CONVERGE

April 12-15, 2024
San Diego, California

PARTNERSHIP CATALOG

An engagement experience you won’t want to miss.

Partnership Opportunities ➔
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Learn About the Hospitalists You Will Engage With

The Society of Hospital Medicine (SHM), a 501(c)(3), is the only organization dedicated to serving the professional needs of the entire hospital medicine team, comprising:

- Practicing hospitalist physicians
- Practicing hospitalist nurse practitioners and physician assistants
- C-Suite hospital medicine leaders including CMOs, CFOs, CQOs and CMIOs in key decision-making roles
- Residents and fellows on track to become hospitalists
- Students enrolled in accredited medical programs who are interested in hospital medicine
- Practice administrators and medical directors in the hospital setting
- International (non-U.S., non-Canadian) individuals practicing hospital medicine

What is Hospital Medicine?

Hospital medicine is dedicated to providing comprehensive care to hospitalized patients. Practitioners specialized in hospital medicine, known as hospitalists, engage in clinical care, teaching, research, and enhancing the performance of hospitals and healthcare systems.
Why Exhibit at SHM Converge 2024?
Maximize your presence by becoming an SHM Converge 2024 partner. With our targeted and influential audience of key hospitalist decision-makers, your brand will have direct access to the minds shaping the future of hospital medicine. Partner benefits include prominent branding, exclusive networking opportunities, and enhanced visibility throughout the event.

6 hours of dedicated exhibit time.
15 hours of total exhibit time.
78% of exhibitors return each year.

2.5 DAYS OF NETWORKING
200+ EXHIBITION BOOTHs
13,000+ LEADS AT CONVERGE 2023

Opportunities Are Limited
To learn more, visit our Partner With Us page or contact us at bizdev@hospitalmedicine.org.

Together, we can shape the future of hospital medicine.
Engage with Like-Minded Partners

Don't miss this chance to elevate your business. Register for our exclusive engagement and networking opportunities with hospitalists and like-minded partners.

- (AI) Artificial Intelligence
- Device
- Hospital/Health Systems
- Media/Publications
- Professional Society/Association
- Billing, Coding, and/or Documentation
- Diagnostics
- Hospitalist Management Companies
- Non-Profit
- Recruiting/Staffing Company
- Consulting
- Education
- IT/Business Solutions
- Pharmaceutical/Biotechnology
- Scribe Services
- And more!
Schedule & Important Dates

SHM Converge 2024 Engagement Arena Show Dates: April 13 & April 14, 2024

We encourage all on-site booth staff to come prepared to discuss their organizations, offerings, and partnership opportunities with our captive hospital medicine audience.

**EXHIBITOR MOVE-IN**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, April 11</td>
<td>2:00 PM - 5:00 PM</td>
</tr>
<tr>
<td>Friday, April 12</td>
<td>7:30 AM - 4:30 PM</td>
</tr>
<tr>
<td>*Saturday, April 13</td>
<td>7:00 AM - 8:15 AM</td>
</tr>
</tbody>
</table>

*Collateral move-in and table setup only. No freight or large material/boxes permitted.

**ENGAGEMENT ARENA HOURS**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Saturday, April 13</td>
<td>8:45 AM - 4:30 PM</td>
</tr>
<tr>
<td>Sunday, April 14</td>
<td>9:00 AM - 4:00 PM</td>
</tr>
</tbody>
</table>

**EXHIBITOR MOVE-OUT**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, April 14</td>
<td>4:00 PM - 9:00 PM</td>
</tr>
</tbody>
</table>

Freeman will begin returning empty containers as soon as the aisle carpeting is removed or plastic covering has been laid in the aisles of the Engagement Arena.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, April 15</td>
<td>8:00 AM - 5:00 PM</td>
</tr>
</tbody>
</table>

6 hours of dedicated exhibit time

15 total exhibit hours
Promotional Opportunities

Pre-Event Brand Exposure

**Converge 2024 Registrant Emails**
$25,000
A flight of three emails, beginning in December 2023, including session and conference details, must-see events, and more to get attendees excited for SHM Converge!
- Audience: Registered attendees (Up to 4,000)
- Distribution: Three emails throughout December 2023 and February 2024
- Single partner will receive banner ad at bottom of each email - Banner Image Specs: Design at 1200x400 px and it will be displayed at 600x200 px.
- View Online

