



AHRMM20⁺
Health Care Supply Chain
Innovate. Engage. Connect.

AHRMM20+ VIRTUAL EXPERIENCE

June 11, 2020



AHRMM
Advancing Health Care through
Supply Chain Excellence



CQO:
The Health Care
Supply Chain



AHA Events

AGENDA

- ▲ Introductions & Objectives
- ▲ On behalf of AHRMM
- ▲ Benefits of the Virtual Event Experience
- ▲ Intrado Platform Overview
- ▲ Partnership Options
- ▲ AHRMM Authorized Partners
- ▲ Next Steps

A WORD FROM AHRMM

Brent Petty, CMRP

Brent Petty is Executive Industry Consultant for Lexmark. Brent joined the Lexmark in 2015 after serving 12 years as System Vice President, Supply Chain for Wellmont Health System, Kingsport TN.

Brent in addition to his consulting responsibilities has as the distinct honor in being the 2015 Chairman of the Board of the Association for Healthcare Resource Materials Management. (AHRMM).

Petty earned his professional designation as a Certified Materials Resource Professional (CMRP) through the AHA Certification Center, a division of the American Hospital Association.



NECESSITY & BENEFITS OF THE VIRTUAL EXPERIENCE

- ▲ **Business Continuity:** Meet sales and marketing objectives despite challenges
- ▲ **Flexibility for Networking and Learning:** Attend sessions and interact with attendees throughout the entire meeting
- ▲ **Longer Visibility:** Receive full access to sessions and the exhibit hall until the end of AHRMM+ will continue to drive attendees to the platform.
- ▲ **Access to Insightful Metrics:** Receive detailed analytics on interactions with your exhibit, sponsorship, and the event overall
- ▲ **Gamification:** Attendees will earn points for visiting virtual booths, downloading content, watching videos, scheduling meetings and engaging with sponsored content

COST SAVINGS

▲ Lower Expenses Overall:

- Shipping
- Material Handling & Drayage
- Exhibit Design/Construction
- Show Services & Utilities
- Travel & lodging
- Entrainment & meals

REGISTRATION AND LOGIN



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Email Address (lower case)

