

The impact of exhibition booths

An exhibition booth at a medical congress acts as a highly-visible beacon that enables healthcare companies to engage with a large number of healthcare professionals during a set period of time.

As the exhibit hall is a highly-competitive environment, how can industry maximise the impact and effectiveness of their booths with this captive audience? Here's what HCPs themselves are saying about their exhibit experiences, giving insights into how they could evolve.

According to HCPs the exhibition hall is the most important element of a congress for networking.

91%

of HCPs consider the exhibit hall an important part of their congress experience

42%

of HCPs said one of the top three onsite challenges is visiting all the booths I would like

83%

of HCPs spend up to ten minutes on a booth

88%

of HCPs would question why a leading healthcare company was absent from the exhibit hall



HCPs' current experiences in the exhibit hall



Encounter company staff who are approachable and engaging

30%
ALWAYS

52%
OFTEN



Find technology used effectively to communicate the science

18%
ALWAYS

53%
OFTEN



Believe the information they gather will change their thinking regarding treatment and understanding of patients

10%
ALWAYS

42%
OFTEN

We use these **valuable HCP insights**, along with the **knowledge and broad industry experience** of our **award-winning exhibits team**, in order to continually improve our exhibits services to healthcare clients around:

Production

- Technical design
- Engagement technology
- Audio visual
- Production Management
- Responsible procurement
- Global delivery
- Team training
- Data capture
- Content management

Creative

- Exhibition stands
- Immersive environments
- Captivating architecture
- Brand amplification
- Experiential design
- Delegate journeys

Engagement

- Imbedding messages
- Capturing imaginations
- Story-telling
- Building emotional links

The Science of Healthcare Congresses

The Science of Healthcare Congresses, explores the perspectives of over 200 global healthcare professionals who actively participate in national and international scientific congresses.

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