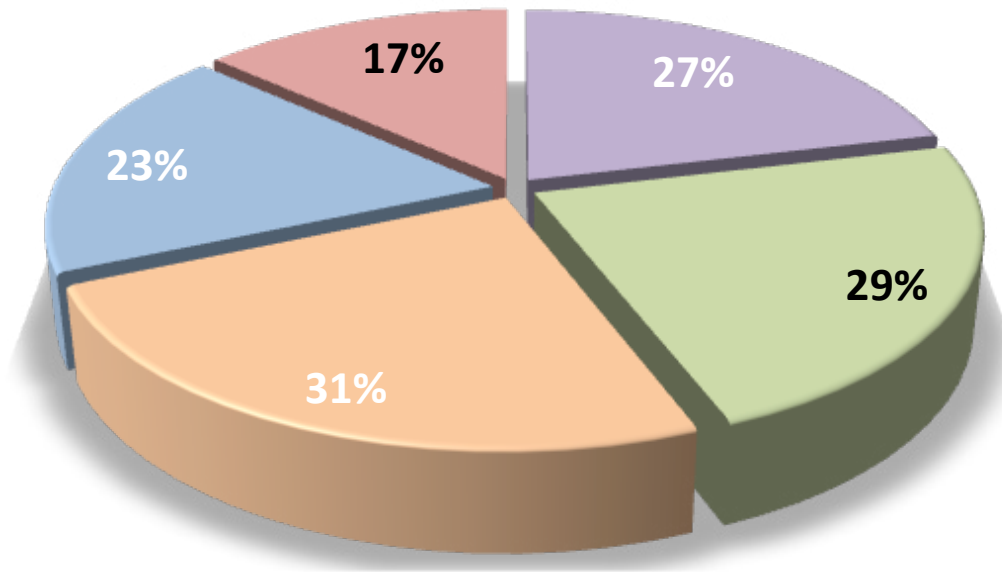
*Source: ©Marketech360, Inc. 2017,2014, 2010, 2008
Exceeds 100% because multiple responses were permitted*

At Device exhibits, name recognition and booth attractions/food were followed by product information in attention getting. At Pharma exhibits, product info and pipeline/trial information were followed by booth attraction as visitor motivation to stop and visit the exhibit.



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What Prompts Visits To Specific Pharma Exhibits n=821

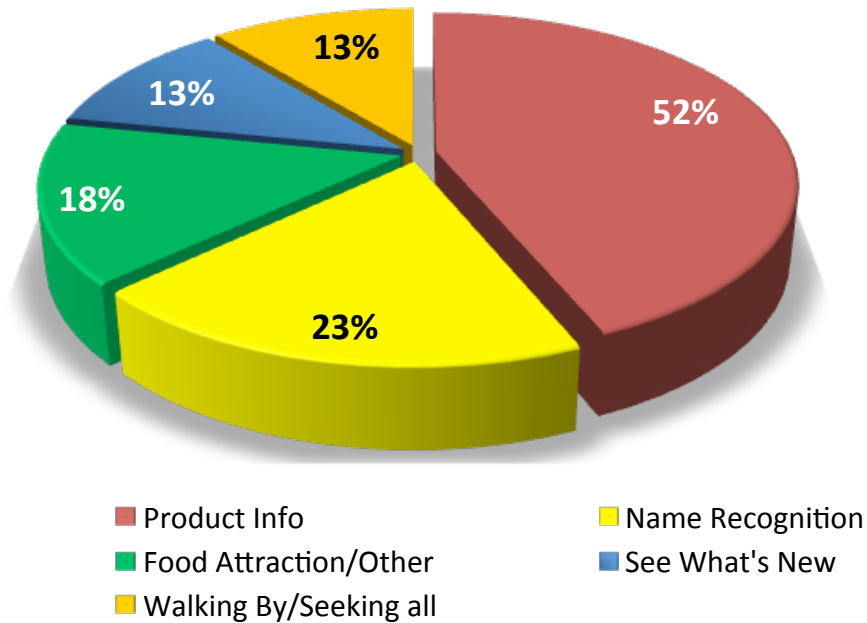


- Pipeline/Trial info
- Product Info
- Booth Attracted
- Walking by/Visiting all
- Rep-Talk to/Invited

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What Prompted Visits To Specific Device Exhibits n=338



Product information and seeing what's new combined accounted for almost 65% of the attraction to a medical device exhibit. Communicating what can be learned about an exhibitor's product must be the central focus on any pre-show promotion to get on the attendee's expo agenda.