**Conference Mobile App Announcement Email**
$10,000
Have your banner placed within an email highlighting all aspects of our SHM Converge Mobile App and more!
- Audience: Registered attendees (Up to 4,000)
- Distribution: Late January 2024
- Single partner will receive banner ad at bottom of email - Banner Image Specs: Design at 1200x400 px and it will be displayed at 600x200 px.
- View Online

**Industry Education Highlights Email**
$10,000
Have your banner placed within an exciting email newsletter educating attendees about the array of industry sponsored events, Expert Theaters, and more!
- Audience: Registered attendees (Up to 4,000)
- Distribution: Late February 2024
- Single partner will receive banner ad at bottom of email - Banner Image Specs: Design at 1200x400 px and it will be displayed at 600x200 px.
- View Online
Brand Exposure

**Reusable Tote Bag**
$30,000
SHM conference attendees will receive a trendy reusable market tote to use at the conference and beyond. With endless trips to the market, your brand is sure to be noticed.
[View Online]

**Lanyards**
$15,500
All SHM Converge attendees wear a lanyard and badge to enter sessions and the Engagement Arena. Guarantee brand exposure by adding your logo to each lanyard!
[View Online]

**Notebooks**
$18,000
Each SHM Converge attendee is gifted a notebook to make the most of their conference experience. Include a message for your company/brand inside the notebook to help spread the word to all attendees.
[View Online]

**Pens**
$8,000
Place your brand on the official SHM Converge pens to start the attendee experience just “write!” With this unique opportunity, your branded pen will be placed in more than 4,000 attendees’ tote bags for use throughout the meeting and beyond.
[View Online]

**Water Bottles**
$28,500
Quench the thirst of all SHM Converge attendees while reminding them of your company’s presence by sponsoring their water bottle with your company logo. This item is sure to make a splash with attendees!
[View Online]

**Mothers Wellness Room**
$8,000 (2 locations included)
SHM values family above all else. The SHM Converge Mothers Wellness Room will allow attendees to obtain the education they need while bonding with the newest members of their own families.
[View Online]

**Luggage Storage**
$5,000
Our attendees are on their way to the airport, but don’t want to miss an educational beat. Be at the forefront of our attendees’ minds as they securely store their luggage on the last day of the annual conference. Logo placement on signage will be provided to this sponsoring partner.
[View Online]

**Ribbon Walls**
$10,000 (2 locations included)
Hospitalists love their flare! Feature your logo on the SHM Converge ribbon walls where attendees will collect their Hospital Medicine ribbons.
[View Online]
Food and Beverage Sponsorship

Converge Lunch
2 Opportunities Available
$15,000/Day
Make an impression as the official SHM Converge Lunch Sponsor for Day One or Two. SHM will announce the official sponsor at the start of the lunch each day to encourage additional traffic to this partner’s location.

View Online

Converge Coffee Break
3 Opportunities Available
$10,000 - per break
Attendees need to refuel! Purchase a coffee break to feature your logo on our signage buffets and coffee cup sleeves (price is per break, one break per day).

View Online
Banners, Column Wraps, and More!
San Diego’s Convention Center has numerous locations for strategic logo placement for our partners. These high-visibility opportunities are great exposure of your brand to our hospitalists.

2024 Attendee Registration and Check-In
$25,000
First impressions are everything, right? All eyes will be on your brand as attendees check in for their conference experience. Sponsor receives logo placement and booth location on our registration build as well as our express check-in counters. View Online

Engagement Arena Street Signs
$25,000
Sponsor our Engagement Arena Street Signs to be front and center in our hospitalists’ minds during all their networking breaks throughout the SHM Converge 2024 experience. View Online

Day at a Glance (Printed Educational Schedule)
$10,000
Sponsor our printed and virtual schedule! All attendees receive a Day at a Glance in their conference bag and will refer to this throughout the entire conference. There will also be a virtual Day at a Glance so attendees can refer to this on their travels around the Convention Center. This is logo and booth location placement only. Please note this sponsorship is not available to Pharmaceutical or Device companies. View Online

Engagement Arena Aisle Banners
$20,000
Sponsor our Engagement Arena Aisle Banner signs to be front and center in our hospitalists’ minds during all their networking breaks throughout the SHM Converge 2024 experience. View Online
Half Column Wraps
$4,000
Designed to be placed in high-traffic areas to assist our attendees in navigating the conference. This sponsorship includes logo placement only.

