

## **A WHITE PAPER**

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### **DYNAMICS IN EXHIBIT MARKETING FOR HEALTHCARE EXHIBITORS**

*A study of practices and staff performance that impacts attendee decisions to use, prescribe or recommend products and services.*

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## About the Research Project

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Research conducted by: Marketech, Inc., Westboro, Massachusetts  
Compiled by: Lorimer Consulting Group, Denver Colorado

Produced by: Marketech, Inc., & Lorimer Consulting Group

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## **Table of Contents**

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### **Methodology**

### **Report Highlights**

### **Introduction**

### **Key Findings**

- Booth Visitation - Pharmaceutical
- The Importance of Happenstance Visitation
- Giveaway Item Impact
- Other Reasons for Stopping

- Booth Visitation – Device
- Other Reasons for Stopping

- Staff Performance
- Value of Staff Interactions
- How Visitors Were Greeted – Pharma
- How Visitors Were Greeted – Device

- Bonus Section- How Information is Communicated
- Percent Who Learned Something New - Pharma
- Percent Who Learned Something New - Device

- Overall Booth Experience – Pharma

- Inclination to Prescribe, Use, Recommend – Pharma
- Inclination to Consider, Purchase, Recommend - Device

### **Suggested Best Practices for Performance Improvement**

### **Additional Marketech Research Referenced**

### **Medical Events Used for This Study – by Segment**

### **About Marketech and About EWI Worldwide**

## Methodology

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Marketch, a 22 year old company that offers exhibitor staff training and performance measurement has been interviewing healthcare professionals for the past five years. This study follows a prior White Paper (Why Physicians Come to Your Exhibit) done in 2005. Where feasible, comparisons will be made to the prior study.

For this study, we have used cumulative quantitative findings from exit interviews performed at 23 medical conventions held during 2006 and 2007 and conducted for 11 top-name pharmaceutical and device companies who were exhibiting at these events. Intercept interviews were conducted with visitors at the events as they exited the client booth. Only those questions that were asked in the same way were used for this White Paper. Not all companies were studied at all shows. Medical meetings included in this paper are listed in the addendum section at the end. Each exit interview project averaged 100 responses per question.

Charts for each statistical finding indicate the number of companies surveyed and the number of events surveyed as well as the timeframe (i.e. 3 companies, 3 events 2006-2007 means we surveyed three different companies at three different events during 2006 and 2007). For some findings, we interviewed randomly screened US doctors on the show floor at medical conventions. These interviews were not conducted for a specific medical segment. That information is noted on related charts.

This paper also references cumulative findings from repeated qualitative studies conducted by Marketch, Inc. for a variety of exhibiting companies relative to best practices in exhibit marketing. The qualitative studies were conducted on site and used a standard template guideline for gathering observed data.

## Report Highlights

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### Pharma Exhibits

The number one reason physicians stop at pharmaceutical exhibits is “happenstance”—just walking around seeing all the exhibits. Happenstance can include brand familiarity, booth appeal and booth attractions such as refreshments and product presentations. It clearly says there are little or no agendas set for this segment of exhibitors.

Four of every 10 visitors to pharma booths say getting something popular as a promotional item will influence their decisions to stop at that particular exhibit.

### Device Exhibits

The top reasons attendees stop at device exhibits is because they have an interest in the products, or they wanted to see a specific demo. Our research suggests that device companies do a slightly better job of drawing visitors purposely through pre-advertised products, rep demos and rep engagement on the floor.

In terms of giveaways on the device side, visitors prefer food and beverages over “things.”

### Pharma & Device

At-show advertising and sponsorships do not significantly resonate with either segment in terms of prompting booth visits; however, name or product recognition does prompt about 11% of booth visitation for both segments.

Both segments did a respectable job of greeting and engaging visitors to their booths – four of every five visitors were greeted and engaged.

Two of every five visitors to both pharma and device exhibits say they are more inclined to use, prescribe or recommend products seen at the respective exhibits. This statistic has risen 10 points since 2005.

### Key Takeaways for Exhibit Performance

This White Paper has four key takeaways for improved healthcare exhibiting performance:

1. Get on your attendee’s agenda. Depending on generating traffic to your exhibit based on *happenstance* leaves you at risk for attendees not visiting at all. Instead, use whichever techniques resonate best with your target audience, be it direct mail, email or personal invitations by field sales reps to purposely drive booth traffic.
2. Utilize exhibit promotions, challenges and giveaways that are meaningful, have a high perceived value and ones that create memorability. Using an “off-the-shelf” promotion will get little attention and have even less drawing power to your exhibit.
3. Select and assign staff that are both customer-centric and product knowledgeable. Staff needs to be able to discover the attendees’ specific needs and impart new learnings in a way that will yield a greater inclination or prescribe, use, buy or recommend more of your product or service. Seventy percent (70%) interviewed said staff interactions were “very valuable” in terms of elements encountered at the booth.

4. Design a compelling exhibit experience and employ customer-focused tactics to create an attendee experience that not only captures their attention but also delivers a memorable message.

## Introduction

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According to *Medical Meetings* in a recent Annual Survey of Physicians, many pharmaceutical reps said they felt fortunate to get 90 seconds of a physician's time during office calls, with the average visit being five minutes or less. In some instances, sales reps were actually denied access to some physicians' offices.

Other surveys cite industry association and trade meetings being among the three top physician information sources for product information, and about 80% of physicians interviewed planned to attend at least one medical meeting a year. [Sources: Accenture Health & Life Sciences, Meetingsnet.com]

A Tradeshow Week Executive Outlook report indicates the number one reason physicians attend medical events, in general, is for the conference program associated with educational opportunities. The top five reasons cited were:

1. 92% - Conference program/educational opportunities
2. 67% - City location
3. 42% - Featured conference speakers
4. 33% - Exhibits
5. 33% - Networking opportunities

Equally important, is the increase of patient care given by physician assistants (PA) and nurse practitioners (NP) who are not seen by pharmaceutical or device reps, and who are attending medical conferences and expos in growing numbers. We see that fact clearly evidenced at the PriMed series of medical shows.

In addition, 2006 research by Exhibit Surveys indicates only 24% of health professionals who attended medical shows (all types) say they were called on by a salesperson connected with the exhibiting company within the previous 12 months. This is likely due to the fact that most large companies focus calls on the top two decile targets (higher prescribers/buyers) more so than on the lower deciles. Exhibit Surveys' research includes people within all decile levels.

