You supply the question. Physicians come to you for the answer.

It’s the challenge that promotes ONE-on-ONE interaction with participating physicians and DRIVES attendees to your booth.

**ENGAGE PHYSICIANS**

Physicians will walk away with valuable information about your company when they come to your booth to answer a challenge question. Use the question as a conversation starter to increase awareness of brand, products, and services.

**GENERATE MORE LEADS**

The 10-question maximum challenge card with your company name and booth number will be distributed in the Internal Medicine Meeting 2018 tote bag and will be digitally available for attendees to participate on the meeting app. By participating, you will also receive special recognition in the Onsite Industry Guide and Exhibit Xtra.

**INCREASE BOOTH VISITS**

Attendees who submit their completed challenge card or meeting app entry will be entered to WIN one of many challenge prizes. Prizes include a $100 ACP gift card, Amazon Kindle, $100 Amazon gift card, and complimentary registration to Internal Medicine Meeting 2019.

**SPACE IS LIMITED!**

This opportunity is limited to 10 exhibitors.

Contact Susan Galeone, Exhibit Program Coordinator, 215-351-2544 or sgaleone@acponline.org to secure your spot today!