

# WHY EXHIBIT AT HETT?

Position your brand at the forefront of healthtech and digital health innovation at HETT 2020, 29-30 September, ExCeL London. Join 4,000+ attendees at HETT, where digital change originates and game changing deals are born.

## 1 FACE-TO-FACE

Spark long term business opportunities with senior digital leaders and champions, and organise onsite meetings with visitors using our exclusive networking platform, HETT Connect.

## 2 LEAD GENERATION

HETT empowers you to fill your sales pipeline full of high quality leads, many of whom have either direct purchasing power or the ability to influence major spending decisions.

## 3 SALES & ROI

We pride ourselves on offering unparalleled marketing opportunities and customer support to ensure you meet your business objectives and ROI.

*90% of our 2019 exhibitors expect to make sales as a result of exhibiting at HETT, with the average value standing at just over £213k.*

## 4 QUALITY OF AUDIENCE

Our premium content and industry partnerships attract a high quality audience that are looking to start serious conversations with vendors ahead of their next technology procurement project(s).

*"HETT really came through with quality visitors who actually have needs or project requirements they have to fulfil." Simon Philpott, VP Sales & Marketing, Sumo Technologies*

## 5 THOUGHT LEADERSHIP

Raise market awareness by sharing your company's vision, knowledge and skills. Take part in our agenda and help our visitors solve the most pressing digital and technology related issues, embedding your brand as a thought leader within the healthtech community.

## 6 SHOWCASE YOUR EXPERTISE

Launch your latest product line, demonstrate your innovations and educate 4,000+ prospects on how your solutions can benefit their organisations.

## 7 YOU'RE IN SAFE HANDS

**4.08/5 rating for exhibitor satisfaction, placing HETT in the top 10% of events measured globally by Explori, the industry's biggest repository of event bench-marking data.**

**63% of our exhibitors felt that HETT 2019 met or over exceeded their objectives**

**70% of exhibitors were satisfied or very satisfied with the quality of the visitors that visited their stand.**

**90% of exhibitors expect to make sales as a result of exhibiting at HETT, with the average value standing at just over £213k**