For these reasons, we believe it is vitally important for healthcare exhibitors to be knowledgeable about what prompts booth visitation, whether or not visitors are learning new or different information and what drives the likelihood of future prescriptions, use or recommendations.

Sales calls with healthcare professionals are becoming more and more challenging not only because of limited time but also because the mix of who sees patients is broader – so the question becomes when and how do you reach them.

## Key Findings

### What Prompts Specific Booth Visitation - Pharmaceutical

While we know, in general, why physicians and other healthcare professionals go to medical meetings and conventions, we wanted to take a deeper look at what prompts attendees to visit specific exhibitors at these events. We surveyed this topic at over 30 events during 2006 and 2007 for both pharmaceutical and device companies.

For the pharmaceutical visitation outcome, we randomly selected research done for a group of seven pharmaceutical companies exhibiting at seven different conventions held during 2006 and 2007.

Table A

<b>TOP FIVE REASONS ATTENDEES VISIT SPECIFIC PHARMA EXHIBITS</b> n=821 [Seven events during 2006-2007] For all reasons please see Chart 2	
Happenstance - just walking around visiting all	24%
Product info, interest	16%
Giveaways, food &/or beverages	14%
To see or talk to a rep	11% (10.7%)
Name recognition/familiarity with products	11% (10.6%)

Source: ©Marketech, Inc. 2008

### Comparison to Prior Study

Our prior study was released in 2005. In the earlier study, happenstance was only 9% and getting specific product education or information was the number one reason to stop. It is important to note that in our past study, we combined pharma and device whereas for this study we separated out the two types of audiences- a primary reason numbers may have changed. The 2005 release featured very few device side inclusions.

#### **Top Five Reasons for Booth Visitation in the 2005 White Paper (Pharma/Device Combined)**

1. 27% - To get specific product education or information
2. 19% - To see or speak to a sales rep
3. 17% - To pick up a giveaway item or get food/beverage
4. 9% - Just happened by and something got my attention
5. 6% - Booth activity (panel, speaker or demo)

### The Importance of “Happenstance” Visitation at Pharma Exhibits

Regardless of the separated segment numbers, to see “happenstance” at this high level strongly suggests that today’s attendees have no real agenda to see specific pharmaceutical groups. This is further supported by the fact that name recognition jumped from 4% in 2005 to 11% in this current study.

How does name recognition fit? “Happenstance” visitation can be generated by such things as name or product recognition (know of them so will visit them), a booth representative

purposely engaging the visitor and general booth appeal (looks interesting so will go inside to see the rest of it).

It is important to recognize that the ways physicians and other healthcare professionals get information about products in general has changed significantly since our last study and that also impacts the changes in findings. For example, we know that many prescribers get information from the Internet these days so even new products at booths are not necessarily *new* information to attendees.

In the prior study, seated live and multi-media presentations were being heavily used at pharma booths and those activities drew crowds. Crowd levels fueled visitation. During this study timeframe, we've noted that companies have moved towards individualized computerized presentations and/or computerized quizzes and challenges which tend to draw smaller groups of people to any one location. We will speak more to this later within this paper under How Information Is Communicated.

It may also be that today's pharma attendees go to conferences more so to get CME credits than to find out about new products on the exhibit floor which (as referenced above) may be a bi-product of Internet interactions. Case in point, many pharmaceutical companies have signed up their target physicians to receive news updates via email. "Opt-ins" for electronic communications has become a significant in-booth activity by many healthcare exhibitors. Going to the show floor may be less important unless there is a specific need to speak to a rep or get additional education about a product or its applications.

Attending medical conferences for educational advancement and how physicians keep themselves updated impacts booth visits.

### **Giveaway Item Impact - Pharma**

It is interesting to note that 14% of all pharma booth visitations were prompted by getting a giveaway. Of that group, 18% specifically cited getting food or beverages. Food and beverages at the booth is always a good draw, but only works to the exhibitor's advantage when there is an educational association attached to the process. Such food items have no real lasting memorability, and may represent only a need for a drink or a sugar product, rather than interest in the product or company.

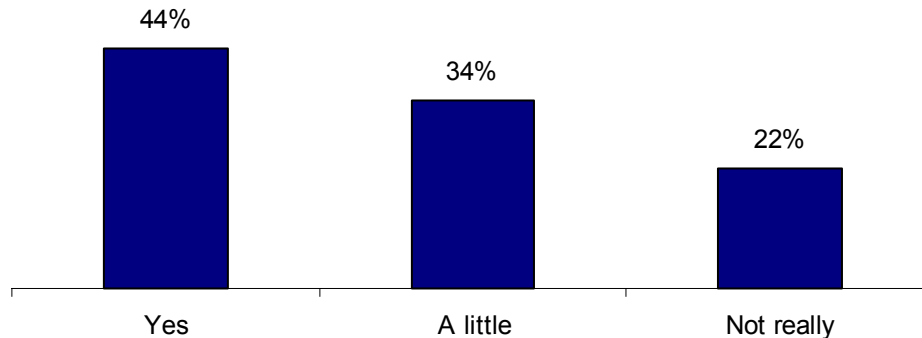
We feel the *attractiveness* of getting some type of a giveaway is still significant and the uniqueness of the giveaway to meet PHARMA Code guidelines remains a major challenge for exhibitors. CD-ROM's for abstracts and product literature, flash sticks with product literature, and personalized items that physicians use everyday in their respective practices are still very popular. In 2005, we determined that getting something "popular" does favorably influence booth visits on the pharma side. [Chart 1]

As a side note, we have found in private studies for pharma groups that conference bag inserts are recalled by about a third of the visitors to specific exhibitors on the show floor.

Another independent informal study we conducted revealed that most men will leave conference bags at their hotel rooms for “tips” for the housekeepers, and most women will generally distribute the bags to family or friends after the show. [Source DDW 2006 random survey general attendee population)

Chart 1

**Popular Giveaway Impact On Booth Visits**  
n=146 (Random US doctors interviewed at 2 medical events in 2005)



©Marketch, Inc. 2008 Events: AAO, AHA 2005

### Other Reasons for Stopping - Pharma

Chart 2 features the complete list of top reasons that prompted booth visitation (pharma). Booth appeal has increased from 2% in the prior study to 8% in this current study. Booth appeal is especially critical on the pharma side knowing that happenstance is the number one reason for visiting a booth.

