

Welcome to Internal Medicine Meeting 2024!

The ACP Exhibit Team wants to help you have a great exhibit experience. We compiled a few tips we believe to be useful for achieving your goals.

Learn from the Experts

Freeman Expo Services is our general service contractor for the meeting; they serve many other association meetings as well. They've seen it all!

- [Expand Your Knowledge](#) – Freeman's website has great articles on best practices, research, exhibitor tools, and more.
- [Staffing for Success](#) – Successful exhibiting starts and ends with your booth staff. Attendees will gravitate to booth staff who appear friendly, engaging, and ready to chat! Freeman Expo Services created a guide on choosing the right people, booth etiquette, and tracking success.

Driving Traffic to Your Booth

The Exhibit Hall is busiest during refreshment breaks (10:15 – 11:00 AM, 12:00 – 1:30 PM, 3:45 – 4:30 PM). There are a number of strategies you can take advantage of to increase foot traffic to your booth (contact ACP Exhibit Team for details):

- Make an element of your booth interactive (e.g., videos, mobile game)
- Hand out swag or snacks
- Promote a raffle prize drawing
- Participate in [The Doctor's Challenge](#)

Contacting the ACP Exhibit Team

If you can think of anything you would have liked to see in this guide, or think other exhibitors may benefit from, let us know at exhibits@acponline.org.

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