TOP FIVE REASONS ATTENDEES VISIT PHARMA MEDICAL MEETINGS

REASON	2017	2014	2010	2008
Product Information/ Product Interest	29%	22%	40%	16%
Booth Attractiveness Activity, Promotions, Hospitality	31%	50%	36%	14%
Happenstance	23%	22%	28%	24%
Name Recognition	15%	12%	13%	11%
See or Talk to Rep, What's New, Booth appeal (tied at 6%)	17%	6%	8%	11%

Source: ©Marketch360, Inc. 2017,2014, 2010, 2008. Exceeds 100% because multiple responses were permitted



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Getting on a meeting attendee's agenda is a combination of traditional and digital promotions. By using the exhibitor's sales force to begin talking with influential buyers early so they plan for enough time to visit the exhibit is crucial. It takes getting the sales function to the table early in the planning process so their needs in terms of communication materials are known and can be provided.

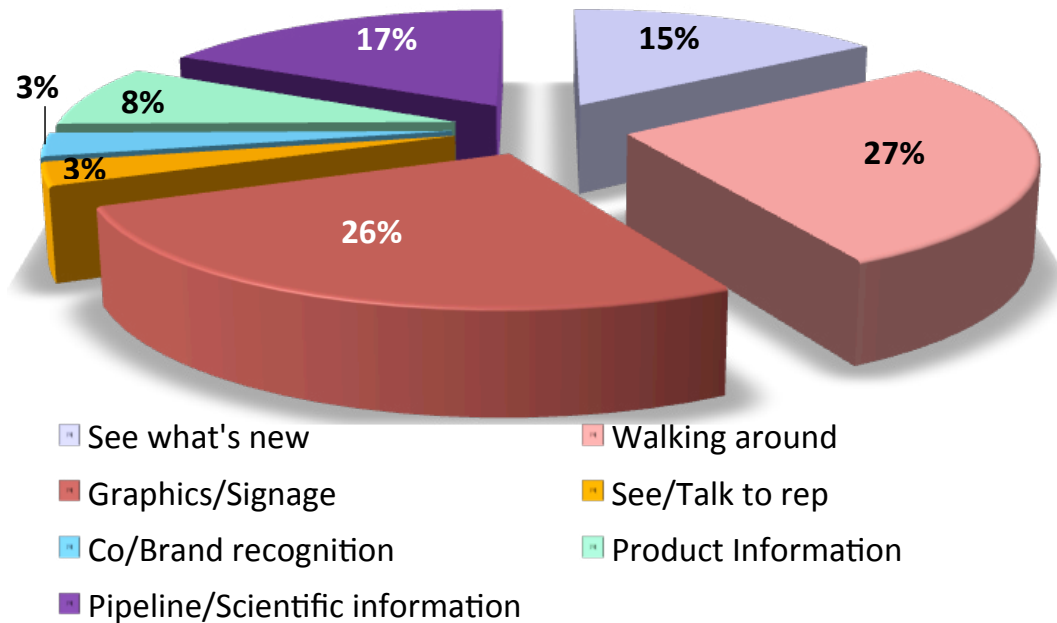
Note: In the 2014 White Paper, Booth Activity, Promotions and Hospitality were the #1 attraction with 50% of 1464 respondents indicating it as such, however in the 2010 study, Product Information was # 1 with 40% of 979 and Booth Activity a close #2 at 36%. Booth activity has more impact on attraction at pharma exhibitions than at device meetings where product and product information are the primary elements that draw visitor traffic.

