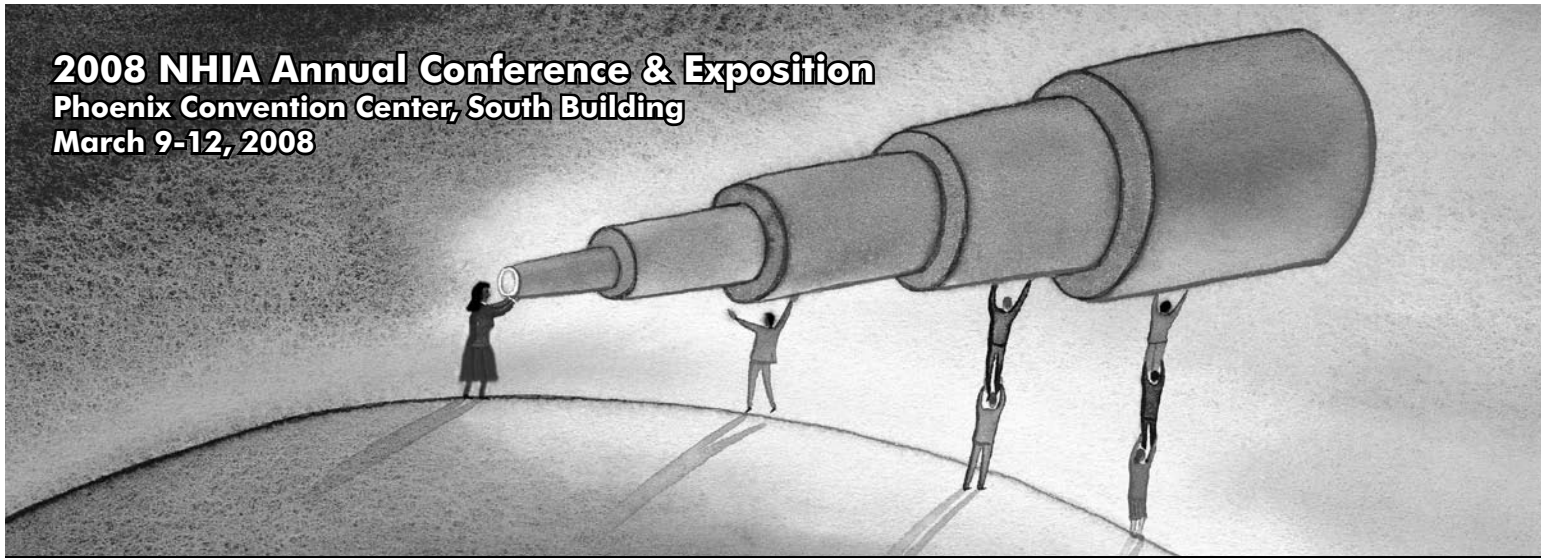


**2008 NHIA Annual Conference & Exposition**  
**Phoenix Convention Center, South Building**  
**March 9-12, 2008**



**- Making the Most of Your Visit to the NHIA Exposition -**

**Why Explore the NHIA Exposition?**

- ✓ A visit to the NHIA Exposition provides you the unique occasion to see the offerings of hundreds of vendors in one place, to discuss products and equipment in a hands-on manner and to speak with the managers and technicians that stand behind products (in addition to company sales representatives).
- ✓ Attendance at the NHIA Exposition is essential for those who want to keep abreast of the fast-paced changes that continually shape the scope of our field—and your business! People who attend trade shows have the opportunity to become acquainted with these changes first-hand, plus the added bonus of being able to network with your colleagues about the various vendors and offerings presented.
- ✓ The design of the NHIA Exposition offers unique benefits to attendees—such as the ability to comparison-shop among dozens of competing vendors; the chance to handle new products and supplies; the option to see and test products too large or cumbersome to be brought to the office; and the opportunity to see new innovations before they hit the mass market.
- ✓ Rather than view the exhibits as an added benefit of attending a conference, consider the NHIA Exposition a unique and separate learning opportunity! Plan and budget for trade show attendance as part of your annual business plan—and consider the benefits of having one or more of your staff attend, as well (they can provide a fresh perspective on products they will use and, with some pre-show preparation, can help you cover more of the sales floor in a shorter period of time).

