

Attract Perioperative Leaders to Your Booth

Use this guide to help you best plan for your exhibit experience and effectively communicate with perioperative leaders. We'll cover the top 4 items you need to consider when planning your exhibit:

1. Questions and considerations for the attendee's needs
2. What are attendees looking for?
3. Easy ways to engage attendees/drive traffic
4. Steps to maximize visibility that'll take just 10 minutes of your time



Consider the needs of the attendees

The **OR Manager Conference** brings together the leadership of the surgical suite. 80% are involved in the purchasing process at their facilities, and will use the information you provide them with to make a case to the purchasing committee.

- First and foremost, ask the attendee if they are experiencing any challenges in the areas your organization offers solutions. What is keeping them up at night?
- How does your solution affect the outcomes of the perioperative suite – whether financial, staff/patient satisfaction, clinical, safety, or other?
- What resources can you offer to support staff education/training? Are there support personnel willing to go to the facility for instruction?
- Can you share any case studies for how your product or service impacted outcomes in similar sized facilities as the attendee (small, mid-size, large, ASC)?
- How does the OR leader measure success? Does this align with how you measure success?
- Does your product need to integrate with any other products used in the OR? Does it have the ability to integrate with other products already used in the OR?
- What sets your product or service apart from your competitors?
- Offer to demonstrate the product/solution so they can see, feel, and hear how it works.
- Less salesy, more inviting. Relationship building is important as these leaders are looking for strong partners in addition to effective products and services. Show that you care about them and their needs.
- Make it fun! Perioperative leaders truly enjoy getting to know different people and organizations while they are away from their facilities for a few days. Take this opportunity to create a memorable experience at your booth.



What are attendees looking for?

Perioperative leaders are looking for solutions to the processes and things that keep them up at night. They are driven to purchase products due to dissatisfaction with current processes and procedures, patient and business outcomes, team dynamics, and maintaining a profitable, efficient department, among others.

Items they are addressing:

Staffing, retention solutions	Scheduling optimization	Cost savings measures
Patient safety	Ways to generate satisfaction among staff, surgeons	Innovative approaches to care
Positive clinical outcomes	Budgeting solutions	Integrative technology
Time saving initiatives		

Easy steps to encourage more engagement with your booth:

- **Add product categories to your exhibitor profile.** Attendees use this information to sort, select and plan which exhibitor booths they need to visit. The earlier you add this to your Exhibitor Profile, the more eyeballs you will have on your brand before the conference even begins! We typically see attendees start planning their route through the exhibit hall as early as 6 weeks prior to the event.
- **Let us know what you'll be sharing during the week.** Are you showing off a new product, technology, or service? An update on current products and offerings? Will you be hosting an activity at your booth? Are you holding raffles or giveaway items? Let us help you promote these activities to the attendees by adding Special Offers in MapYourShow under the Exhibitor Checklist!
- **Include an engagement activity.** Giveaways are a great way to attract attendees to your booth, but there are other simple ways to drive traffic to your booth as well! A few ideas:
 - Add a catering station (snacks, happy hour, coffee station) for an hour or two.
 - Develop a simple game to award attendees their giveaway item. This could be a short quiz, Plinko drop game, prize wheel, or dice game.
 - Get creative! You can use time with attendees to show support of the industry through an inspiration wall or learn more about the industry with some live polling. The sky's the limit!
- **Promote your appearance at the conference!** There are free customizable banners and social media images available in the Exhibitor Resource Center. Add your logo, booth number, and/or a representative's headshot and share online, in newsletters, and encourage current customers to visit you at the conference. Use **#ORMC2023** for a chance to be reposted on the OR Manager account! **Click here to visit the Exhibitor Resource Center.**

Take 10 minutes to complete these steps to maximize your visibility:

1. Complete your Exhibitor Directory Listing in the **Exhibitor Resource Center**.
2. Add a company logo.
3. Select your product categories.
4. Upload collateral for attendees to review.
5. Update what activities you will host on site.
6. Include any relevant product images.
7. Add a Virtual Business Card for a representative who will be on site.