

HEALTHCARE FACILITIES

symposium and expo

33rd
Annual
Event

September 21-22, 2021 Exhibits
September 21-23, 2021 Conference
Austin Convention Center
Austin, TX

HFSE DESIGN TEAM GALLERY

Different by Design

WHAT IS THE HFSE DESIGN TEAM GALLERY

The HFSE Design Team Gallery is an exclusive area for AEC firms to showcase your best healthcare project and expertise to our diverse audience.

- Your two projects boards will be on display in this exclusive area in the exhibit hall with your marketing literature available for attendees to pick up and a place for interested attendees to drop business cards.
- We will turn your project images into a digital design gallery on display in a second, high traffic area of the show outside of the exhibit hall, giving you greater visibility.
- The third way your project and expertise will come to life is in a live 15 minute presentation in a Design Solutions Theater in the exhibit hall.
- The Solution Spotlight pre-show email promotion included with this robust package will set the stage for your on-site HFSE participation. It will remind our attendees of your expertise and to plan to stop by and see your project boards and to hear your presentation once on-site.

OPPORTUNITY TO MEET THE ENTIRE TEAM OF KEY STAKEHOLDERS

HFSE has the perfect opportunity to showcase your healthcare projects and meet our diverse audience which represents the **ENTIRE** team of key stakeholders responsible for the planning, design, construction, operations and management of healthcare environments at a growing event. (In 2019 we experienced **22%** attendance growth continuing our amazing growth trajectory).

HFSE's largest audience segments come from architectural firms and hospital/healthcare facilities and they are high level decision makers --- more than half or **58%** are C-Level Executive/Principal/Owner and VP/Director.

ATTENDEES WITH BIG BUDGETS AND BUYING POWER

- **91%** of 2019 attendees were involved with a project within the next 12 months

- **69%** of those projects are valued at **\$10 Million or more**
- **33%** of those projects are valued *more than* **\$100 Million**

WHAT IS UNIQUE ABOUT HFSE:

- Healthcare Providers on all our educational panels (it's required).
- Healthcare Providers make up one of the largest audience segments of our show.
- Healthcare/owners only conference education
- Healthcare Providers are on our independent advisory board and provide critical insight into what's on the mind of the industry that needs to be addressed at HFSE.
- HFSE has a world class conference program that is delivered by prestigious speakers, and many networking opportunities all taking place in a vibrant growing healthcare market in Southern California.

ROBUST ALL-INCLUSIVE DESIGN TEAM GALLERY PACKAGE:

Our robust Design Team Gallery package includes everything you need to have your healthcare project and firm's expertise on full display and highlighted to our audience.

Your HFSE gallery package includes on-site labor to hang two project boards, return shipping of boards, literature holder, business card holder **AND** amazing branding and exposure:

- **Bring Your Project to Life** by presenting a 15-minute talk where you discuss your project and lessons learned. Limited availability.
- **Receive Double Exposure** We'll transform your project into a digital design gallery and it will be prominently displayed in a second, high traffic area.
- **Your Firm Receives Even More** Exposure in our Solution Spotlight preshow email promotion sent to pre-registered attendees.
- **You Get Not One But TWO** Full Conference Passes (\$3,390 value) so your firm can attend the education (earn CEU's) and networking with healthcare decision makers that are important to you. That's a tremendous value.

DESIGN TEAM GALLERY

PACKAGE: \$4,195

ONSITE DISPLAY

- Space for two 40" x 40" poster boards to showcase your healthcare project
- Company identification sign
- A bin to distribute your marketing material up to 8.5" x 11"
- A business card holder to collect attendee leads
- On-site labor to hang project boards
- Return shipping of boards

BRANDING & EXPOSURE

- Company listing and description on HFSE website and in Event Guide and HFSE Mobile App
- 15 minute Presentation in the Design Solutions Theater
- Digital Design Gallery Presence - All we need are your digital images to be displayed to our audience in a central high traffic area at the event
- Solution Spotlight – email promoting your firm is sent to our pre-registered attendees
- Company branding in our extensive marketing campaign including direct mail, emails, social media and more

EDUCATION & NETWORKING

- 2 Full Conference Passes—1 for your company and 1 for your client (\$3,390 value)

Limited
Availability!

SHOWCASE YOUR BEST HEALTHCARE PROJECT— BOOK YOUR GALLERY TODAY!

Contact: Ann Belz
ann@jdevents.com 603-471-0877



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