Half Column Wrap - UL HCW1
View Online

Half Column Wrap - UL HCW2
View Online

Half Column Wrap - UL HCW3
View Online

Half Column Wrap - UL HCW5
View Online

Half Column Wrap - UL HCW6
View Online

Banner ULCS B1
$7,500
Sponsor a banner and promote your booth location to all attendees. These banners are in high-traffic areas throughout the conference. This sponsorship opportunity includes logo placement only.
View Online

Banner ULCS
Hanging Style Banner Option Only
$7,500
Sponsor a banner and promote your booth location to all attendees. These banners are in high-traffic areas throughout the conference. This sponsorship opportunity includes logo placement only.

Banner ULCS - B5
View Online

Banner ULBS - B8
View Online

Banner ULBS - B13
View Online
Banners, Column Wraps, and More! (continued)

Circular Banner Bundle
$17,500
GL B4
GL B8
This bundle includes two Circular Banners 15’ in diameter on the lower level of the Convention Center. This is a very high-traffic area as it is directly outside of the Engagement Arena, Converge Central, and the Converge Plenary Main Stage. Sponsor receives full double-sided artwork. Sponsor supplies the logo.

Circular Banner - FL B10
$10,000
Circular Banner 15’ in diameter on the lower level of the Convention Center. This is a very high-traffic area as it is directly outside of the Engagement Arena, Converge Central, and the Converge Plenary Main Stage. Sponsor receives full double-sided artwork.

Circular Banner - FL B8
View Online

Circular Banner - FL B4
View Online

Circular Banner - EL B10
View Online

Circular Banner - EL B8
View Online

Circular Banner - EL B4
View Online
Outdoor Banner and Decals

Outdoor 2024 Converge Welcome Banner: Banner HOS B1
$30,000
This banner is sure to make a massive impact with it being 125’ W x 15’ H in size. This sits just above the entrance to the Convention Center that is facing toward the Hilton Bayfront. This sponsorship is logo placement only but it is sure to grab everyones’ attention in the San Diego Harbour area.

Outdoor Flag Pole
$5,500
Size 28” W x 92” H
Outdoor banner along Harbour Drive, outside of Hall G. It cannot be altered. Sponsor will receive one double-sided street pole. This sponsorship opportunity is logo only.

Banner FSP B7
View Online

Banner GSP B8
View Online

Decal Eyebrow Bundle
$12,500
GOS D7EB
HOS D8EB
Size 192” W x 47.5” H
Decal Eyebrow signage package outside of Halls E through H. Double-sided. Full artwork provided by sponsor.

View Online

Exterior Decal Eyebrow
$7,500
Size 192” W x 47.5” H
GOS D6EB
View Online
FOS D5EB
View Online
FOS D4EB
View Online
EOS D1EB
View Online
EOS D2EB
View Online
EOS D3EB
View Online
Digital Signage Sponsorships
San Diego Convention Center offers digital signage and advertising opportunities for our partners inside its 1.2 million square foot facility. You can select and customize a wide variety of digital signage offerings to help deliver your unique message.

**Digital Poster (DP)**
$1,500
Digital Ads are a great way to spread your message among the hospital medicine community. These will be 30-second sponsorship ads that will run every 30 minutes and there are five available. These ads will run in conjunction with SHM Converge related content all three days of the main conference and will be located in a high-traffic area near all of the educational tracks. This will be located at the Convention Center on the 2nd floor.

**Digital Poster (DP) - Bay Side**
View Online

**Digital Poster (DP) - City Side**
View Online

**Digital Sign**
$2,500
Digital Ads are a great way to spread your message among the hospital medicine community. These will be 30-second sponsorship ads that will run every 30 minutes and there are five available. These ads will run in conjunction with SHM Converge related content all three days of the main conference and will be located in a high-traffic area near all of the educational tracks.