Although the question was not asked in all surveys, it is interesting to look at what prompted visitation to specific exhibits on the show floor. (Chart 6) Leading the way was walking around and visiting all exhibits, followed by exhibit graphics and signage. This finding leads one to believe in the importance of a well thought out and well-conceived exhibit design that will capture visitors' attention and deliver the exhibitor message. Graphics that work are self-qualifying and leave the lingering question, "tell me more". Learning elements were next: seeing what's new and R&D/technical information followed.



This finding leads one to believe in the importance of a well thought out and well-conceived exhibit design that will capture visitors' attention and deliver the exhibitor's message.

What Prompted Your Visit To An Exhibit In The Expo Hall? N=95



From participant verbatims (verbal responses) we learned what attracted them specifically to an exhibit:

- ▲ **Exhibit elements:** color, holograms, video, live presentations, signage, interactives (games, walls, visuals)
 - 3 D visualization
- ▲ **Staff:** actively engaged off the aisle
- ▲ **Product:** actual full scale product, demonstrations, Pre-arranged meetings
- ▲ **Games:** in-booth visible from the aisle, on iPads,
- ▲ **Food**

What appears to be important in the formula for attracting visitors to an exhibit is: (1) the exhibit and its magnetism and (2) the booth elements that create active attendee engagement. **THE MORE ENGAGED THE VISITOR THE MORE THEY ARE INCLINED TO LEARN AND THUS BE READY TO BUY, PRESCRIBE OR RECOMMEND WHEN THE NEED ARISES.** As important as the physical elements in the exhibit are, having a well prepared, knowledgeable staff ranks right up there with engagement and communication tools. After all, graphics or interactives are part of the exhibit's design to attract attention or support messages delivered by the staff.

At one event with 101 respondents: **89%** of the participants in the survey had an interaction with a rep and **77.2%** learned something new. Of those respondents that did not have a staff interaction **44.4%** were not approached and **55.6%** did not have time. Having staff that is willing to reach out and engage visitors who visually show interest in the exhibit, as well as, promoting what is being featured in the exhibit will get you on the "must see" agenda of attendees who could be influencers in the next purchase of your products or services.

With "walking around, visiting all" being a dominant reason for visiting an exhibit at a number of events, having the sales force involved in the pre-show promotional strategy becomes more pivotal to attracting qualified visitors to the exhibit. "Walking around, seeing all" cannot be a strategy. The strategy must be to get on the agenda of the meeting attendees so they plan to stop and visit and have scheduled enough time to see, hear and become involved in the exhibit learning experience.

"Walking around, seeing all" cannot be a strategy.

And almost half (49%) reported they were more inclined to consider, purchase (prescribe) or recommend the exhibitors' products or services as a result of visiting the exhibit.

LEARNING

With attendees going to meetings wanting to learn, did they? 70% of the 517 attendees interviewed indicated they learned something new. And almost half (49%) reported they were more inclined to consider, purchase (prescribe) or recommend the exhibitors' products or services as a result of visiting the exhibit. The inclination to act remained about the same for 40% of the interviewed visitors. This highlights the importance of understanding why individual visitors stopped at the exhibit or were inclined to be engaged so that messages can be created and delivered that increase understanding of the exhibitor's offering. If the buying continuum flows from buyer unawareness to awareness and then to understanding, learning is key.

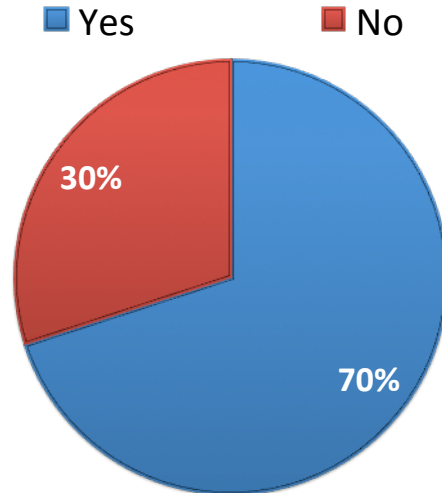
To gain awareness, understanding and being willing to try a product or service is to teach the buyer or recommender the benefits of the offering. What are the differentiators that will cause a visitor to accept the exhibitor's message and change their behavior to try a product or service? That message needs to be delivered using tools that resonate with meeting attendees. Therefore, for each audience for whom you are trying to change behavior, knowing what works and what doesn't is critical in the planning process. A good interaction was defined as engaging with a staffer who is professional, knowledgeable and has detailed information in response to the visitor's questions. A staffer that uses all the tools in the exhibit such as graphics, videos, demonstrations and e-details etc. adds to the value of the interchange.



