

EAP Meeting Minutes May 17, 2011

In attendance in person: Henning Falster, Spring Taylor, Angela Jens, Therese Walden, Karen Jacobs, Lisa Yonkers, Cheryl Kreider Carey, Sabrina Moton

Participated by conference call: Yessica Galarza, Matt Murray, Beth Giaimo, Shannon Kelley

EAP members not in attendance: Kathryn Sutherland

Joint Exhibitor Advisory Panel – Program Committee meeting

- Introductions
- Recap of AudiologyNOW! 2011
 - Highest number of attendees
 - Most common complaint was the wait time for shuttles. There was an increase in attendees/exhibitors booking outside the block and using the AN shuttles. Shuttle schedules are based off hotel room reservations. Looking for ways to streamline this for Boston.
 - Variety of new SAA events in Chicago
 - Received positive feedback from participants
 - The Expo Hall SAA Scavenger Hunt was new that consisted of 3-4 teams and 30 students in total participated.
 - Suggestions for improvement were to increase group size and a later start time.
- Feedback from EAP
 - Sonic Innovations stated they had less people visit their booth than what they've had previously. Not sure if this had anything to do with attendance or internal changes they've been going through.
 - ReSound stated they have nothing negative to report and had good traffic. Things were slow on Saturday but that is consistent with the exhibit hall history.
 - Oticon thought it was a good show but commented that it appeared to be less traffic on the hall.
 - The question was asked, "Was the quality of attendees that visited booths better than the past?" Overall everyone agreed that individuals that visit booths are more about business and less about just grabbing a giveaway
- The Academy asked the EAP how their companies measure the ROI.
 - Number of face to face meetings
 - Number of leads from the lead retrievals
 - How many of marking pieces that were brought are gone.
- An exhibitor suggestion was to allow for email marketing to attendees. Allow attendees to opt out or in to receiving email blasts from exhibitors as they register.
 - There was concern that attendees might be getting too many emails to possibly restricting it to only sponsors or limit to a certain number and base on first come first serve.
- An update on exhibitor course from 2011: all around all exhibitor courses were very well attended. Each course had 75 seats and on Thursdays there were people sitting on the floor

they were so popular. Friday courses were also highly attended and Saturday there was a decrease.

- An update on industry updates from 2011: again, well attended. Lisa doesn't have the specific breakdown report (in front of her) on the number of attendees per course but if you would like to receive specific number of attendees for industry updates, please email Lisa.
- AudiologyNOW! has a history of lower attendance on Saturday's and asked for any suggestion on keeping attendees around longer:
 - One idea is to focus Saturday's to the International attendees or guests
 - Have an event that attendees want to go to, maybe a closing instead of opening event
 - Make it cheaper for spouses/guests to register for convention. For 2011 there were 94 spouse/guest attendees.
 - Will be doing some targeted marketing to attendees that have previously attended convention but haven't recently.
 - The Program Committee mentioned that some of them enjoy going on the showfloor on Saturday's to get more one on one time but that the exhibitors seem tired or not as eager to assist. The Academy hopes to provide training to exhibitors on how best practices for interaction at booths.
 - It can be intimidating for attendees that are alone or at convention for the first time to walk up to booths so it was suggested there be a section at the first time orientation (for attendees) to learn what to how and how to ask questions at booths.
 - Have exhibitor tours that attendees can sign up for and a mentor will take them around to show that ins and outs of the show floor.
 - Suggested for the survey next year to ask attendees their feelings from bring on the floor and interacting with exhibitors.
- New ideas for 2012
 - One poster reception on Friday versus two
 - Handouts added to itinerary planner, can print onsite (WIFI is free in convention center)
 - You are Here has a new search engine for online itinerary planner
 - Marketing: target attendees that haven't been to convention in the past few years
 - Student hands on to not be on the show floor and more student education sessions
 - There is also a student conference in the works to launch 2012 with a target of 3rd year students hoping for 75-100 attendees
 - For Saturday, add CAPD/Pathways - mini conference to pull in more international attendees. There are about 300 individuals associated with Pathways.
 - Will not be using Super tracks in 2012 so there isn't a limit on what sessions you can attend, more of an a la carte feel.
- DiscovEARy Zone is looking for funding. It's an outreach program for children and parents that is setup in the convention center and a local area such as a museum.
- ARC 2012: is March 28th and Noise Induced Hearing Loss is the theme. This will be the second year on the three-year NIDCD grant. ARC attendance doubled from 2010 to 2011.

- It was suggested to assign students to booths and help be the Exhibitor/Student Liaison. There may be some policy issues with this but will look into it. It's important the student is only a greeter and not trying to help exhibitors sell their products.

