

shm.[®]
C  NVERGE

April 12-15, 2024
San Diego, California

PARTNERSHIP CATALOG

An engagement experience you won't want to miss.

Contents

1

**What is Hospital
Medicine?**

**Learn About the
Hospitalists You Will
Engage With**

2

**Why Exhibit at
SHM Converge 2024?**

3

**Engage with Like-Minded
Partners**

4

**Schedule & Important
Dates**

5

**Promotional
Opportunities**

Pre-Event Brand Exposure

Brand Exposure

Food and Beverage Sponsorship

Banners, Column Wraps, and More!

Outdoor Banner and Decals

Digital Signage Sponsorships

Internet and Tech Connection

Social Functions and
Networking Receptions

Industry Education

Creative Engagement Concepts

Sponsored Events

Additional Extended Reach
Opportunities

19

**Exhibitor Engagement
Experience Details**

21

**Don't Miss Out on This
Unique Experience**



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.

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

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



Billing, Coding, and/or Documentation



Consulting



Device



Diagnostics



Education



Hospital/
Health Systems



Hospitalist Management
Companies



IT/Business Solutions



Media/Publications



Non-Profit



Pharmaceutical/
Biotechnology



Professional Society/
Association



Recruiting/
Staffing Company



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	ENGAGEMENT ARENA HOURS	EXHIBITOR MOVE-OUT
<p>Thursday, April 11, 2024 2:00 PM - 5:00 PM</p> <p>Friday, April 12, 2024 7:30 AM - 4:30 PM</p> <p>*Saturday, April 13, 2024 7:00 AM - 8:15 AM</p> <p><i>*Collateral move-in and table setup only. No freight or large material/boxes permitted.</i></p>	<p>Saturday, April 13, 2024 8:45 AM - 4:30 PM</p> <p>Partner access beginning at 7:00 AM</p> <p>Sunday, April 14, 2024 9:00 AM - 4:00 PM</p> <p>Partner access beginning at 8:00 AM</p>	<p>Sunday, April 14, 2024 4:00 PM - 9:00 PM</p> <p>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.</p> <p>Monday, April 15, 2024 8:00 AM - 5:00 PM</p>

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](#)

Banners, Column Wraps, and More! (continued)



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](#)



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.

[View Online](#)

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.

[View Online](#)

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 everyone's attention in the San Diego Harbour area.

[View Online](#)



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 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](#)



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](#)



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.

[View Online](#)

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!

[View Online](#)

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.

[View Online](#)

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!

[View Online](#)

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.

[View Online](#)



Industry Education



Satellite Symposia

See Guidelines for Pricing

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](#)

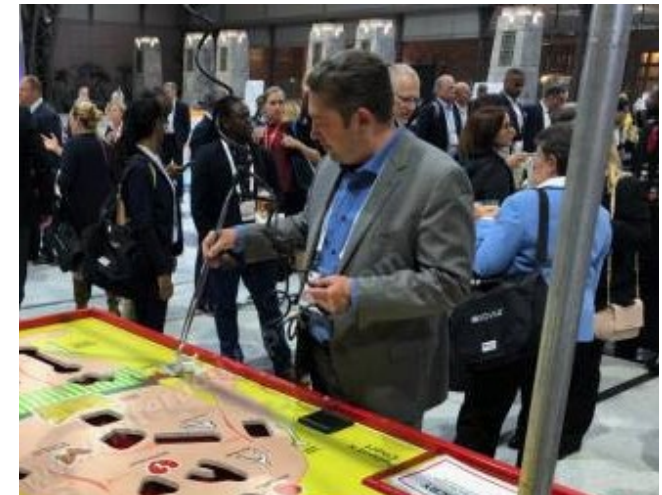


Converge Canine Carnival and Adoption

\$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

Review the Floorplan & Register for Your Desired Booth Location:

STANDARD BOOTH	PREMIUM BOOTH	ISLAND BOOTH	PREMIUM ISLAND BOOTH
10X10 INSIDE BOOTH: \$3,550	10X10 INSIDE BOOTH: \$4,100	20X20 BOOTH: \$16,800	20X20 BOOTH: \$17,500
10X10 CORNER BOOTH*: \$3,750	10X10 CORNER BOOTH: \$4,300	30X30 BOOTH: \$41,400	20X30 BOOTH: \$27,000
10X20 BOOTH: \$7,300	10X20 BOOTH: \$7,825		

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 BOOTHS & 10X20 BOOTHS:

- 2 complimentary Exhibitor booth staff badges;
1 discounted all-access conference registration (discounted to \$475).