**Before You Venture Into the NHIA Exposition...**

- ✓ Identify your needs—to make wise decisions about which exhibits to stop by, keep an ongoing list of your business necessities throughout the year. This list can include new products that you have read about and would like to see, requirements that arise that are not being met by existing products and supplies, and problems that must be resolved.
- ✓ Before entering the NHIA Exposition, review your business needs list and identify four or five “must see” exhibitors. Structure several questions for each exhibitor in advance—thoughtful inquiries indicate a serious customer and may afford you more time and attention from a sales representative, in addition to prompting the information you need.
- ✓ Use highlighters to color code booths on a floor map into “must see” and “would like to see” categories—and if you’re attending with a colleague or staff member, compare agendas in advance to look for opportunities to share information from the “would like to see” exhibits.

## **During Your Dynamic Experience Throughout the NHIA Exposition...**

- ✓ Play Membership Bingo! NHIA members receive a “Bingo card” in their badge envelope at registration—be sure to visit the valued vendors listed on your Bingo card, have the square validated, and turn in your completed card to NHIA Central (booth #323) before the drawing takes place in the Exposition Hall on Tuesday, March 11 at 2:45 p.m. Remember, you must be present to win! Winners take home great prizes that will be displayed at the NHIA Central booth throughout the show—and playing Membership Bingo also affords you an excellent opportunity to express your thoughts and needs to the vendors.
- ✓ Take advantage of the “golden hours”—the first hour the NHIA Exposition is open and the last hour before it closes. The Exposition tends to be less crowded during the golden hours, with greater prospects for handling products and questioning sales representatives.
- ✓ Tell the vendors and the show’s organizers about your needs, opinions and experiences. Smart buyers know as much about what they do not buy as they do about what they buy—your input can result in products and services that better meet the needs of your profession!
- ✓ Many people who attend trade shows say that sales representatives often sell to individuals rather than to groups. At a busy exhibit, there are ways to assertively and tactfully join a conversation—stand close to the parties and interject a brief statement, such as, “I’m really interested in [product]—do you mind if I listen in?” Both attendees benefit from hearing the questions, comments and concerns of the other, and the sales representatives gain from addressing two possible buyers in one presentation.
- ✓ Making multiple trips around the NHIA Exposition is a time management technique to ensure your priorities are met immediately. A buyer should walk a show at least four times—with the first rounds devoted to your “must see” and “would like to see” exhibits...and the third and fourth rounds dedicated to leisurely tours, exposing you to new products and services, while affording you time to speak with vendors and colleagues.
- ✓ Network before, during and after the NHIA Exposition! Your colleagues are fellow consumers—their opinions and experiences can help you make decisions about the show and the products and vendors you’ll consider. Talk with someone who has visited the show to help you plan your time there, and ask them, “What exhibit should I be sure not to miss?”

## **After You Return to the Office...**

- ✓ Follow-up back at home! To maximize the benefits of attending the NHIA Exposition, take proactive steps upon returning to your office. If you’ve made any deals on the sales floor, you may need to follow-up with a sales representative to provide specific information on quantities and to reconfirm delivery instructions—you’ll also want to record the names of any new contacts you’ve made, those of both exhibitors and peers.
- ✓ Take a few moments to go through your collection of literature, sorting information into four piles—one on which you’ll take action, one that will be saved for future reference/reading, another that will be passed along to other colleagues, and the last for materials to be discarded. Put any samples to use immediately.
- ✓ Continue incorporating the NHIA Exposition into your business plans—with the new knowledge you’ve acquired, the development and implementation of your business model is sure to be more on-target and successful than ever!