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Did You Learn Something New?

n=517



LEARNING MOSTLY TAKES PLACE WHEN THERE IS A POSITIVE INTERACTION BETWEEN A VISITOR AND A STAFFER THAT USES THE TOOLS PROVIDED TO THEM TO REINFORCE THE DIALOGUE THAT TAKES PLACE IN THE EXHIBIT.

In the meetings reviewed, 101 visitors had no interaction with a representative when visiting the exhibit. Why not? 55.6% reported no time, and 44.4% were not approached by a booth staffer. The latter is a training and preparation issue and the former is one of getting on attendees' agenda via pre-show promotion and communications. The same magnitude of response was engendered when asked if the visitors had attended or planned to attend a product launch in the exhibit. Time and awareness of the event were the stated primary reasons they didn't attend. This further demonstrates the need for pre-show communications to get visitors to commit time on their expo agenda to visit the exhibit.

Visitors that had positive experiences made comments about the booth staff like: enthusiastic, helpful, informative and helped in a timely manner. Some said they stayed longer than planned, while a few reported too much information was communicated.

TOOLS FOR LEARNING

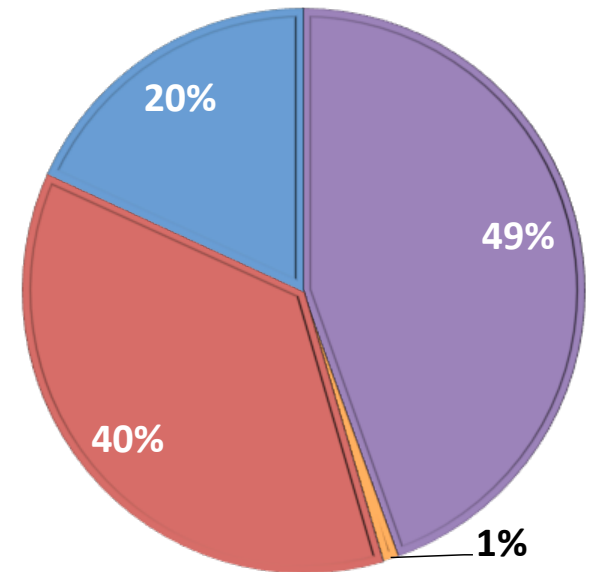
- ▲ 1:1 conversations
- ▲ e details
- ▲ KOL live theatre presentations
- ▲ Interactive AV
- ▲ 3D Video
- ▲ Product theatres / Product demonstrations
- ▲ Gamification of messages – games, contents, challenges
- ▲ Pre-arranged meetings
- ▲ Staffed lounges for networking and recharging
- ▲ Lunch & Learns

NEXT STEPS

Once attendees learn, then translating that learning into considering, recommending or buying is the challenge. If they learn something new, almost half (49%) of those responding indicated that they are more inclined to consider, recommend or buy (prescribe) after visiting the exhibit. 40% indicated they are inclined about the same. With 20% not being involved in the procurement cycle, it indicates how important it is to qualify carefully to assure that staff are talking with visitors that can move sales opportunities closer to close. When learning occurs two things happen: (1) they will be inclined to try the product or service or (2) they will be inclined to continue to buy, consider or recommend. Both are good results and creates value for the exhibiting medium.

