

TradeShows **PLUS!**

21 Brilliant Ave • Suite 201 • Pittsburgh, PA 15215
O.412.431.2525 M.412.996.5023
judib@tradeshows-plus.com
www.tradeshows-plus.com



CASE STUDY:

*Show site execution,
strategic and creative
planning and execution*

CLIENT:

Tempur-Pedic Medical, INC



*Leading manufacturer of
Viscoelastic products for the
Healthcare industry.*

TRADE SHOW/EVENT/OTHER:

Medtrade, AHCA, ACS, AAHSA, RSNA

CLIENT CHALLENGE:

- Tempur-Pedic had no internal implementation support and multiple program needs: on-site support, strategic and creative ideas, program measurement, booth staffing, training and lead retrieval process.
- Although Tempur-Pedic is well known in the consumer market, the company needed to raise awareness of its solutions for hospitals, DME's, clinics and other healthcare organizations.

BUSINESS OBJECTIVE:

Branding

- Increase awareness of TPM as a leading supplier of Viscoelastic solutions for the medical industry.

Product Positioning

- Encourage attendees to interact with product on display to increase knowledge of Tempur Pedic products for medical markets

Sales

- Increase total leads and information collected to prove the value of the program
- Collect information about the needs of the audience for post-show follow-up

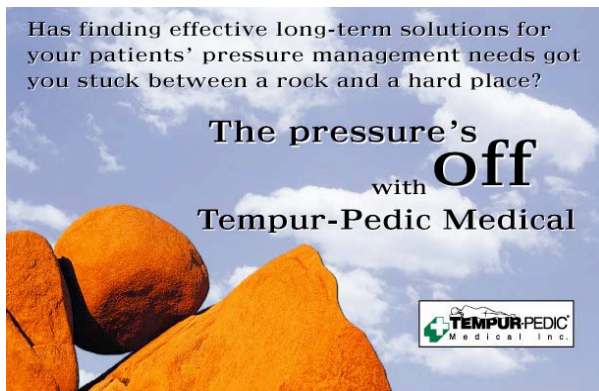
What Plus did we add to the program?

- + TSP consulted with Tempur Pedic regarding versatile modular solutions that could be applied consistently across all medical shows for the year.
- + In turn strategic and creative plans and strategies were developed. TSP also provided graphic solutions for mailers, graphics and other marketing materials as. there were no agencies or internal resources available to implement marketing initiatives
- + TSP supplied onsite support to train the staff, handle lead management, staff and manage the booth as well as oversee some of the installation and dismantle responsibilities.
- + Handled lead management and post show reporting to help measure results and report ROI.

RESULTS:

TradeShows-Plus was able to provide multiple solutions to assist and elevate the Tempur-Pedic Medical show program for the year and solve implementation needs.

- On-site support fulfilled staffing and management needs and assisted in training of staff.
- Creative solutions were developed and re-used for multiple shows creating cost savings for the program. Additionally, creative approach attracted more qualified prospects and consistently delivered targeted information helping raise awareness of brand and product offerings.
- Lead retrieval solutions provided more complete and comprehensive information for sales follow-up, measurement solutions assisted in ROI reporting to management.



Photos clockwise from top left: Postcard (format used at multiple conferences) to invite executives to the booth at AHCA, front of postcard for other attendees at AHCA, booth reception desk and graphic at Medtrade fall, and interior of AHCA mailer.


The pressure's off with **Tempur-Pedic Medical**

Participate in our Pressure's Off Survey and receive a special gift!

It's as easy as 1, 2, 3

Here's how:

- 1- Talk to one of our representatives to find out how Tempur-Pedic Medical solutions can help take the pressure off.
- 2- Complete a survey card so we can better serve your needs.
- 3- Return the completed card to our information counter and receive your special gift.