**Digital Sign ULBS DS1**
View Online

**Digital Sign ULCS DS1**
View Online

**Hall E Entryway Marquee (HEM)**
$8,500
Digital Ads are a great way to spread your message among the hospital medicine community. These will be 30-second sponsorship ads that will run every 30 minutes and there are five available. These ads will run in conjunction with SHM Converge related content all three days of the main conference and will be located in a high-traffic area near all of the educational tracks.

View Online
Digital Signage Sponsorships (continued)

**Lobby E Video Wall (LEV)**
$7,500
This opportunity features a partner-created video of under two minutes. Must be approved by SHM show management. There are five available.

View Online

**Lobby F Video Wall (LFV)**
$7,500
This opportunity features a partner-created video of under two minutes. Must be approved by SHM show management. There are five available.

View Online

**Lobby G Video Wall (LGV)**
$5,000
This opportunity features a partner-created video of under two minutes. Must be approved by SHM show management. There are five available.

View Online

**Quantum Video Wall (QVW)**
$5,000
This opportunity features a partner-created video of under two minutes. Must be approved by SHM show management. Placement will be Ballroom 20 lobby near all of the educational sessions and there are five available.

View Online
Internet and Tech Connection

Converge 2024 Mobile App
$25,000
Give your brand maximum exposure by sponsoring the SHM Converge 2024 Mobile App. This sponsorship includes multiple opportunities to showcase your brand and organization throughout the conference!
View Online

Social Circle
$30,000
Form deeper connections with hospital medicine professionals in the Social Circle, a lounge curated for social media interaction and live streaming education experiences, giving your company individualized exposure to our most socially engaged grouping of our attendees.
View Online

Digital Ads - Social Circle
$8,000 per ad - 5 available
30-second sponsorship ads - five available - that will run every 30 minutes. These ads will run in conjunction with SHM Converge related content all three days of the main conference.
View Online

Converge Tech Squad Support Desk
$8,000
Our Converge Tech Squad Support Desk will provide on-site technical assistance to all attendees. Feature your logo and booth location in this high-traffic area!
View Online

Re-Charging Stations
$20,000
Rest, recharge, repeat! Give your brand exposure while SHM Converge attendees recharge their phones and laptops throughout the conference in a very relaxing environment.
View Online
Social Functions and Networking Receptions

Chapter Leaders’ Summit
$12,500
Dates and Times TBD
SHM has more than 60 chapters throughout the United States. The leaders of each chapter meet during the annual Chapter Leaders’ Summit at SHM Converge to discuss best practices and common areas of interest. Sponsorship of this event includes in-person recognition with logo and company name on event materials.

Nurse Practitioner/Physician Assistant Reception
$12,500
Dates and Times TBD
SHM serves and supports the entire hospital medicine team including over 1,500 nurse practitioners and physician assistants. At this event, SHM will recognize the sponsor with signage and promotional digital invitations for this event. You won’t want to miss this unique networking opportunity!

Converge International Lounge
$10,000
Interact with the world of global hospital medicine by engaging with our international attendees. This sponsorship includes a relaxing networking atmosphere.

Fellows Lounge
$22,500
The Fellows designation is a differentiator for hospitalists who demonstrate superior leadership skills with a focus on QI initiatives within their institutions. Support the program by hosting the exclusive Fellows Lounge. This opportunity lets you meet leaders in the profession and demonstrate your company’s commitment to seeking out the best in the field! This sponsorship includes a relaxing atmosphere with private coffee breaks and a step and repeat banner with your logo and the SHM Converge logo. Our attendees are sure to be red carpet ready!

Chapter Networking Receptions
$12,500 (12 Districts Available)
Dates and Times TBD
SHM’s more than 60 chapters are grouped into 12 geographical districts that will gather socially to find local connections at Converge. Sponsors have the ability to select which Chapter District Reception to support. SHM will recognize the sponsor with signage and name/logo placement in digital invites as well as provide the sponsor with a few minutes to welcome attendees.
See Guidelines for Pricing

Satellite Symposia

Invite 100-200 attendees to learn about your product and disease state in a CME or promotional (non-CME) evening program. Official SHM Converge 2024 Satellite Symposia will be featured on our digital and printed agendas and your promotional invitations will be included in attendee tote bags. You will also receive a complimentary pre-registration mailing list for a one-time use. Additional opportunities to promote your event are available through our partners at Ascend Media. View Guidelines

Expert Theaters

$30,000 each

Invite attendees to learn about your product or service in a theater setting within the Engagement Arena. Theaters can accommodate 100+ with attendance varying between 60 to 120. Program titles and speakers will be featured on all virtual and printed agendas and your promotional invitations will be included in attendee tote bags. You will also receive a complimentary pre-registration mailing list for a one-time use; basic AV is included. Additional opportunities to promote your event include hotel door drops and printed ad space in the SHM Converge Dailies distributed each morning during the meeting. Lead retrievals to track attendance is included.