Booth appeal includes size, clear messaging, cleanliness, ease of navigation and appealing booth design. Booth size and location do matter. For many years, the tradeshow industry has known that even a *plain* larger booth on a main traffic aisle will draw greater attention than a *fancy* small booth located at the back of a convention hall.

The impact of preshow promotions on prompting booth visitation on the pharma side has remained low at 2% (3% in 2005). The best preshow promotions for pharma companies are to have representatives personally invite physicians in advance of the event, include a coupon insert in the conference bag redeemable for a giveaway, or arrange hotel drops during the show to advertise an activity at booth.

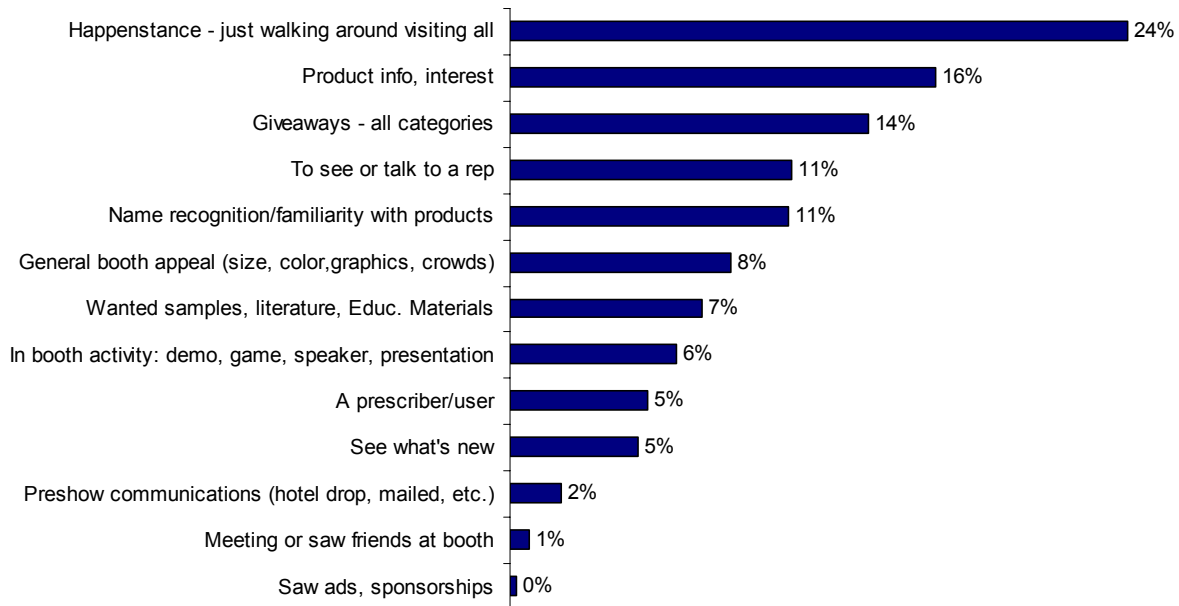
Knowing that 7% want samples or literature is helpful when planning collateral supplies to bring. If literature is handed out to all, then we've discovered the best format is on a logo'd CD or memory stick, either of which is more likely to be kept than paper literature.

The best preshow promotions for pharma companies are to have representatives invite physicians in advance of the event, include invitations in the conference bags and/or arrange hotel drops.

Chart 2

## What Prompted Booth Visitation - Pharma

n=821 (7 companies, 7 events 2006-2007)



Source: ©Marketch, Inc. 2008

## What Prompts Specific Booth Visitation - Device

Marketch looked at four companies at nine different shows held in 2007 on the device side to determine the reasons that prompt specific booth visits. [Table B and Chart 3]. It is interesting to note that happenstance was 7% (#6) on the list, and product interest was number one at 29% which suggests that device companies do a slightly better job in drawing visitors purposely through pre-advertised products, rep demos and rep engagement on the floor.

Attendees to device-focused exhibitions typically come to see specific products – products within their specialties; they look for technical leaders and they find technical exhibits to be of significant value in their searches for product replacements and new technologies.

Because the general audience mix to device exhibits includes direct buyer attendees, we also notice a higher tendency toward preset agendas at device expos than at pharma shows. [Observed: RSNA, HIMMS, AABB]

Our findings indicate that targeted preshow mailings or at-show advertising and sponsorships do not significantly resonate with either this audience or the pharma audiences in terms of prompting booth visits.

In fact, Marketch research currently in progress so far indicates that 41% recall seeing specific sponsorships and of those, only 15% were influenced to visit the sponsoring exhibitor's booth. While sponsorships and ads may be noticed and serve as subtle brand

reminders, they are not huge influencers of booth traffic. [See Additional Research pages at the back of this report for study outcome to date]

