



# HEALTHCARE FACILITIES

symposium and expo

September 19-21, 2023

(Exhibits: Sept. 19-20)

Charlotte Convention Center

Charlotte, NC

hcarefacilities.com

## HFSE DESIGN TEAM GALLERY

Different by Design

36<sup>th</sup>  
annual event



### 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 **38%** architectural firms and **16%** healthcare facilities and they are high level decision makers with buying power of **63%** C-Suite, Executives, Principals, Owners, Vice Presidents and Directors.

- **93%** of 2021 attendees were involved with a project within the next 12 months
- **72%** of those projects are valued at **\$10 Million or more**
- **38%** 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 case study have a representative from the client on the panel, offering special pricing for employees of healthcare providers and offering sessions for healthcare providers only.

### 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 pre-show 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.

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 Charlotte, North Carolina. 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"
- 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 - 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

Limited Availability!

#### EDUCATION & NETWORKING

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

**SHOWCASE YOUR BEST HEALTHCARE PROJECT— BOOK YOUR GALLERY TODAY!**

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