Saturday, April 13, 2024

Expert Theater #1 - 12:30 - 1:30 p.m.
Expert Theater #2 - 12:30 - 1:30 p.m.

Sunday, April 14, 2024

Expert Theater #1 - 12:30 - 1:30 p.m.
Expert Theater #2 - 12:30 - 1:30 p.m.
View Online

Demonstration Theaters

$5,000 - 3 Available at scheduled break times

Invite attendees to learn about your product or service in a theater setting within the Engagement Arena. Theaters can accommodate 100+ and are 30 minutes. All Demonstration Theater titles and start times will be featured in the mobile app. You will also receive a complimentary pre-registration mailing list for a one-time use; basic AV is included. Additional opportunities to promote your event include printed ad space in the SHM Converge Dailies distributed each morning during the meeting. Lead retrievals to track attendance are available for purchase.

Saturday, April 13, 2024
Times TBD

Sunday, April 14, 2024
Times TBD
View Online
Creative Engagement Concepts

**Wellness Wonderland**
$20,000
Sponsor our SHM Converge dedicated wellness area in the Engagement Arena to reduce daily burnout and assist our attendees in relaxation.
[View Online](#)

**Hospitalist Hues Activity e-Book**
$500 per opportunity - 10 Available
Adult coloring is all the rage! Feature your logo on a custom SHM activity page created by our graphic design team. This partner will receive logo placement on this carefully created, stress relieving artist opportunity. This is your chance to get your company and brand in front of the entire family.
[View Online](#)

**Converge Canine Carnival and Adoption**
$15,000
Dogs improve our mental health, it’s science! This year, SHM is partnering with one of San Diego’s local animal shelters to host an adoption event at SHM Converge. Don’t miss out on this feel good sponsorship opportunity by providing some homes for our furry friends.
[View Online](#)

**GIANT Operation in our Gamification Relaxation Station**
$15,000
Assist in preventing conference burnout for attendees in our Gaming Lounge, located inside the Engagement Arena. Attendees will put their “surgeon skills” to the test in a giant game of operation! This sponsorship will run the entire duration of the Engagement Arena hours.
[View Online](#)
Sponsored Events

Advisory Board/Focus Groups
$15,000
Understand what hospitalists think of your product, disease states, protocols, and more by meeting with them at SHM Converge! This opportunity includes one email blast with all Ad Boards/Focus Groups being offered with a description of the topic, desired objectives, and how to register for your focus group or advisory board directly. SHM will reserve meeting space for your event (up to 20 participants) at one of SHM’s headquarter hotels outside of educational scheduling. Sponsors are responsible for solidifying and confirming the attendance of all participants. Companies holding an advisory board or focus group wishing to include AV and/or food and beverages will need to arrange and pay for these items through their designated venue.

View Online
### Exhibitor Engagement Experience Details

#### April 12–15, 2024
San Diego, California

#### STANDARD BOOTH

<table>
<thead>
<tr>
<th>10X10 INSIDE BOOTH:</th>
<th>10X10 INSIDE BOOTH:</th>
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<tbody>
<tr>
<td>$3,550</td>
<td>$4,100</td>
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</table>

#### PREMIUM BOOTH ISLAND BOOTH PREMIUM ISLAND BOOTH

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<table>
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<table>
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<tr>
<td>$7,300</td>
<td>$7,825</td>
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#### Exhibitor Staff Badges & Conference Registrations

**Engagement Arena booth staff badges and discounted conference registrations are offered to every registered Exhibitor as outlined below.**

* Booth staff badges allow for Engagement Arena access only. Discounted Conference registration allows for full meeting access + Engagement Arena access.