Table B

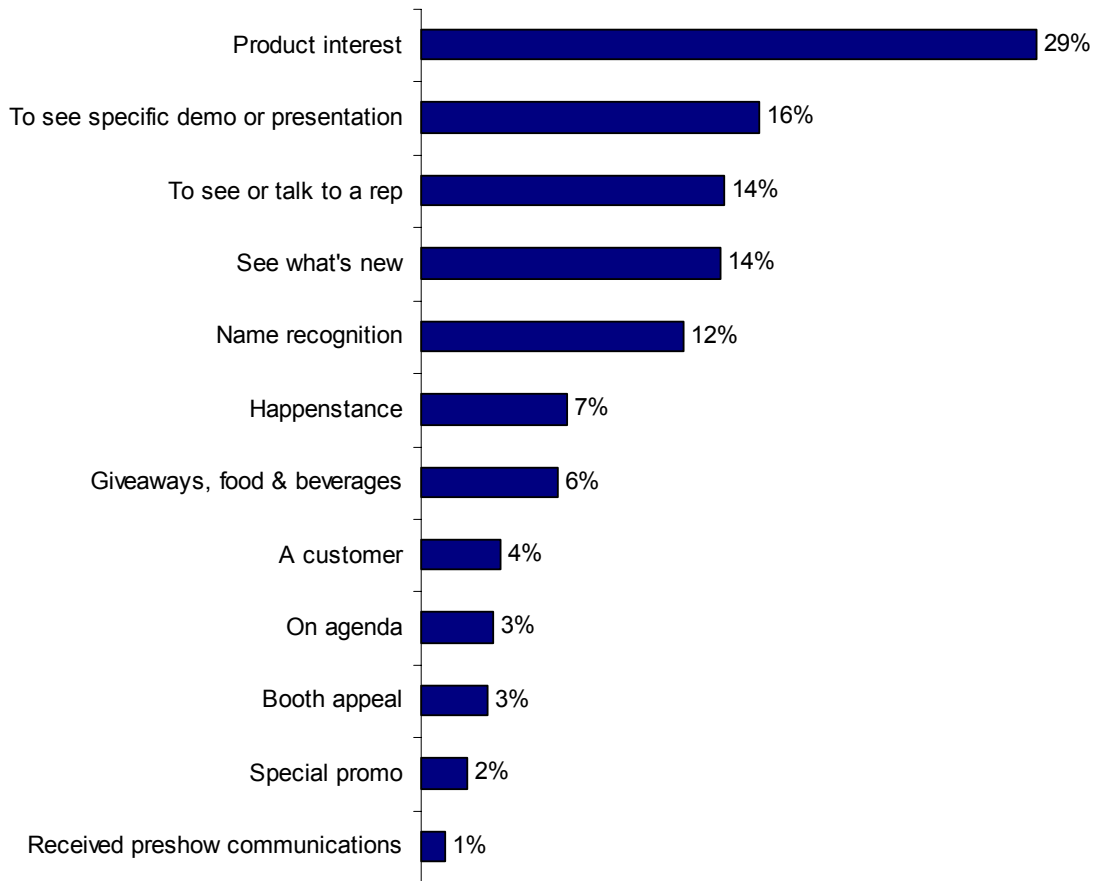
<b>TOP FIVE REASONS ATTENDEES VISIT SPECIFIC DEVICE EXHIBITS</b> n=884 See Chart 3 for full list of reasons visitors stopped	
Product interest	29%
To see specific demo or presentation	16%
To see or talk to a rep	14% (14.4%)
See what's new	14% (14.3%)
Name recognition	12%

Source: ©Marketch, Inc. 2008

Chart 3

**What Prompted Booth Visits - Device**

n=884 (4 companies, 9 events 2006-2007)



Source: ©Marketch, Inc. 2008

Our findings indicate that targeted preshow mailings or at-show advertising and sponsorships do not significantly resonate with either this audience or the pharma audiences in terms of prompting booth visits.

### **Other Reasons for Stopping – Device**

Name recognition is strong at 11%. Coming because the person says they are a customer is at 4%. Our research has found that, in general, at least four of every 10 visitors is already a customer.

Overall, giveaways as a booth visit enticement on the device side is considerably lower than on the pharma side; however, food and beverage does rank higher (42% of the 6%) within the giveaway category at events for device exhibits versus pharma exhibits. Again, food and beverages are always welcomed by show floor visitors, but exhibitors must be mindful of the grab-and-go tendencies.

It is clear that this group (device) of show visitors come to see what's new, products being demonstrated and to talk to staff to obtain product information, and that they are seeking this information from recognized sources of the products they seek.

Booth appeal is lower for this group – the products take the spotlight. It is nevertheless important for exhibit design to accommodate clear messaging about what the visitor is seeing on demo as well as ease of navigation in terms of product access.

Our observations have found device company exhibits that are the most effective and achieve their exhibiting objectives have these four characteristics in common:

1. A good hierarchy of messaging—your company name atop to draw attention to the exhibit from afar (*Who we are*), product branding and product benefit messaging at eye level (*Brand name, what it does*); and more detailed copy at a close-up level.
2. Ease of navigation – a booth that has adequate space for booth properties, equipment on display and staffing to afford comfortable, uncongested walking-around space—that is, ease of access and comfortable traffic flow.
3. Good exhibit design—exhibit design that creates a mood, communicates the brand value and provides an environment for visitors to experience the products.
4. Memorable messaging—a booth environment that delivers a lasting message through a combination of visual and verbal (staff) communications.

### **Staff Performance – Pharma**

Marketch was asked to determine the value of specific booth elements such as staff interaction, medical information and specific booth features. In all studies reviewed where staff interactions were included, staff interaction rated as the number one element tested.

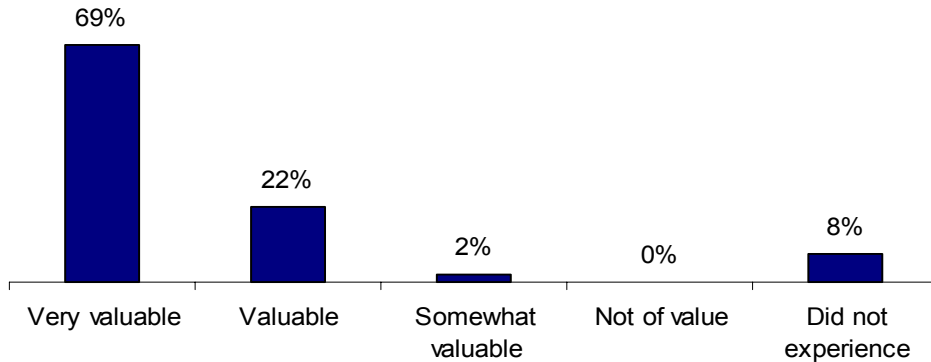
When asked to rate the value of staff interactions on a scale, here's what 359 visitors to pharma exhibits at three different medical events told us. Seven of every 10 (69%) said staff interactions were “very valuable.” That's a whopper number in terms of having good staff representation. [See Chart 4]

This element has additional importance for exhibitors who are considering replacing sales reps with booth temps (temporary help) in an effort to save budget resources. Sales reps bring product knowledge that translates to learning for the attendees and that has a direct correlation on the inclination to prescribe, use, buy or recommend in the future.

