

HCEA Exhibitor Information:

First Year HCEA Exhibitors – Quick Facts

DID YOU KNOW?

- You need to **register each representative** in addition to purchasing your booth space. This is how you and your colleagues will receive a name badge and all housekeeping information about the meeting.
- **Your Booth Package Fee admits you to all networking events, meals and educational sessions** – and you are encouraged to attend them all.
- Attire for the HCEA Annual Meeting is **Business Casual**.
- Regular members (those who exhibit at healthcare conventions), Associate members (those who organize healthcare convention exhibitions) **AND** other Supporting members may be your potential clients.
- Networking with potential clients happens **outside** the exhibit hall. You are highly encouraged to take advantage of opportunities outside of the exhibition.
- The HCEA Annual Meeting offers **more than 55 educational sessions** in various aspects of healthcare exhibiting for the novice through the highly experienced professional. HCEA invites you to attend educational sessions to remain an expert in your field.
- You will be **assigned an HCEA meeting veteran (called a Meeting Advisor)** to answer all of your questions about the meeting and its attendees. Remember, you must **register your representatives** to be assigned to a Meeting Advisor.