Multiple solutions for your pressure management needs

Organization/Company name: _____

State: _____ Zip: _____

Fac: _____

Interested in receiving information, product updates and educational data from time to time? Yes No

Learn more about Tempur-Pedic Medical, Inc. No follow-up required

Are you a Tempur-Pedic Medical Customer? Yes No Don't know

Are you looking for pressure management solutions? (Check all that apply)

High Gaymer RG Industries Rehab Other: _____

Not use/specify these products Yes No Other: _____

Who is the primary decision maker? Owner CEO Administrator Risk Manager Purchasing Manager/Director Other: _____

Where do you purchase? Hospital Nursing Home Group Purchasing Other: _____

How do you purchase? Recommend Consultant No role in purchasing

Who do you recommend? Recommend Consultant No role in purchasing

How long has your organization been in contact regarding purchases of Tempur-Pedic Medical products? 0-6 months 6-12 months Over 12 months Not applicable

What is your purchasing decision process? Committee Bid/Contract Purchasing Other: _____

Please send information on the following: Advanced Therapy Solutions Seating and Positioning Solutions Flexible Solutions Other (Specify): _____

How soon? Immediate/Urgent 2-4 weeks 4-6 weeks Other: _____

Discover how Tempur-Pedic can help you find the right solutions for your patient's pressure management needs!

Participate in our Pressure's Off Promotion and receive a gift! Complete the bonus statement and earn an entry into our daily prize drawing.

Here's how:

- 1- Find multiple solutions by matching the statements on your game card to the correct Tempur-Pedic Medical product solutions (Hints, the answers are in signs 1-4 around the booth)
- 2- Complete the information on the back and front of this card
- 3- Return your completed card to our information counter to receive a gift

Tempur-Pedic Medical Solutions

Match the statements below to the correct product solution

Tempur-Pedic Medical Solution: Non-Powered, Easy to use. Shown to reduce pressure wound incidence to less than 1%

Tempur-Pedic Medical Solution: Four in one therapy solution. Non-powered therapeutic pressure management, static low air loss

Tempur-Pedic Solution: A pressure equalizing Low Air Loss Mattress.

Tempur-Pedic Solution: Alternating pressure management mattress, to stimulate fluid movement.

Tempur-Pedic Solution: World-class cushions for prevention and treatment of pressure ulcers

Bonus Question

Earn an entry into our daily prize drawing by filling in the blanks below:

The universal application of Tempur-Pedic Medical solutions is an effective _____ intervention strategy. Our _____ programs are specifically designed based on your facility's needs to help in achieving lower pressure ulcer wound incidence and reduction in the risk of _____.

The pressure's off with **Seating Solutions**

Tempur-Med seating solutions are world-class cushions for prevention and treatment in the seating environment.

Premium wheelchair cushions

- For treatment and prevention of pressure ulcers
- Appropriate to use for high risk patients



Visco-Ride™ Cushions

- Affordable solution for low to mid risk patients

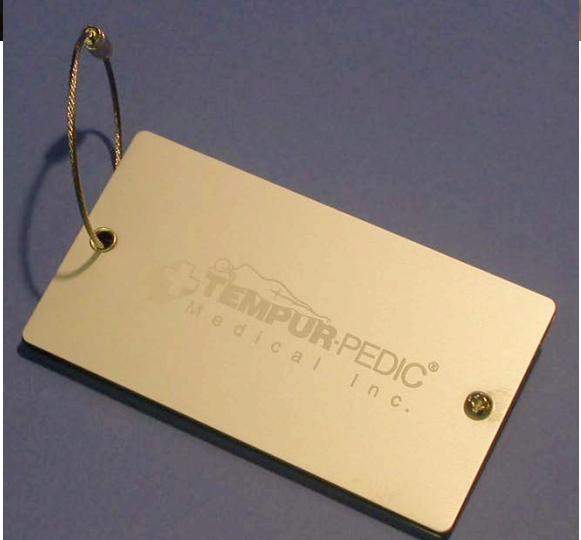


Universal Chair Pads

- Designed for use in recliners, Geri-chairs, and dialysis chairs
- Effectively re-distributes weight
- Maintains optimum arm rest height and seat depth




Multiple solutions for your patients pressure management needs



Photos clockwise from top left: Promotion signs, Front of lead/game information card, back of lead/game card with game questions, booth at RSNA during set-up, one of the gift rewards for attendees that returned a mailer and a sample of the booth graphics.