jheisler@inxpo.com

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LOBBY AND THEATER

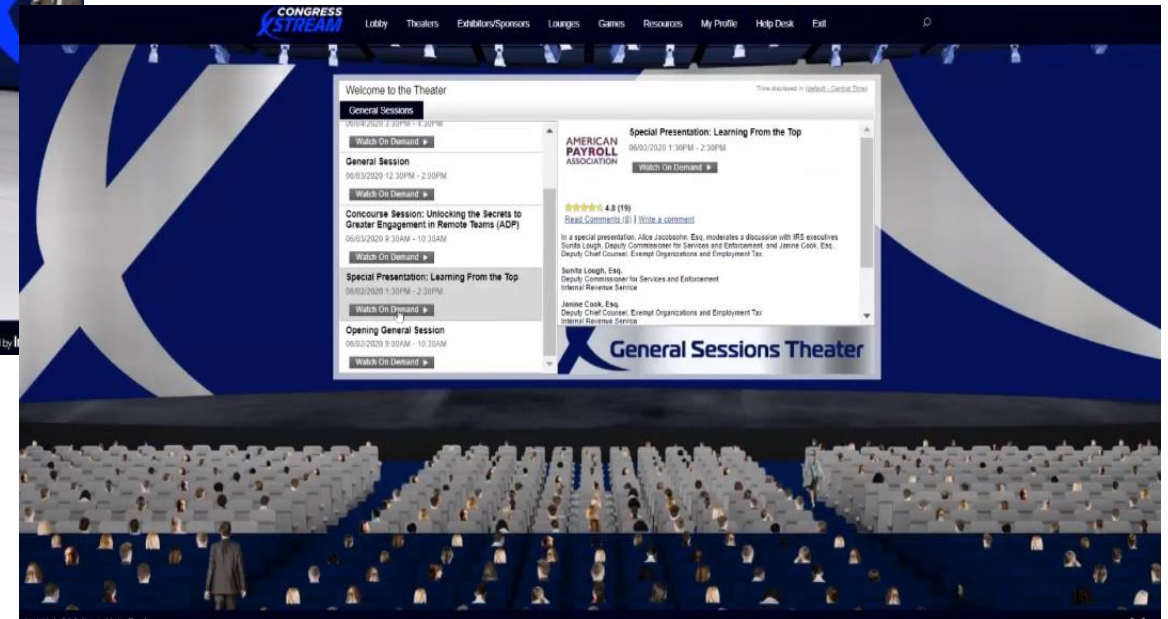


