

HCEA Exhibitor Information: Promotional Activities

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, participation in industry events, social media avenues, 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 a raffle program. All Regular and Associate member attendees will receive four color-coded raffle tickets; one for each exhibit session. To participate, they will drop their tickets in a ticket tumbler at each session to be eligible for the prize drawing. The ticket tumbler will be placed in a different location for each exhibit session.

The raffle prizes are made available through sponsorships and will be awarded by drawings in the exhibit hall. The prizes will be full registrations to the 2011 HCEA Healthcare Convention Marketing Summit. A certain amount of money for each ticket dropped in the tumbler will also be donated to New Orleans-based charities. The prizes and the charity component will be marketed to the attendees.

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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GIVING BACK

As mentioned, donations will be made to local, New Orleans charities through the traffic-building raffle in the exhibit hall. The theme of giving back will be repeated throughout the meeting. HCEA encourages exhibitors to carry the idea of giving back through their own exhibit and promotional activities.

HCEA'S 80TH ANNIVERSARY

This year, HCEA celebrates its 80th anniversary (1930-2010). Throughout the year, and at the Annual Meeting, HCEA will be commemorating this through member communications, new member benefits and services, etc. Exhibitors at the 2010 HCEA Annual Meeting who would like to incorporate HCEA's 80th anniversary into their own exhibit promotional activities as well are encouraged to do so. Electronic copies of the logo can be obtained from HCEA Headquarters (See Use of HCEA Logos).

WINE AND CHEESE RECEPTION

HCEA will host a wine and cheese reception in the exhibit hall on Sunday, June 27 from 4:45 PM – 6:30 PM. Wine and cheese will be served from the lounge areas and food and beverage areas within the exhibit hall. Exhibitors may purchase wine to serve from their booth through HCEA staff ONLY and must be ordered by May 18, 2010. The fee for this wine is \$250, which includes four bottles of wine. (Please see the Wine and Cheese Reception Form.)

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)

Continued 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 promotions **must be** submitted for approval along with the list request. The deadline for approval requests is May 26, 2010. 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

A Post-2009 Annual Meeting survey of Regular Members (healthcare exhibitors) revealed:

- 58% reported visiting more than 10 booths, and 37% visited more than 20 booths;
- 73% were looking for new products/services;
- 87% have a role in the decision-making process;
- 22% plan to make a purchasing decision or issued an RFP based on information from the exhibition; and
- 17% were attending their first HCEA Annual Meeting.

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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 26, 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.

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, HCEA 80th ANNIVERSARY & ANNUAL MEETING 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.

80th ANNIVERSARY LOGO

The HCEA 80th Anniversary Logo is the property of HCEA and may only be used with permission. The 80th Anniversary Logo should be printed either in black or in PMS 301 blue. Electronic copies of the logo are available from HCEA Headquarters or the HCEA web site.

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.

ANNUAL MEETING LOGO

The HCEA Annual Meeting Logo is the property of HCEA and may only be used with permission. The logo should be printed either in gray-scale or in 4-color. Electronic copies of the logo are available from HCEA Headquarters or the HCEA Web site at www.hcea.org.