- More inclined to consider, purchase or recommend
- Less inclined to consider, purchase or recommend
- Inclined about the same
- NA

**Inclination to Consider,
Purchase, or Recommend**
N=334



PROMOTIONS

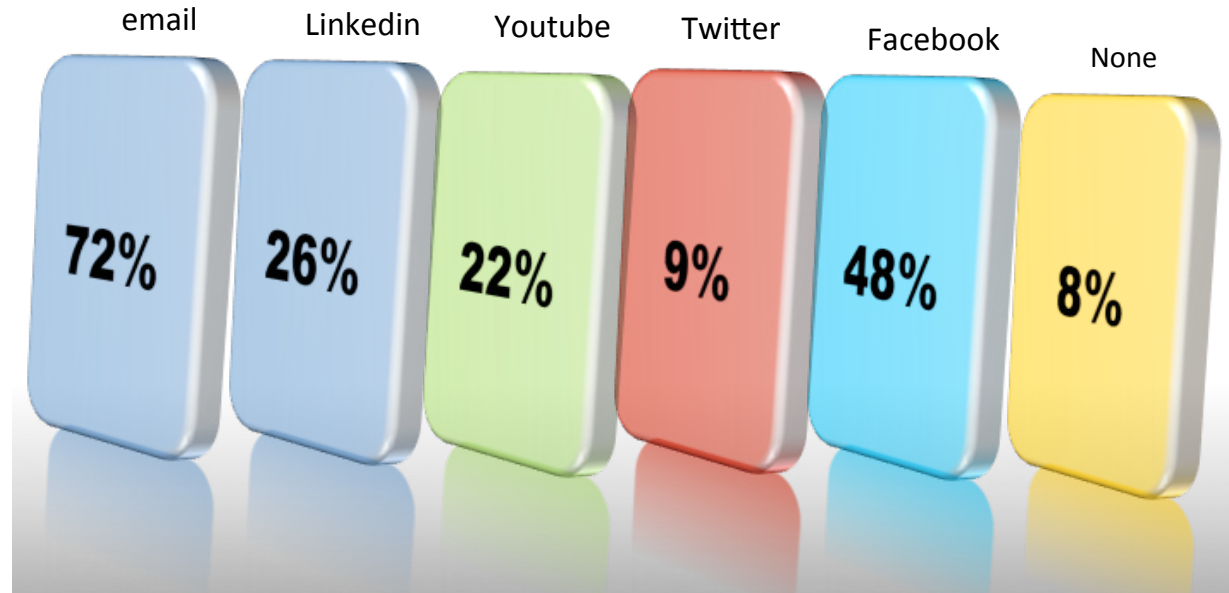
STARTING THE CONVERSATION BEFORE THE EVENT

One of the axioms of exhibit marketing is to start the conversation with visitors before they arrive at the event. Get on their agenda. (2/3rd of exhibits visited are predetermined before visitors arrive at the event – CEIR). Exhibitors get on visitors' agenda using communication tools that visitors use to get their information. Part of the event strategy development is to understand how and where their targeted attendees get their information. Social media is used by exhibitors to reach the attendees they have targeted. E-mail and Facebook appear to be the dominant communication vehicles based on this study. Although not as large a number of respondents as other questions, this snapshot of social media shows that combined with traditional promotional tools, visitors are aware and respond to digital marketing.





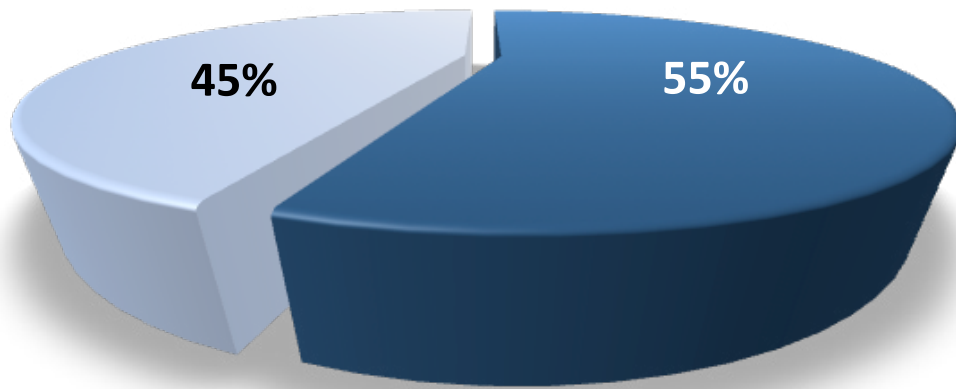
Use of Social Media n=151



55% of survey respondents (n=418) indicated they recall seeing a pre-event promotion. In this over communicated age, we can see that following the axiom of pre-show promotion to get on visitor's agenda works. It is interesting that traditional approaches such as room drops, program ads, aisle signage and banner ads were the most recalled in this study. Understanding your audience and how they receive information is critical to selecting the marketing communications to employ. Identifying how your specific audiences prefer to receive their information is critical to the success of your strategy.