Chart 4

**Value of Staff Interactions - Pharma**

n=359 (3 companies, 3 events 2007)



Source: ©Marketch, Inc. 2008

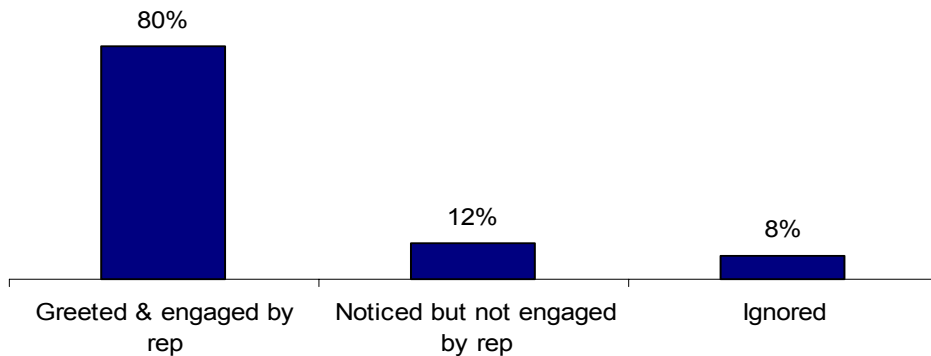
**How Visitors Were Greeted**

Of the 673 physicians interviewed by Marketch about how they were greeted at the client exhibit, 80% indicated they were greeted and engaged by a booth representative; 12% were noticed but not engaged by a representative; and 8% were ignored. These findings are the same for the 2005 study and indicate that even with advanced technology that this benchmark has not moved. This reinforces the imperative to prepare the staff to meet their booth audiences through appropriate and repeated staff training.

Chart 5

**How Visitors Were Greeted-Pharma**

n=673 (5 companies at 7 events in 2006-2007)



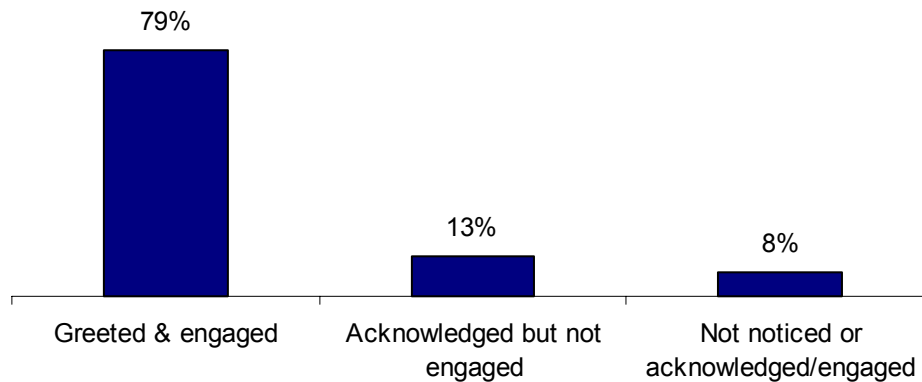
Source: ©Marketch, Inc. 2008

The findings about how visitors were greeted for device only exhibitors in this study were very close to pharma findings. Based on this, we can assume the benchmark for 2005 (blending both pharma and device companies) was accurate and that the numbers do not significantly vary between the two groups.

Chart 6

### How Visitors Were Greeted- Device

n=266 (2 companies, 3 events in 2007)



Source: ©Marketch, Inc. 2008

### Bonus Section: How Information Is Communicated

Most pharmaceuticals now incorporate “e-detailing” stations (stationary computer presentations) or other individual portable electronic presentation devices (i.e. tablet PC’s) within their exhibits. Because visitors who are detailed in this manner are usually required to have their badges swiped, these devices can also track numbers of presentations and flow-through traffic counts—good measurement guidelines. It is a method that generally requires the visitor to ‘voluntarily’ step up and get a badge swiped in order to get the information rather than step into a presentation anonymously.

We have reached a stage where the attendee age span at these events has broadened, thus the communications styles vary. Experiential Marketing Insights (EMI) did a study in 2005 that asked “which would cause you to be most likely to participate in a product demonstration or event.” The responses were also grouped by age categories. They found the percentage who said “the product/service matched my interests” increased with age; the younger the group, the more they looked to friends who had a positive experience. They concluded that age determines why people do or do not participate in demonstrations.

While EMI’s study was consumer based, Marketch has long observed that “hidden demographics” like age categories and male to female ratios are important factors to know upfront so that you can communicate in the preferred styles of your audience mix. In short, you have to mirror the way the visitor communicates.

Another factor we mentioned before is the audience mix includes both physicians and physician assistants (PA’s) – two significantly different education levels who require different communication levels. Both physicians and PA’s are important targets to reach since PA’s can often also prescribe many of the featured drugs.

Using electronic devices to teach and communicate product information will appeal to the younger audiences well; however, it may or may not appeal to mature audiences who still like to experience more personalized exchanges about drug usage. A secondary concern we have observed with some e-detailing presentations is this—when it extends the time of interaction to over 10 minutes, it can become a negative factor in the overall booth experience.

On the whole, the one-on-one e-detailing is a good format but only when the rep is adept at making the experience interactive, can be flexible in targeting attendee needs and can ensure that all attendees standing near the presentation are somehow included.

The audience mix at device shows likes hands-on and opportunities to see, touch and try the equipment and devices—at least to see how equipment works and what makes it unique or of value to their needs. This factor has not significantly changed in 20 years – only the *WOW factor* for the demo has changed.

Yankelovich, a leading consumer research company, says that personal experience with the product or service increases trust when purchasing a product or service. For the medical arena, we know that clinical trial outcomes and proven results are more important—facts based on science; however, we also know that when sales rep interactions and personal patient outcomes are consistently good that trust from ‘personal experience’ also increases the likelihood for recommended use.

