



STAND OUT IN THE SDMS EXHIBIT HALL

5 Ways to Attract Attendees and Maximize Engagement

1.

INCREASE YOUR VISIBILITY

Encourage attendees to visit by promoting your presence at the conference through **advertising opportunities**, including:

- Banner ads on the SDMS Annual Conference website
- Content posted on SDMS social media
- Totebag inserts distributed to attendees

2.

HOST A PRIZE DRAWING

Give attendees a reason to stop by.

- Included with your exhibit purchase - no additional cost to participate
- Offer an **engaging prize** aligned with your brand
- Your company and prize will be promoted via the SDMS website

Note: Exhibitors are responsible for compliance with all federal and state laws, including the Physician Payments Sunshine Act.

3.

OFFER LIVE DEMONSTRATIONS

Demonstrations attract attention and spark conversations. Show attendees how your products and services improve **workflow, efficiency, and patient care.**

4.

SHOWCASE MULTIPLE SPECIALTIES

SDMS attendees represent **all ultrasound specialties**. To engage a broader audience, showcase equipment, transducers, and solutions for all the specialties your company supports.

5.

SUPPORT SONOGRAPHY STUDENTS

Students are the **future of the profession**. Take time to connect, answer questions, and demonstrate your products and services. Companies that engage and support students can build **long-term brand loyalty.**