

Case Study

U.S. Department of Defense Surpasses Financial Goal and Enhances Conference By Using Experient Services

About Experient

Experient leads the industry as one of the best-known and most respected brands in the event management world. Its core services include providing registration, housing, event planning and management, site sourcing/contract negotiation, and lead retrieval services for association, corporate and government clients. Experient employs professionals dedicated to fulfilling its vision of perfecting the event experience to deliver leading-edge thinking, experience and technology solutions for meetings, conventions and tradeshows around the world.

Background

The Military Health System (MHS) is the enterprise within the U.S. Department of Defense providing health care to active duty and retired U.S. military personnel and their dependents. The mission of the MHS is to provide health support for the full range of military operations and sustain the health of all who are entrusted to MHS care.

MHS employs more than 137,000 personnel in 65 hospitals, 412 clinics and 414 dental clinics at facilities across the nation and around the world, as well as in contingency and combat-theater operations worldwide.

MHS' annual meeting, held in January each year, provides health care professionals a platform to share knowledge and improve best practices, and includes an exhibition hall filled with both internal and external industry exhibitors whose missions have a focus that is aligned with that of MHS. About 3,000 military and civilian medical personnel from the Military Health System attended the recent MHS conference in Maryland.

Challenge

MHS was looking for a way to fund the conference expenses with minimal financing provided by the government. It was designed so that conference-related expenses would be completely offset by exhibit hall booth sales and sponsor revenue. The direct cost that could be supported by government contract funds was less than \$100,000; anticipated meeting related expenses for the conference were budgeted at just over \$700,000, so the exhibit hall would need to make the difference (at minimum) to cover the costs of producing the meeting.

Solution

Experient organized and managed exhibition hall sales and sponsorship efforts, and developed an exhibitor fee collection plan that met the strict criteria of the Department of Defense. Creative floorplan design also permitted for as many exhibitor opportunities as possible. Experient also developed and sold various sponsorship opportunities at different price points, which allowed greater participation by interested sponsors.

Results

Through Experient's efficient management of exhibit operations and aggressive sales efforts, the MHS conference generated more than \$850,000 in exhibit and sponsorship sales revenue. Not only did this exceed MHS' goal to generate enough revenue to offset the conference costs, but it enabled Experient to make food and beverage and décor enhancements to the attendee experience.

There was enough interest and demand generated at this conference that Experient was able to expand the exhibit hall by one-third for the following year's conference and sell out nearly all sponsorship opportunities. Experient also developed a conference schedule that provided optimum levels of foot traffic for the exhibitors and non-compete time with the educational sessions.



Visit: www.experient-inc.com
E-mail: bscg@experient-inc.com
Phone: 866-516-1461