20X20 BOOTHS:

- 4 complimentary Exhibitor booth staff badges;
2 discounted all-access conference registrations (discounted to \$475 each).

20X30 BOOTHS:

- 5 complimentary Exhibitor booth staff badges;
2 discounted all-access conference registrations (discounted to \$475 each).

30X30 BOOTHS:

- 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.

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:

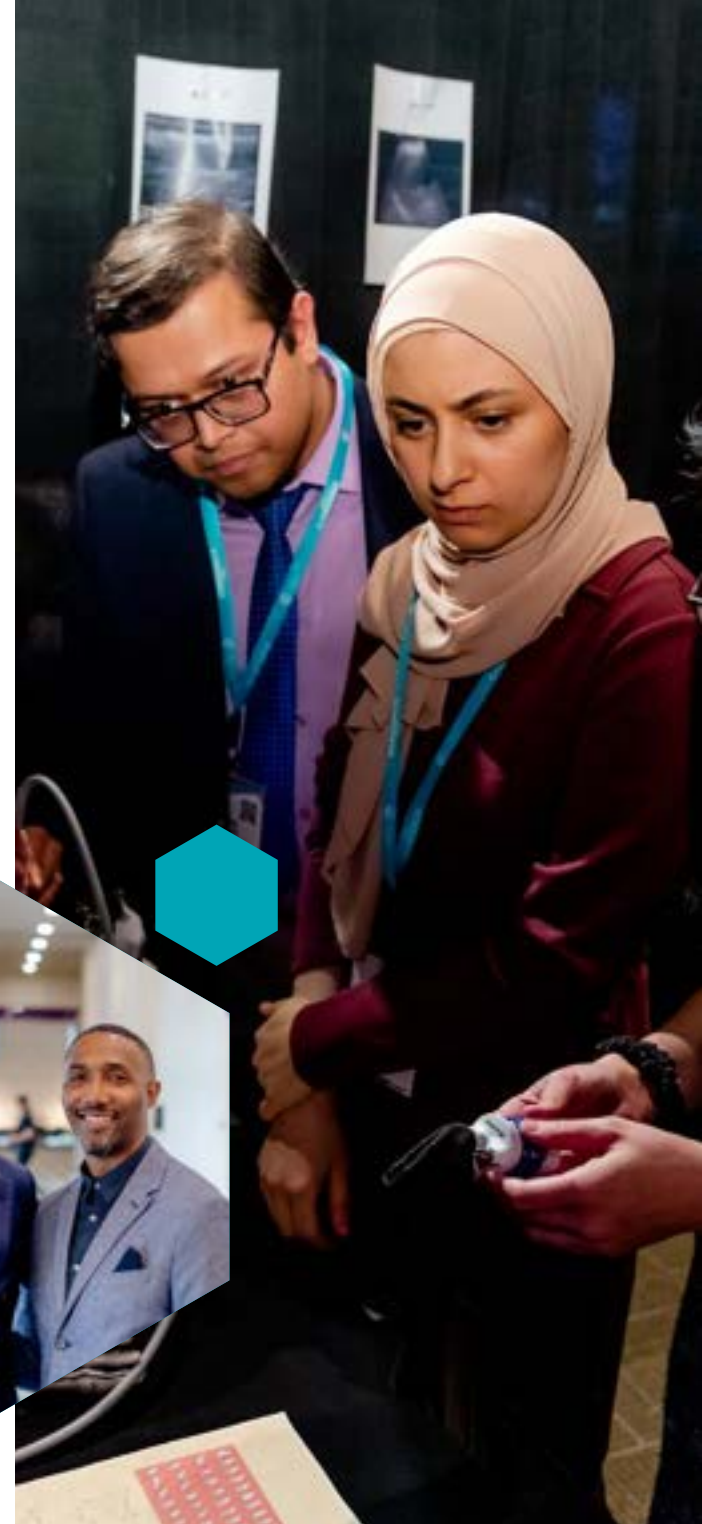
- \$750 for One Posting
- \$1,150 for Two Postings
- \$1,450 for Three Postings

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.