PROMOTIONS

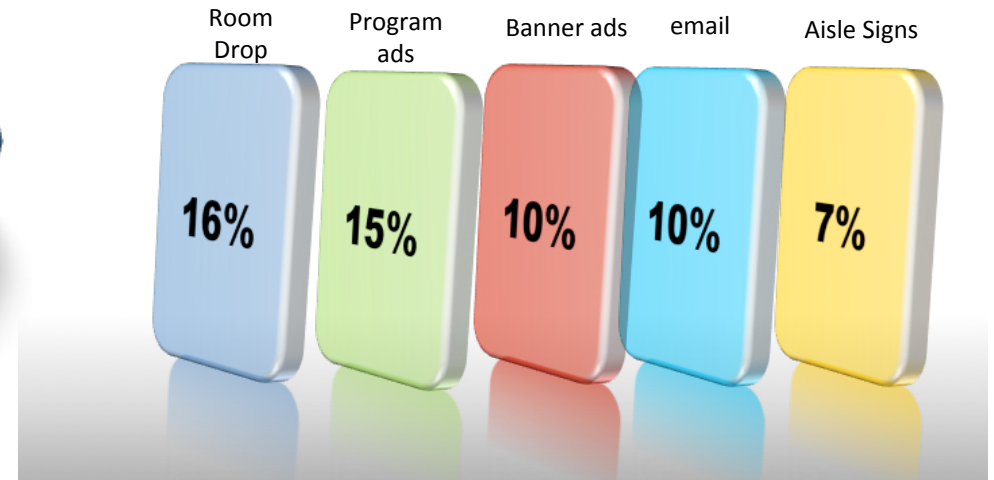
Do You Recall Seeing Promotions Before Visiting the Exhibit?
n=418



■ Yes

■ No

What Promotions Do You Recall Seeing?
N=207



Remember that there are sometimes up to five generations of buyers in a meeting's audience.

VISITOR EXPERIENCE - IMPACT

Since most of these actions do not take place on the exhibition floor, it is important to use communication tools that will create an impression and therefore memorability. Again, exhibitors must not overlook traditional forms of communications – information cards and posters. (Although the data is from Medical Industry events, this lesson is transferrable to other industry events.) Using 21st Century technology is reported as having a high impact. Employing targeted tools that connect with the specific audience is the foundation for learning, memorability and retaining exhibitor messages that leads to considering, recommending or buying. It is important to remember that there are sometimes up to five generations of buyers in a meeting's audience. Communications and information delivery techniques need to be customized to reach the individual exhibit visitor.

What makes the exhibit work? A well planned exhibit design and prepared staff to engage, communicate and capture information for next action steps. What has the greatest impact?