EXHIBIT HALL

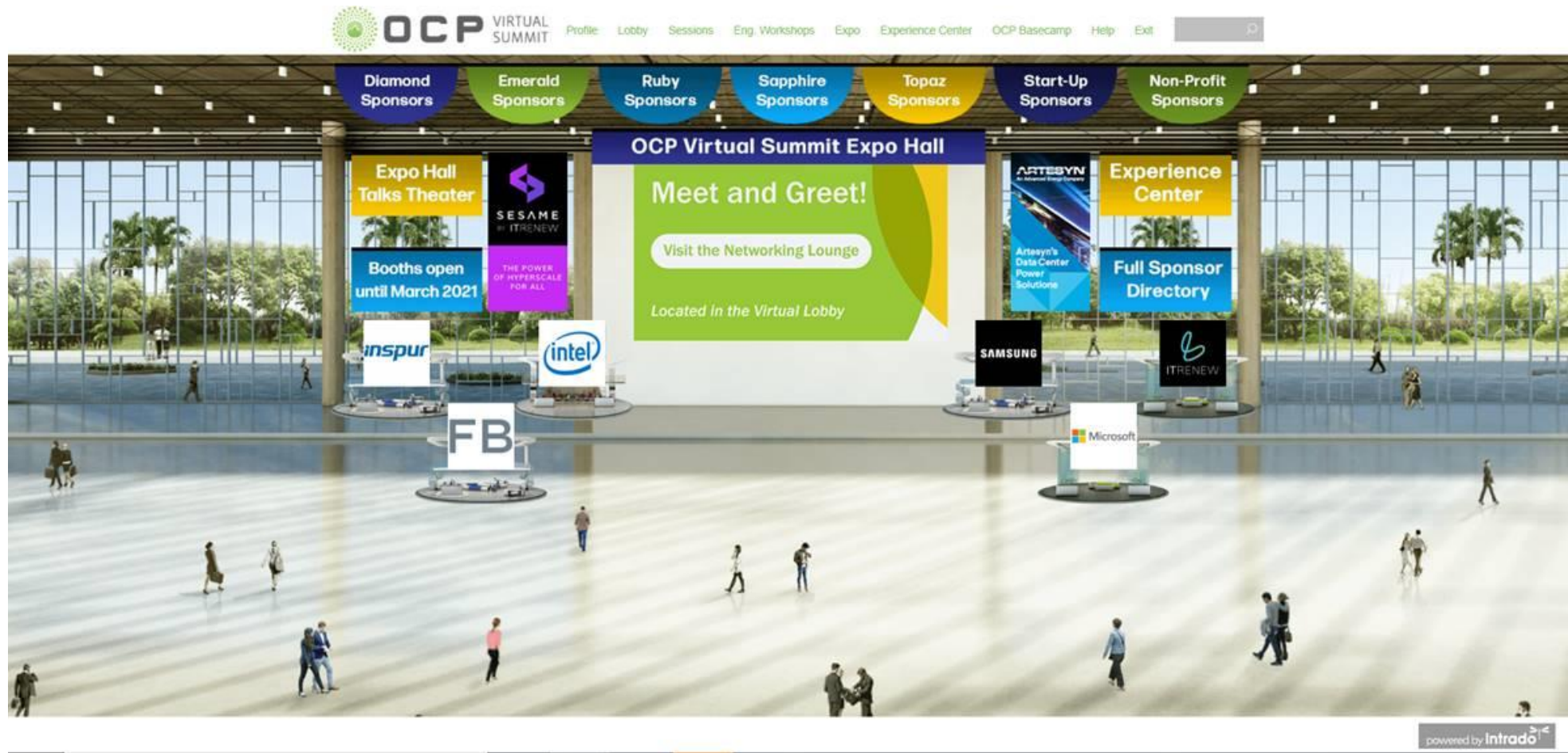
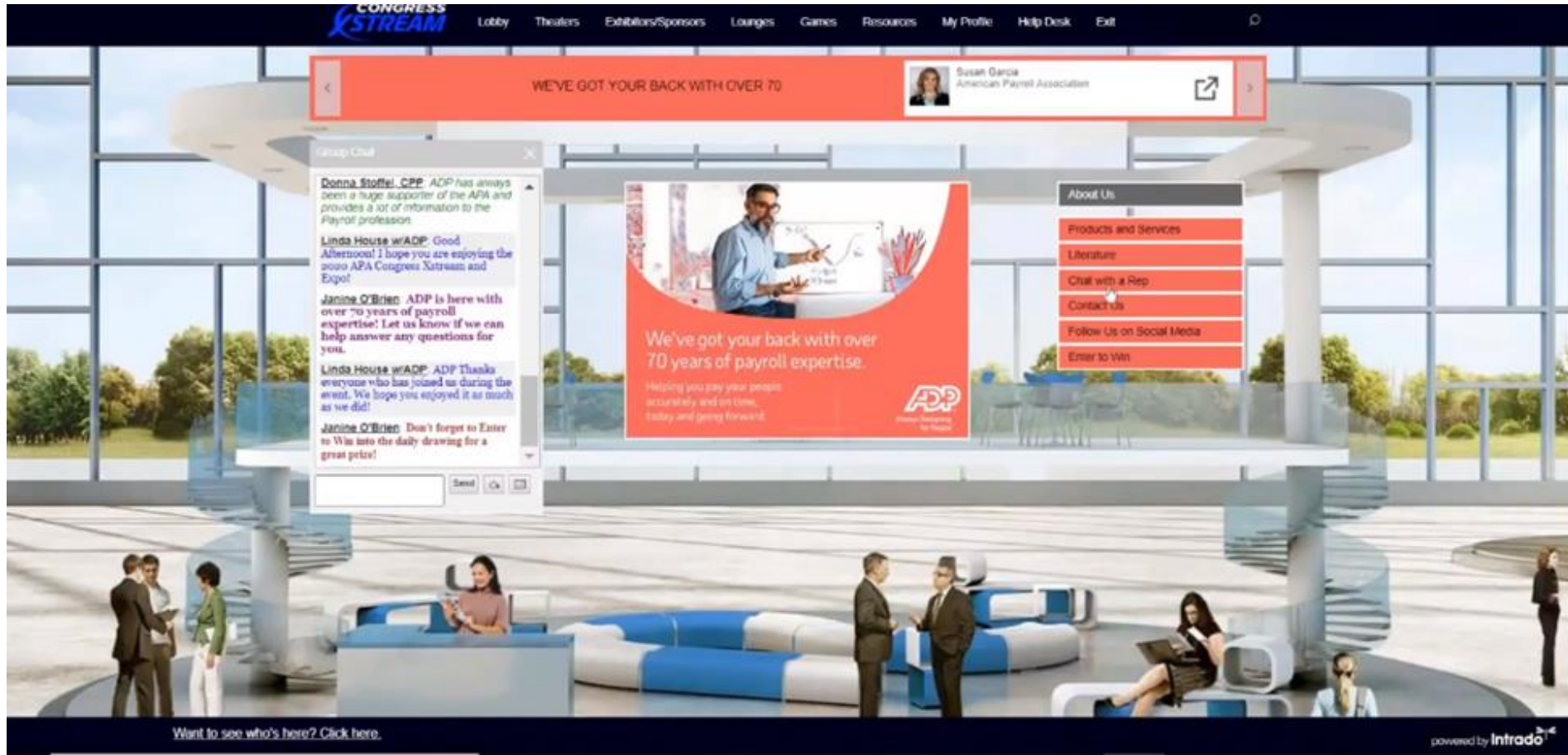
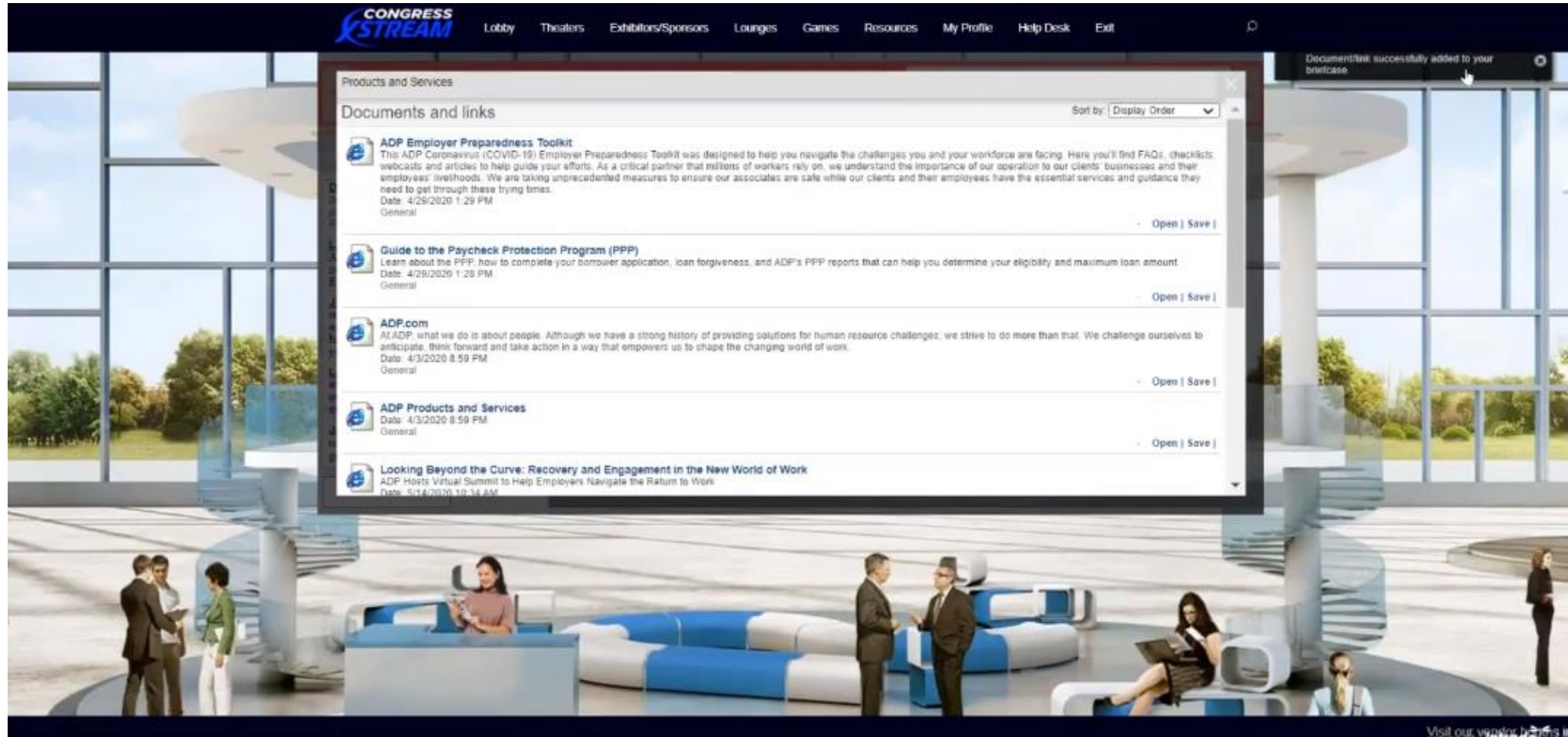


