More Bang For Your Buck: 
The Added Value of Exhibiting at HealthAchieve

It’s the event that’s transforming the health care industry, and whether you participate as an exhibitor or sponsor, being a part of HealthAchieve is the single greatest investment you can make for your organization in 2017. It’s a unique, value-added experience that you won’t get elsewhere. And here’s why:

1. **Pre and Post-Show Delegate Lists.** Delegates are asked if they would like to hear from exhibitors, who can then connect with them directly as a lead. This feature is highly sought after by exhibitors. In 2016, almost half of our delegates opted in to receive information (only their name, title, company and address are revealed), and each of our exhibitors received these lists.

2. **Free Access to All Educational Sessions.** Valued at over $5,000, get an in-depth understanding of the industry and the issues your customers are facing. Attend, free-of-charge, any educational session. At least 5 complimentary badges are included for you and your colleagues.

3. **Exclusive exhibit floor hours.** During these 6 hours, no educational sessions will be taking place and delegates are driven to the exhibit floor:

   *Monday, November 6: from 9:00am – 10:00am and 11:30am – 1:30pm*
   *Tuesday, November 7: from 11:30am – 1:00pm and 2:30pm – 3:30pm*

   We’ve designed the HealthAchieve experience to maximize the amount of time that delegates have to explore the exhibit hall, which will now be located next door to keynote session rooms. With such close proximity, thousands of delegates will easily transition into the exhibit hall following each keynote.

4. **Launch your new product.** Delegates tell us they come to HealthAchieve to see the latest and greatest health care innovations. In the past 3 years, over 150 new products have been introduced into the Canadian market through HealthAchieve.
5. **Increased web exposure.** Interactive floor plan categories help delegates find you based on the product/service you offer. Plus, through our website, which boasts over 300,000 annual page views, you have the opportunity to share your organization’s resources, such as white papers, webcasts, how-to videos and articles.

6. **Increased Foot Traffic.** You can participate in our new, wildly successful HealthAchieve Go mobile scavenger hunt game (with hundreds of players) to engage delegates and increase traffic to your booth.

7. **Social media networks.** Tap into our growing online community and increase your exposure. HealthAchieve’s award-winning social media networks are growing at an average rate of 30% per year, and collectively boast over 8,000 followers. Use the #HealthAchieve hashtag, which held 1st place trending rank in Canada during the 2016 HealthAchieve event, with over 15 million impressions.

   It’s an engaged community of health care leaders, decision makers and the rising next generation of millennial influencers. When you participate as an exhibitor or sponsor, not only will we announce you as a HealthAchieve partner, we will share your resources with our online community. Plus, we will send you exclusive information on best practices, plus how to maximize your time and presence at HealthAchieve.

8. **Multiple Networking Opportunities.** With over 6,000 delegates including C-suite decision makers, there are multiple receptions and networking opportunities. This includes an Opening Reception on Monday as well as a Meet and Mingle plus Evening Reception on Tuesday. These receptions are also open for sponsorship, offering you even more exposure at the show.

9. **Be Featured in Promotional Video.** You’ll have a unique chance to increase exposure for your product/service at HealthAchieve, share your experience with future delegate and express your thoughts on industry trends and changes.

10. **Private Meeting Room.** Think of it as your ‘one stop shop’ for business development: a meeting room will be allocated on the exhibit floor specifically for
exhibitors to conduct private business meetings, follow-up on new leads, and make the most of your time at HealthAchieve.