**10X10 BOOTH & 10X20 BOOTH:**
- 2 complimentary Exhibitor booth staff badges; 1 discounted all-access conference registration (discounted to $475).

**20X20 BOOTH:**
- 4 complimentary Exhibitor booth staff badges; 2 discounted all-access conference registrations (discounted to $475 each).

**20X30 BOOTH:**
- 5 complimentary Exhibitor booth staff badges; 2 discounted all-access conference registrations (discounted to $475 each).

**30X30 BOOTH:**
- 6 complimentary Exhibitor booth staff badges; 2 discounted all-access conference registrations (discounted to $475 each).

*Additional Exhibitor booth staff badges will cost $100 per badge. Purchasable exhibit personnel badges are limited to 8 additional personnel badges per registered company. Additional conference registrations are available at the prevailing meeting rate based on member type and date of registration.*

**Passes are not transferable or refundable.**

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**REGISTERED EXHIBITORS RECEIVE:**

- Company Name/Profile listed within the SHM Converge Mobile App
- Rewards Partner Status Recognition (if applicable)
- Access to complimentary and discounted allotments (as outlined above)
- Call-out as an Exhibitor Hosting a Raffle/Giveaway (if applicable)
- Complimentary inclusion in Exhibitor Bingo gamification (deadlines apply)
- Recognition on the SHM Converge “Thank You, SHM Sponsors & Exhibitors” page
- Access to additional vendor discounts offered from our partners at Freeman, Inc. (deadlines apply)
- Convenient access to the Exhibitor Kit to facilitate ordering all your booth needs
- Pre-Show and Post-Show Attendee Mailing Roster (physical address). Pre-Show is available four weeks prior to the conference start date; Post-Show is available two weeks after the conference close date.
Additional Extended Reach Opportunities

Mobile Job Postings
Reach thousands of hospital medicine professionals! Post open positions exclusively on the official conference platform. SHM Converge attendees will be able to view your organization’s open position(s) on their mobile devices and click through to contact you or visit at your virtual booth to schedule an appointment. Job postings within the SHM Converge platform allow for higher visibility, in-private viewing, and wider distribution possibilities to attendees.

Mobile Job Postings will be offered at the following pricing structure:
- $750 for One Posting
- $1,150 for Two Postings
- $1,450 for Three Postings

Advertisement Opportunities with Ascend Media
Increase booth or program visibility and effectively communicate with SHM members and Converge attendees through pre-, during, and post-meeting advertising options. Select from email, print, and online advertising channels to maximize your outreach.

View Opportunities Online

For additional details contact Suzee Dittberner dittberner@ascendmedia.com
Don’t Miss Out on This Unique Experience

SHM offers the following experiences to help you increase your engagement with attendees:

• SHM’s pre-show registrant physical mailing list to reach hospitalists before the meeting.
• SHM’s Annual Conference Partner logo to be used on mailing pieces, company email communications, company social media accounts, or on your company website. SHM encourages you to promote your presence at SHM Converge throughout your customer base.
• Automatic inclusion in Exhibitor Bingo (deadlines apply).
• Raffle/prize offerings held within your booth can be listed in your exhibitor description within the mobile app, with direct access to update and customize your company information at your convenience.
• Attendees are encouraged to participate in dedicated Engagement Arena hours during breaks.

SHM recommends considering the following proven, unique experiences to help your engagement with SHM’s attendees:

• Leverage online and social marketing tools such as X, LinkedIn, YouTube, and Facebook before, during, and after the show using #SHMConverge.
• Include a raffle/prize on your exhibitor booth in exchange for an attendee's business card and/or information (utilize SHM’s exhibitor description to promote your prize).
• Utilize the pre-show registrant physical mailing list pulled and distributed four to six weeks before SHM Converge to communicate your presence and why attendees should make time to engage with your company.

SHM’s exceptional value, loyal partners, and attendees coupled with the engagement opportunities provided makes SHM Converge the ONLY meeting to be at this year!

Consider These Industry Facts When Planning Your Display:

The average trade show attendee will visit approximately 31 exhibitors.

76% of attendees arrive with an agenda of exhibitors they plan to visit.

Less than 20% of exhibitors utilize targeted pre-meeting marketing campaigns.