

Post-Show Report

AAMI 2011 Conference & Expo

THE PREEMINENT EDUCATION EVENT WHERE THE MANUFACTURERS, DISTRIBUTORS, PURCHASERS, AND MANAGERS OF MEDICAL EQUIPMENT MEET

The AAMI 2011 Conference & Expo brought together more than 2,000 healthcare technology management professionals.

Attendees representing over \$1 billion in purchasing power came to exchange ideas about the latest industry trends and technology. As always, AAMI worked hard to ensure the success of the 2011 Expo. Please review this report, which summarizes why the event was such a success.



"MedEquip Biomedical is a long time exhibitor at the AAMI conference. For us, I feel that attending AAMI every year is mandatory. It gives us a chance to meet face to face with existing customers and always affords us the opportunity to generate new customers. The quality of education and the presentations are second to none. This year's AAMI 2011 in San Antonio was very well attended and opened up new opportunities for MedEquip. We are enthusiastic about AAMI 2012 in Charlotte."

Michael Lipson
VP & Principal
MedEquip Biomedical

FOR INFORMATION REGARDING EXHIBITING AT THE AAMI 2012

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All Attendance Records Broken in San Antonio!

The AAMI 2011 Conference & Expo had the highest attendance ever! Many described it as "the best AAMI annual conference ever." Here are just a few examples of how the conference was a success for attendees and exhibitors alike:

- **Attendance broke all records**—The comprehensive education program and extensive exhibits drew attendees from all over the country. They came to ensure they were up-to-date on the latest technologies. And with San Antonio's proximity to the national training center for military BMETs, this was a great location!
- **The AAMI Conference is crucial to this industry**—Attendees reported that AAMI is essential for their jobs and for keeping up with the latest industry developments.
- **Once again, the tradeshow was a must-attend event**—100% of the conference registrants surveyed spent significant time visiting exhibits. **And 99% of the attendees surveyed said the exhibits were an important part of the conference for them.**

"Each year, EQ2 commits to the AAMI Annual Conference because it provides both a measurable and positive return on investment and an incomparable opportunity to network with the entire medical equipment community...from EQ2's work on AAMI's standard committees, to meetings with medical test equipment manufacturers, to regulatory and standards groups, to the military's logistics and medical equipment prep/repair teams, to US hospital management, biomed and directors and their international counterparts — the AAMI Annual Conference is a 'must-do' show."

Jim Smith
President
EQ2, Inc.



Attendee Demographics

Job Function

- 33% Biomedical/Clinical Engineer
- 18% Biomedical Equipment Technician
- 15% Administration/Department Manager
- 7% CEO/President/Executive Director
- 6% Academia
- 3% Consultant
- 3% Quality Assurance & Regulatory Affairs
- 2% Information Systems
- 1% Nurse
- 1% Physician/Surgeon
- 1% Research & Development
- 10% Other

Employer Type

- 35% Hospital
- 23% Government or Military*
- 11% Independent Service Organization (ISO)
- 10% Manufacturer
- 4% Consulting Firm
- 4% College or University
- 2% Professional Society or Association
- 11% Other

* Percentage of military attendees was higher than usual due to the proximity of the national training center for military BMETS

Purchasing Authority

- 86% Have significant direct purchasing authority
- 34% Can authorize purchases of more than \$1 Million

The above numbers are based on the AAMI 2011 conference.

ASSOCIATION FOR THE ADVANCEMENT OF MEDICAL INSTRUMENTATION

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Arlington, VA 22203
www.aami.org/expo

Promotional Campaign Ensures Success

The following are the highlights of the AAMI 2011 Conference & Expo promotional campaign:

- **The Preliminary Program**—This program was the first official announcement of the conference and included confirmed details about the event.
- **The Final Program Mailer**—Mailed to prospects, this program contained the complete listing of educational sessions and other events at the conference.
- **Broadcast Emails**—Emails with dedicated conference topics were sent once a month to a targeted prospect list. The frequency increased to every two weeks beginning in April.
- **“Expo Plus” Passes**—AAMI provided exhibitors with unlimited expo passes to distribute to customers and prospects. Each pass gave free access to exhibits, product showcases, career center, keynote session and general session (a \$55 value).
- **Targeted Letters**—Sent letters to previous conference registrants, AAMI members, and regional prospects promoting the benefits of the conference.
- **Free Expo Access**—AAMI offered free expo-only attendance for June 26 or June 27.

Exhibitors Receive Great Benefits Every Year as Part of Their Participation

Non-Conflicting Exhibit Hours:

Educational events are not scheduled during exhibit hours, giving exhibitors the conference attendees' undivided attention.

Networking Time with Fellow Exhibitors:

Exhibitors expressed the desire to network with other exhibitors during the conference. Tradeshows are too difficult since exhibitors are staffing their booths, so AAMI has built in an exclusive networking time for exhibitors to meet together.

Booth fees include:

One complimentary full-conference registration for use by an exhibit staff member (an \$825 value) for each 100 square feet of exhibit space purchased.

Booth personnel registrations for exhibit staff (10 for each 100 square feet purchased).

A pre-show mailing list to promote your company's booth presence to attendees.

And all exhibitors who complete the 2012 exhibitor survey will receive a post-show mailing list.

Unlimited complimentary “Expo Plus” passes to distribute to customers and prospects. (Provides free admission to the Expo, General Sessions, and Career Center—a \$55 value.)

A listing on AAMI's web site—including general company contact information, a company description, a link to the company's website, and listing by product category.

Company name, address, and description listed in the *Onsite Conference Program Book*, distributed to all attendees.

AAMI2012

Conference & Expo
June 2–4, Charlotte, NC



AAMI 2012 Goes to Charlotte, NC

The AAMI 2012 Expo will be at the Charlotte Convention Center, June 2-4.

We know that now more than ever you need to get the best bang for your buck. AAMI staff is working tirelessly to make sure that the AAMI 2012 Expo offers exhibitors the same strong return on investment as the 2011 Expo.

In 2012, AAMI will continue the marketing efforts set in place and explore even more marketing opportunities to ensure every appropriate prospective attendee is fully aware of the AAMI Conference & Expo.

Charlotte is distinctly cosmopolitan, but with definite hometown appeal—a special blend of liveliness and comfort with more than 150 restaurants and cafes within walking distance of the convention center. And Charlotte has more than 60 hospitals and medical centers within 100 miles, including the Carolinas Medical Center—one of the region's largest employers. Charlotte is also an airline hub, making access convenient and affordable.

You will soon receive the 2012 Exhibitor Prospectus, which includes all of the relevant information you need to plan your exhibit at AAMI 2012.

You also can download it at www.aami.org/expo.

Booth Fees for AAMI's 2012 Expo

\$2,100 per 10' x 10' space for AAMI corporate member organizations

\$2,600 per 10' x 10' space for non-corporate member organizations

\$150 premium for each corner

AAMI has not increased booth prices in 6 years!

Information about exhibiting, including exhibitor benefits and the 2012 Exhibitor Prospectus, is available at www.aami.org/expo.

To reserve your booth space or if you have questions regarding exhibiting, contact:

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For questions regarding logistics and pre-planning, contact:

Megan Kutner

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“I have been attending the AAMI Conference for many years as an exhibitor and have always felt like the exposure and positive sales contact made there has been great. The past two years I have noticed the traffic was heavier through our booth and the quality of contacts seems to be increasing as well. It is always good to meet our customers face to face as opposed to just talking on the phone or sending emails. I look forward to the 2012 Conference in Charlotte.”

Ken O'Day
Vice President, Sales and Marketing
BC Group International, Inc.