HETT is the UK’s leading healthtech and digital health event. Attracting 4,000+ attendees across two days, it is the perfect opportunity to position your brand in front of thousands of decision-makers and influencers from across the healthcare community to solve their most pressing digital and technology related challenges.

If you are interested in supplying or educating the digital health community, HETT 2020 is the ideal place to do it at scale and with high potential ROI.

**SECTOR REPRESENTATION**
- 35% NHS Trusts
- 12% National / Regional Bodies
- 10% Charities / NPs/Associations
- 7% CCGs/CSPs/GP Federation/GP Practice/Pharmacy
- 6% Independent Healthcare / Care Providers
- 6% Academia
- 5% Local and Central Gov
- 3% Other

**WHO ATTENDS?**
- 40% Leadership
- 39% Operational Leadership
- 21% Clinical Leadership

**FACE-TO-FACE IS BEST**
Interested in organising 1-2-1 meetings with digital leaders and champions?

HETT Connect, our unique matchmaking and 1-2-1 meetings platform (exclusive to exhibitors and visitors) gives your company the opportunity to arrange face-to-face meetings with digital leaders and champions?

**WHERE DO OUR VISITORS COME FROM?**
- 81% Leadership
- 17% Digital
- 2% Other

**DECISION MAKERS ACTIVELY LOOKING FOR NEW PRODUCTS & SERVICES**
- 66% of our 2019 visitors either advise or sign-off on purchasing / investment decisions
- 68% of visitors attended to see new technology and innovation

**VISITOR BUDGETARY RESPONSIBILITY**
- 39% Up to £100,000
- 18% £100,001 - £500,000
- 12% £500,001 - £1m
- 15% £1m - £5m
- 15% Over £5m

**THIS IS YOUR CHANCE TO SELL TO AN ENGAGED AUDIENCE**
- 90% of exhibitors expect to make sales as a result of exhibiting at HETT, with the average value standing at just over £213k
- 95% of visitors were satisfied or very satisfied with their experience at HETT
- 13% of exhibitors expect to generate over £500k a result of exhibiting

**SATISFACTION LEVELS ARE HIGH ACROSS ALL BENCHMARKS**
- 70% exhibitors were satisfied or very satisfied with the quality of the visitors
- 70% of exhibitors consider HETT to be an important event for them
- 49% of exhibitors have already rated their ROI from HETT as good or excellent
- 42% of visitors don’t attend any other industry event, only HETT

**WHAT DID OUR EXHIBITORS HAVE TO SAY ABOUT HETT 2019?**
- "We’ve had people coming up to us at HETT asking us to solve problems for them, asking what our products can do to help them, and going away with an intention to follow up with us on how we can supply with that product – so not just real opportunities but actual projects for us to contribute to, it’s probably one of the best health events I’ve attended in my career."
  SimonPhilpott, VP Sales & Marketing, Sumo Technologies
- "Wow - what an amazing two days! Massive congratulations to the whole HETT team! I think it exceeded everybody’s expectations. HETT Connect was fabulous, we created new partnerships which we wouldn’t have achieved without that. We can’t wait for the next one!"
  Liz Ashall-Payne, CEO, ORCHA

**NEED MORE INFORMATION?**
For more information about aligning your brand alongside world-class healthtech suppliers at HETT 2020 please contact Tom Briggs on +44 (0) 203 770 6548 or email sales@hettshow.co.uk