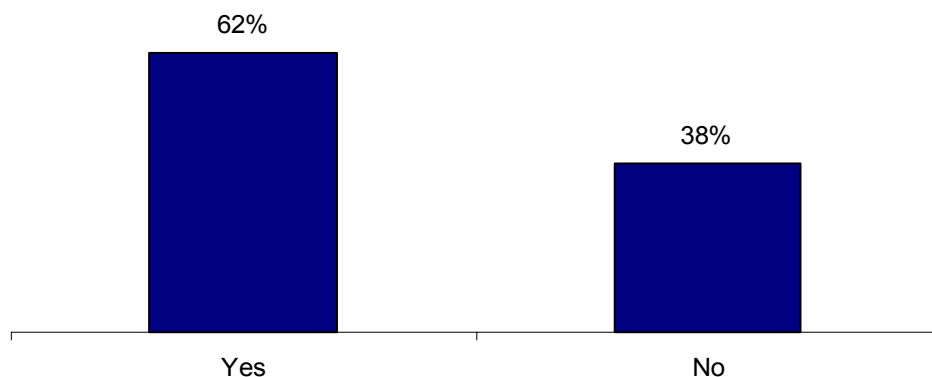
Event Marketer reports the goal of face to face marketing should be to increase time spent with a target client and that every second you spend with a target has a value and increases the value of the relationship. We think this same value also translates to your visitors being more open to learning something new or different while visiting medical exhibits.

## Learning Something New or Different - Pharma

Chart 7

### Percent Who Learned Something New-Pharma

n=590 (6 companies, 6 events in 2006-2007)



Source: ©Marketch, Inc. 2008

In Chart 7, we note that about two-thirds (62%) of the visitors to pharma booths say they did learn something new or different about the company or products reviewed. In the prior study, we found that only 49% indicated they had learned anything new or different. This increase

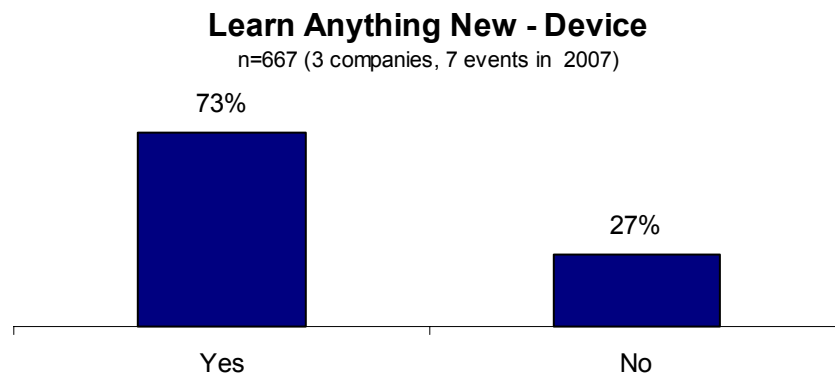
may be attributed to the method of information delivery, and one could argue that the electronic presentation devices (including electronic graphics) seem to be making a positive difference. Another possible reason might be that with in-office detail visits decreasing in length, the booth meetings become an opportunity to new learning.

One could also argue that there were more new drugs introduced (not documented) during this study timeframe than in the prior study and/or that the overall booth experiences are improving because all of the studied companies also received staff training and/or visual evaluation feedback (documented).

## Learning Something New or Different – Device

Let's compare pharma to device in terms of new learnings. It seems that the device side does a better job of imparting new or different learnings to visitors than does the pharma side. Three-fourths (73%) of visitors to device exhibits indicated they learned something new or different at the company's booth they visited. This is in contrast to 62% on the pharma side.

Chart 8



Source: ©Marketch, Inc. 2008

We feel this is largely due to the “demo factor” in that there are opportunities to see equipment in action or to touch and feel the device whereas in pharma exhibits, “touching and feeling” the drug is not an option. It may also be a factor of having more new or improved devices on display than new drugs to market.

Our research also found that when asked what visitors learned, the 73% who said they learned something new or different, for the most part, tended to give us very general responses rather than specific learnings. That may indicate that too much information is being communicated at one time.

When device visitors responded they learned something new or different, for the most part, they tended to give us very general responses rather than specific learnings. That may indicate that too much information is being communicated at one time

In any case, these findings support the value of presentations where seeing, touching and experiencing the products in some manner is critical to the learning impact. Device is good at this. On the pharma side, a number of drug companies have set up their booths so that one can walk through body parts to “experience” what goes on inside a specific organ their drug treats. That seems to generate higher learning experiences than just doing e-detailing.

The overriding objective is to create an event experience that is remembered when it is time to buy, use, recommend or prescribe. New learning can come through hands-on demonstrations, communicating a new use for the product that will help healthcare professionals increase their skill levels and to try a new procedure, or from interactive games that challenge the physicians’ knowledge and present key messages.

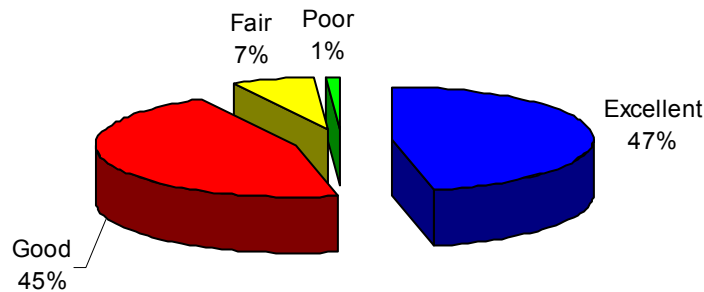
### Overall Booth Experience - Pharma

The following is a benchmark study to determine overall perception of the booth experience. Marketech tested three different pharmaceutical companies at three different medical events to determine visitor perceptions of their overall booth experiences. About half (47%) indicated their experiences were “excellent,” 45% said “good,” 7% said “fair,” and 1% said “poor.”

Chart 9

### Overall Booth Experience - Pharma

n=304 (3 companies, 3 events in 2006 & 2007)



Source: ©Marketech, Inc. 2008

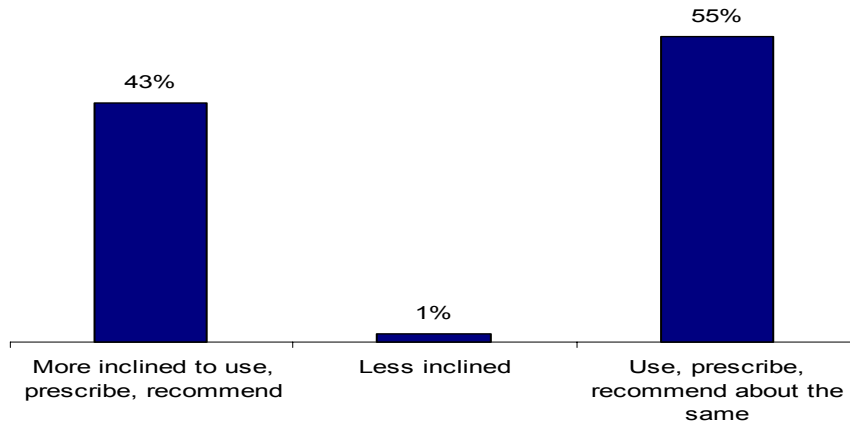
One needs to be mindful that having an overall good booth experience definitely impacts brand perceptions but may or may not translate to increased use or prescribing.

