



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.

- Your firm's two project boards will be displayed in this exclusive area of the exhibit hall.
- Your project images will be turned into a digital design gallery on display in a second, high traffic area of the show.
- Your project and expertise will come to life in a live 15-minute presentation in a Design Solutions Theater.
- The Solution Spotlight pre-show email promotion included with this robust package will remind our attendees of your expertise and your on-site gallery.

MEET HIGH LEVEL Attendees with big budgets and buying power

Our audience is **36%** architectural firms and **18%** healthcare facilities and they are high level decision makers with buying power of **55%** C-Suite, Executives, Principals, Owners, Vice Presidents and Directors.

- **93%** of 2023 attendees were involved with a project within the next 12 months
- **72%** of those projects are valued at **\$10 Million or more**
- **41%** of those projects are valued *more than \$100 Million*

ATTRACTING HEALTHCARE PROVIDERS IS A TOP PRIORITY

HFSE is focused on bringing healthcare providers to the event by requiring every session have a representative from the client on the panel, offering special lower pricing for employees of healthcare facilities and offering sessions exclusively for healthcare providers.

ROBUST ALL-INCLUSIVE PACKAGE TO SHOWCASE YOUR BEST HEALTHCARE PROJECTS:

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 **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 (\$3,590 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.

HFSE has a world class conference program earning CEU credit that is delivered by prestigious speakers, inspirational keynotes and many networking opportunities all taking place in a vibrant growing healthcare market in Austin, TX. Plan to join us.

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"
- 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 - Your digital images will be displayed in a second high traffic area of the show.
- Solution Spotlight – email promoting your firm is sent to our pre-registered attendees
- Company branding in our extensive marketing campaign including emails, social media and more



EDUCATION & NETWORKING

- 2 Full Conference Passes—1 for your company and 1 for your client (\$3,590 value)

PREMIUM LOGO COMPANY LISTING: \$600

Make a big first impression with HFSE attendees and enhance your company listing which includes:

- Logo in the printed Event Guide (handed out to all attendees on-site)
- Logo on HFSE web site
- Logo on HFSE mobile app
- Video, (20) product images and (5) brochure PDF's on HFSE web site

SHOWCASE YOUR BEST HEALTHCARE PROJECT— BOOK YOUR GALLERY TODAY!

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