EXHIBIT BOOTH EXAMPLE



VIRTUAL BRIEFCASE



PARTNERSHIP OPTIONS

Standard Exhibit Booth (10'x10' equivalent)

Benefits & Customizable Features

- ▲ Upload up to (5) pieces of collateral, including video
- ▲ 1:1 chat capabilities with booth visitors
- ▲ Link outs to your company's social media channels and website
- ▲ Attendees may visit your booth to earn badges for the AHRMM Gamification Leaderboard
- ▲ Listing on event website
- ▲ (4) full event registrations

Post-Event Data

- ▲ Full list of all participants that visited your booth and downloaded assets along with record of the booth chats
- ▲ Post-event attendee list that includes name, title, company, and mailing address

PARTNERSHIP OPTIONS

Premium Exhibit Booth (10'x20' equivalent)

Benefits & Customizable Features

Standard Exhibit Booth benefits, plus:

- ▲ Upload up to (10) pieces of collateral, including video
- ▲ 1:1 chat capabilities with booth visitors
- ▲ Link outs to your company's social media channels and website
- ▲ Featured booth placement in **Premium Pavilion**
- ▲ Attendees may visit your booth to earn badges for the AHRMM Gamification Leaderboard
- ▲ Listing on event website and mobile app
- ▲ (6) full event registrations

Post-Event Data

- ▲ Full list of all participants that visited your booth and downloaded assets along with record of the booth chats
- ▲ Post-event attendee list that includes name, title, company, mailing address, and email address for those attendees that "opt in" to receive communication from industry partners

Gamification

- ▲ Opportunity to draft (1) thought leadership trivia question that includes promotional messaging