## Impact on Use, Prescribing, Recommending

Chart 10

### Inclination to Prescribe, Use or Recommend As A Result of Booth Visits - Pharma

n=549 ( 3 companies, 5 events 2006-2007)



Source: ©Marketch, Inc. 2008

Our 2005 research found that 33% of visitors to all medical shows we studied at 16 conferences were more inclined to use, prescribe or recommend medical products/services as a result of their respective booth visits. For this current study, we separated out pharma from device and find there is no significant difference between the groups and that the percentage of “more inclined” has, in fact, risen by 10 points for both segments.

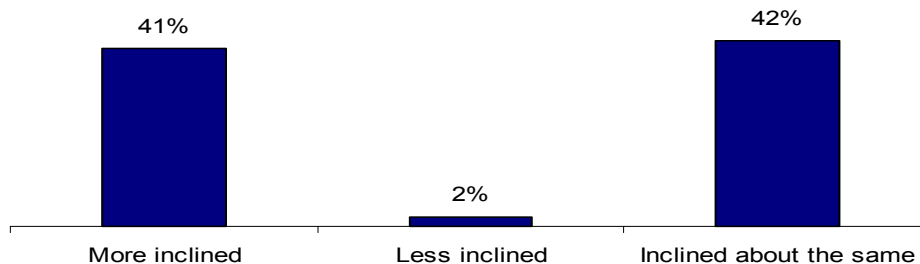
This data clearly indicates that exhibits at healthcare conventions continue to increase the buying, prescribing, consideration behavior of at least four of every 10 attendees who visited a specific exhibit. The new question then becomes, how many non-prescribers were converted?

This data also suggests that a high level of current “customers” for both segments visit specific company booths, and that their inclination for continued inclusion of the exhibiting company’s products or services into their practices has been reinforced.

Chart 11

### Inclination to Consider, Purchase, Recommend - Device

n=199 - (1 company, 2 events in 2007)



Source: ©Marketch, Inc. 2008

Relative to being more inclined to use, prescribe or recommend as a result of a booth visit, there is no significant difference between the pharma and device. Good news: the percentage of “more inclined” has, in fact, risen by 10 points for both segments.

## **Suggested Best Practices for Performance Improvement**

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- Create a reason for physicians and healthcare professionals to ‘check in’ with the brand – emailed updates for example or online calculators that measure improvement when specific drugs are used. This is common in cancer treatment. At shows, hotel room drops and conference inserts are proven elements that draw traffic to “check-in” with the brand.
- Offer value through patient trial (pharma) – the 7 day free prescriptions are a great way to get people to request the brand. Doctors like helping patients reduce initial drug costs through these trials, and the patient will generally stay on the trial drugs as long as their insurance will approve them.
- Encourage sales reps to personally invite their physicians or buyers to specific shows and give the invited person a valid reason to stop buy—learn what’s new, hear KOL’s on topics of interest, see a demo of a new device.
- Where possible give out OTC drug samples for patients. In this market, it is especially valuable in generating sales because most patients will continue with the drug that was sampled.
- The exhibit staff is the key ingredient to every exhibit. It is an opportunity to detail healthcare professionals in an entirely different environment where you have the visitor’s attention and interest without office distractions and time limits. You also have the best-of-the-best show and tell materials on hand in this environment. Be sure the staff is well-trained to deliver the best information to visitors in the best manner.
- Teach technicians who use your medical equipment to mention the brand names to the patients. You’d be surprised how many patients are impressed by this. For example, “we use Brand X imaging equipment; we plan to install a “Brand Y” knee; our endoscopy equipment is made by Brand C. It indicates to patients their providers buy the best.
- Don’t ignore non-physician attendees. People (even non-professionals) who attend these shows and who come to specific booths are there to learn more about your company and products. Impress them. Viral marketing is alive and working—that means they’ll tell others.
- Remember that PA’s, nurse practitioners and other healthcare providers are as important as physicians in today’s medical arena.
- Giveaways with a purpose tend to have greater life spans than those that are simply promotional items. Information on CD-ROM’s or memory sticks is usually kept and seen more so than paper literature.
- Be creative in transforming “known information” into something new. Is there a new indication for the product or service offered? With devices, create a hands-on experience that will increase the visitor’s skill level and give them greater confidence to try the products.
- Remember, the more interaction and hands-on activity, the greater the memorability.

## Additional Marketech Research Referenced Within the White Paper

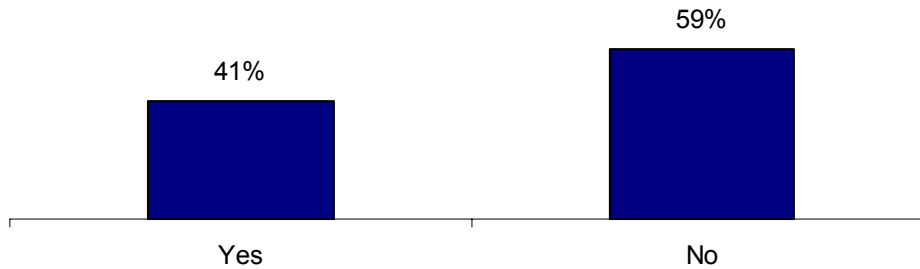
Marketech has new research in progress which is referenced as research in progress within this paper.

### **Sponsorship Recall-Pharma**

Marketech research gathered during 2006 and 2007 related to sponsorship recall.