Exhibitor Advisory Panel Meeting

- Introductions
- Reviewed reg statistics
- Review the exhibitor survey results
 - Only 19 exhibitors completed the survey
 - This was the first year of no giveaways so it's a learning curve. We'll look into reviewing the policy restrictions (i.e. allowing pens)
- Feedback on ways to get more attendees on the show floor:
 - New Product Showcase – cut each company to only having one product to display or make a bigger new product showcase. There should be small and large company awards, not just one award. It was suggested that we cut off only having 15 new products to keep the exclusive feeling.
 - Ice Cream Social – doesn't seem to be bringing in the traffic as hoped, any suggestions? Have mobile carts so they aren't stuck in one area. Have carts placed in front of specific booths at certain times. Small exhibitors would be able to take advantage of this. Maybe serve something other than ice cream.
- How do we draw more traffic on Saturdays?
 - Have a champagne brunch
 - Find a way to tie a prize into the ice cream social where they could win free reg for the following year.
- Industry Updates/Student Hands on Labs
 - Moving the student hands on off the show floor and no longer offering CEUs
 - With taking away CEUs from the Student Hands on Labs there won't be as much rush to just get credits and more valuable audience
 - Submissions open August 15th for Industry Updates, Exhibitor Courses, Learning Modules and Student Hands on. Submissions close October 3rd
- The updated audiologynow.org website is projected to be up live in June
- Academy & Industry Forum Breakfast Feedback:
 - Should be resold to management of the industry, letting them know how much the audiologists appreciate it
 - A few exhibitors questioned that one exhibitor received so much speaking time. Need to focus on hearing from the industry as a whole
 - EAP liked the idea of creating a steering committee that would develop the meeting agenda and reach out to exhibitors to encourage involvement
 - Keep exhibitors updated on what the outcome of the meeting was
 - Should be mandatory for EAP members to attend
- Show management feedback:

- There were comments that Shannon wasn't seen walking around the show floor as much. This year was different as Shannon is pregnant but promises you'll see her walking around more next year
- Next Show feedback:
 - All feedback on the exhibitor manual has been noted and looking to revamp it
 - Asked for the exhibitor manual to be split into PDFs so it's easier to find specific sections
 - Can the PDF exhibitor manual be emailed?
 - Will also look into making everything a one stop shop by adding vendors and order forms to one platform
 - In house staff was GREAT!
 - Make dates and deadlines more visible on website
- Experient Feedback:
 - Online reg/housing flow could be improved
- Newsletter Feedback:
 - No complaints
- www.audiologynow.org feedback:
 - Was revamped for 2011
 - Hard to find links, will make them stand out more
 - Exhibiting company main POCs are listed to try and avoid room pirating
 - Will add registration link and rates to the exhibitor site
- Potential 2016 cities discussion:
 - LA – bad because of traffic, getting around and safety
 - Las Vegas – rates too high
 - San Francisco – bad because it's a split hall
 - Seattle – exhibit hall is not large enough
 - Phoenix – best contender of a city but suggest keeping it in April
- Potential 2017 cities discussion:
 - DC stands out the best but there is a lot of shuttling (new hotel would change this) and high rates
 - NYC is too expensive
 - Atlanta – not a lot of feedback was given as not many exhibitors have not attended a convention there
- No exhibits on Saturday discussion:
 - Last four years it's been pretty slow
 - Suggested to lower spouse/guest reg rate so individuals will bring them and stay longer
 - Have an exhibitor tour for those that don't want to walk around alone
 - Leadership likes having the floor open on Saturdays to have more one on one interaction
 - The investment that exhibitors put into the show, not worth it to close down on Friday
 - Have a Saturday only guest pass
 - Have a raffle on Saturday that you must be present to win

- Have the sponsorship card only valid for Saturday
- Bar codes added to attendee badges discussion:
 - It's less pieces for the attendee to worry about
 - Some exhibitors own the lead retrieval machines for expocards so it's not cost effective for them
 - Suggested we have both bar code and expo cards
- Late payment update:
 - Increased \$500 or 10% of total booth fee, depending on which is greater
- Shuttle icons on badge
 - This last year there was an issue with booking outside the block, walking to hotels running shuttles and causing huge delays
 - We'll be adding a icon or indicator to badges for those that book inside the block. If you book outside the block you can purchase to ride the shuttles for \$75
 - Suggested looking into a group rate for the shuttle pass
- Hotel meeting space:
 - Exhibitors would like to have a list of what meeting space we are holding at hotels
 - It was requested that the Academy release meeting space sooner, at the same time they are assigned their hotel

- Next EAP conference call is Wednesday, August 10th at 2pm ET