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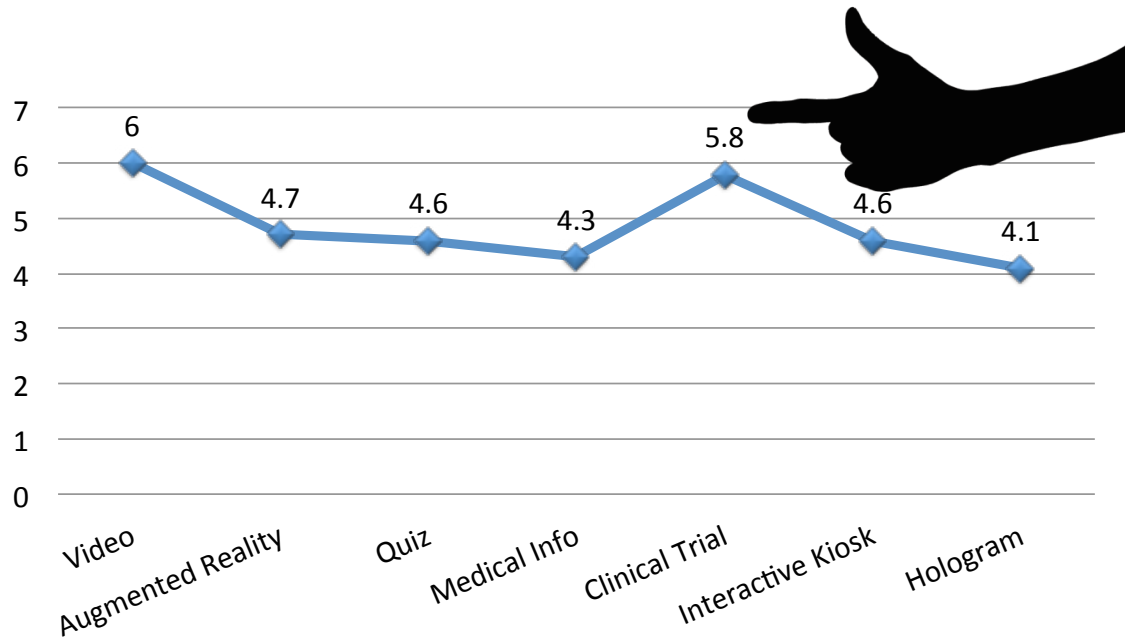
Verbatims showed the following as having impact on event visitors:

- ▲ Create a poster: touch, feel, it's a takeaway, easy to use and end user focused
- ▲ Video: had the greatest impact when staffed by a booth representative so a conversation can follow viewing the video. Standalone videos don't seem to resonate with visitors as well as those that are attended by staff.
- ▲ Gamification of the message: they are based on having fun while learning, staff made it work due to great interaction activity. The more interaction by the booth visitor, the greater the learning.
- ▲ 3D video: demonstrated clear concepts, explanation of complex issues, graphics connect with attendees
- ▲ Learning by doing: demonstrations focused on visitor needs. Let visitors touch, feel, try and have a personal experience.
- ▲ Exhibit design: easy to read graphics, cool and new technology, professional, open and welcoming, interactives to connect physically with attendees, knowledgeable staff
- ▲ Another element that exhibitors need to address is that buyers today want their messages customized. Some visitors are specifiers. Some are recommenders and a few are actually technical buyers/prescribers. The conversation with each segment must be different. Staffers need to be able to qualify and determine what category in which they fit and deliver a message specifically designed for them. To deliver a "one fits all" message will not resonate with 2 out of 3 of the other visitors. Although most staff come from the sales function, they perform at higher levels when they have an opportunity to practice engaging and delivery of the organizations message(s) in advance of the event.

What Had The Greatest Impact During Booth Visit?

N=334

6.0 Weighted average scale



What can be done to make the experience more impactful?

- ▲ More interactives
- ▲ Seating / Oasis – rest and recharging
- ▲ PM snacks / water
- ▲ More 1:1 time for in depth conversation. On and Off the expo floor.
- ▲ More stations that make staff more approachable
- ▲ Exhibitor website on a handout card to reduce search time
- ▲ Hosts to help navigate
- ▲ R&D, engineers, scientists in the exhibit to have detailed non sales conversations
- ▲ Having a homey look vs. industrial/sales look that makes interactions more personal

Events Measured:

AACC 2016

ACC 2016 & 2017

AAD 2017

ASTRO 2016

AHA 2016

ASCO 2016 & 2017

ASH 2016

PMS 2017

Painweek 2016



ABOUT MARKETECH 360

Established in 1985, marketech360 specializes in exhibitor staff training, performance measurement and event staffing. We are considered leaders in our industry, with a proven track record working with companies ranging from Fortune 100 companies to small entrepreneurial start-ups. Our products and services are applicable across a broad section of industries. We understand the issues and frustrations inherent in planning and executing successful and profitable events and can provide our clients with the information, skills and techniques needed to achieve performance improvement at their trade shows and events.



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