#### **Did You Notice The Sponsorship (Cited) for Company (Cited)**

n=205 (2 companies, 3 events in 2006-2007)



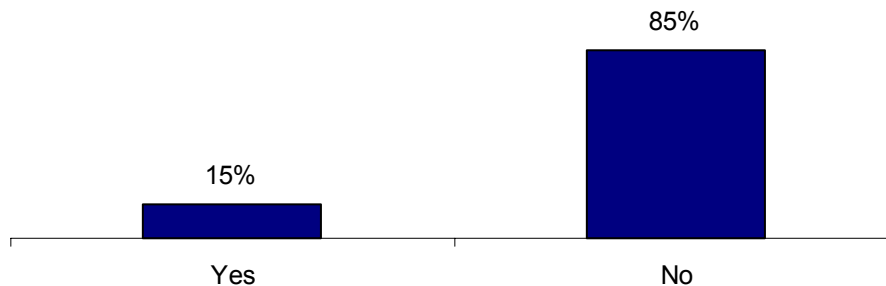
Source: ©Marketech, Inc. 2008

### **Sponsorship Influence on Booth Visits – Pharma**

Marketech research gathered during exit interviews for two high profile sponsors at four different medical events conducted in 2006 and 2007.

#### **Did A Specific Sponsorship (Cited) Influence Your Decision To Visit That Sponsor's Booth?**

n=288 (2 companies, 4 events 2006 & 2007)



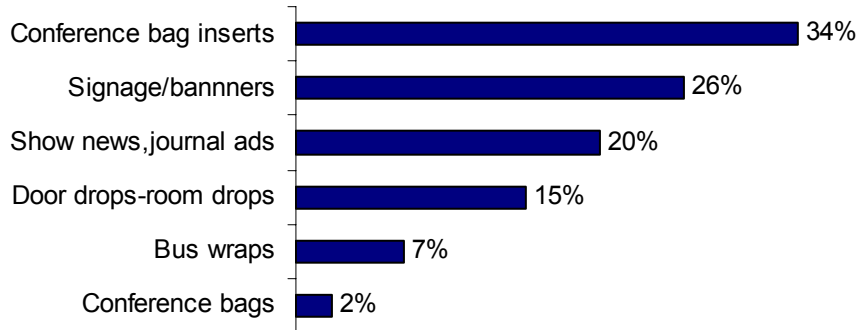
Source: ©Marketech, Inc. 2006

### Specific Sponsorships Recalled - Pharma

Marketech research now in progress: To determine the types of sponsorships that are being seen and recalled most often for pharmaceutical companies who sponsor at medical events.

#### Pharma Sponsorship Types Most Recalled

n=822 (2 companies, 6 events 2006 & 2007)



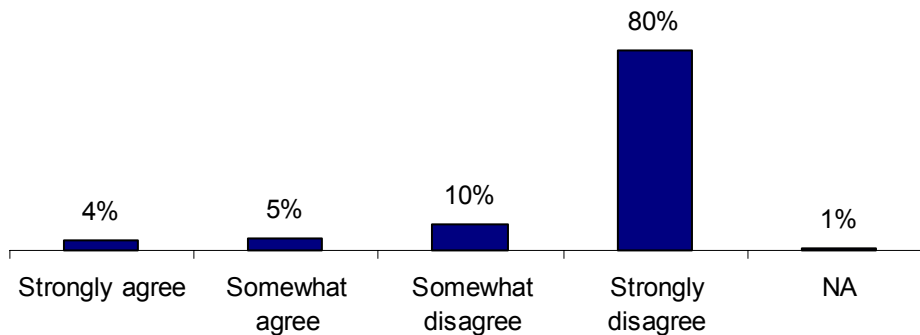
Source: ©Marketech, Inc. 2008

### Promotional Incentives Cause Undue Pressure to Buy Products

The question was posed when PHaRMA Code guidelines tightened up in 2005 - Please rate your level of agreement that promotional incentive items given to doctors attending conferences like this one will unduly pressure them to buy the representative's products.

#### Promotional Incentives Cause Undue Pressure To Buy Specific Products

n=99 (Random survey at AHA 2005 with US Doctors)



## **Medical Events Used for This Study - by Segment**

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### **Device**

Four well-known medical device companies who provide such things as blood component technologies, imaging, diagnostics and centrifugation were studied at nine different shows held during 2007. Device companies studied have asked us to not reveal their names as this would violate non-disclosure agreements now in place.

Shows where device companies were studied

AABB 2007	HIMSS 2007
ACS 2007	ISBT 2007
ASTRO 2007	Pittcon 2007
EMBT 2007	SMN 2007
ERA/EDTA 2007	

### **Pharma**

Seven large pharmaceutical companies were studied at 14 different shows held during 2006 and 2007. Examples of medications manufactured are for (but not limited to) heart, diabetic, GERD, PNP, and ophthalmic use. We have non-disclosure agreements with all Pharma companies studied which prevents us from disclosing their names in a public paper.

Shows:

AAO 2006	ASCO 2007
AAO 2007	ATS 2007
AAPA 2007	ICAAC 2007
ACC 2006	IDSA 2007
ACC 2007	PriMed South 2006
ACP 2007	PriMed South 2007
ASCO 2006	PriMed Southwest 2007

If the reader requires a list of exhibiting companies, please contact Marc Goldberg at [info@marketech360.com](mailto:info@marketech360.com) and provide the reason and use for the requested list.

## **ABOUT MARKETECH**

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Marketech, Inc. was founded in 1985 to specialize in staff training, strategic exhibit market planning, measurement and consulting. The staff comes from multi disciplined backgrounds. All of our programs are marketing oriented because we feel exhibiting is a marketing communications tool utilized to achieve higher organizational objectives.

Our main office is in Westboro, MA. For more information call Marc Goldberg at 508.836.2633 or Jane Lorimer in Denver at 303.388.9224.

Website: [www.marketech360.com](http://www.marketech360.com)  
Email: [info@marketech360.com](mailto:info@marketech360.com)

## **ABOUT EWI WORLDWIDE**

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EWI Worldwide is a global, live communications company that connects people to brands at every face-to-face touch point. From creative development to final product, the company helps customers tell their story and deliver real results. EWI Worldwide consists of four specialty divisions, each offering its own unique capabilities and resources: Studio Creative, Presentation Works, Exhibit Works and Interior Works.

Boasting nearly 30 years of experience, EWI Worldwide supports a diverse group of clients across multiple industries. The company has offices in Detroit, Chicago, Los Angeles, Winston-Salem and Shanghai and resource partners worldwide.

For more information, visit: [www.ewiworldwide.com](http://www.ewiworldwide.com).