LARGER BOOTHS & SPONSORS

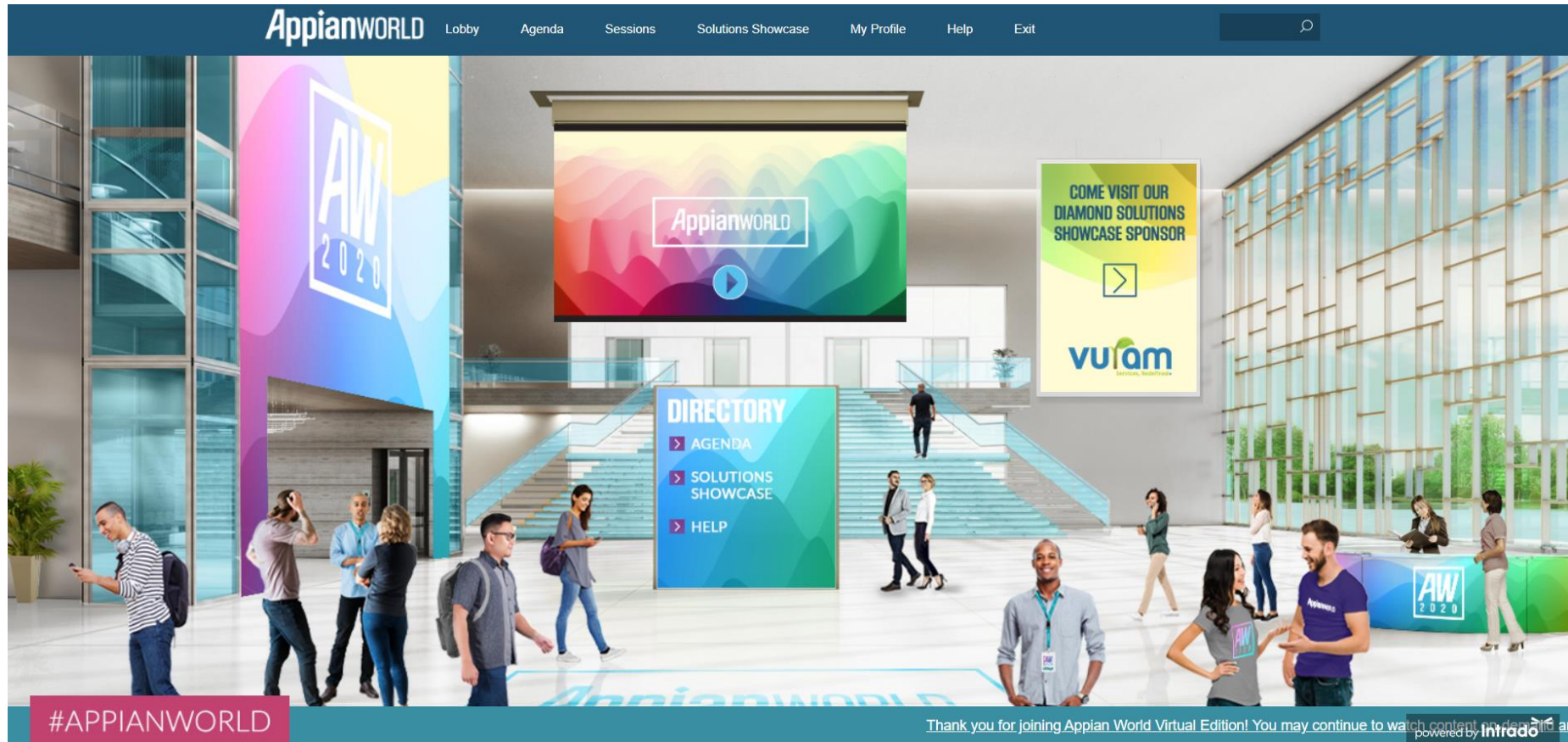
Tiered Sponsorship Program

- ▲ Bronze, Silver, Gold, and Platinum levels provide increased:
 - Dedicated Pavilions
 - Collateral Downloads
 - Conference Registrations
 - Branding and Visibility
 - Opportunities to Provide Content

Custom Options

- ▲ Branded Gift Boxes
- ▲ Dedicated Attendee Emails and Website Advertising
- ▲ Networking Lounges
- ▲ Pre-Conference Webinars
- ▲ Gift Attendee Registrations to Clients

LIVE EXAMPLE



Visit <https://appianworld.com/> to view a live example.

AHRMM AUTHORIZED PARTNERS

▲ We are aware of some third party organizations reaching out to AHRMM exhibitors, please know that the following companies are AHRMM approved:

- eSHOW (registration company)
- The Expo Group (general service contractor)
- Intrado (virtual event software provider)
- SmithBucklin (exhibit & sponsorship sales & mgt.)

NEXT STEPS

- ▲ Expect an Email Tomorrow
- ▲ Meet Internally to Discuss
- ▲ Make a Decision
- ▲ Inform AHRMM of Your Decision
- ▲ Attend Virtual Booth Training

Thank you for attending today's webinar and we look forward to working with you for AHRMM20+

