

5th Annual Neonatal Simulation Conference 2015, Leeds

The exhibition was attended by 139 delegates, 28 of whom were not attending on a clinical basis i.e. exhibitors, event organisers, non-medical speakers etc.

The exhibition was attended by 14 organisations, logged for future reference:

- Medela
- Simulaids
- Radiometer
- GM Instruments
- Inspiration Healthcare (existing customer)
- Orthofix
- Solus Medical (existing customer – sister company to Eden Medical)
- Leeds Regional Technician Team
- Care Fusion
- Laerdal
- Chiesi
- Viamed
- Care Fusion
- Halyard Health

The exhibition was a tabletop exhibition with 3 m x 2 m floor space. We took the 2015 Viamed exhibition stand with 3 panels, which was about the maximum size of stand that could be feasibly be used in the space provided. All other exhibitors used either single panel or 2-panel stands.

The exhibition was 'stop/start' with delegates vacating the room completely for presentations and returning for a morning tea break, lunch and afternoon tea break. The breaks were 20 minutes long and lunch was 1 hour, so when the delegates came into the exhibition room, the activity around the stand was very high. In order to successfully deal with the volume of visitors, 2 people were required on the stand.

We picked up the details of 6 customers, of which, one has requested a trial, the others agreed to us sending further information and detailed pricing.

Advanced Neonatal Nurse Practitioner	Royal Cornwall Hospital	VM-2500 VM-2160
Neonatal Consultant	Leeds Teaching Hospitals	VM-2500 VM-2160
Practice Development Matron	Kettering General Hospital	VM-2500
Sister - Neonatal Unit	Leeds General Infirmary	VM-2500 VM-2160
Consultant Neonatologist	Arrowe Park Hospital	VM-2500
Position not specified	NHS Wales – hospital not specified	VM-2500

We also had a visitor from Cambridge University who was quite definite about his colleague wanting to purchase a MX300, we didn't get his details: I asked but he declined to give them saying he will pass the information to his colleague.

Many of the delegates appeared to understand the equipment, with a spread of delegates including trainee nurses, Matrons and Neonatal Consultants. We also encountered groups with senior staff leading junior staff and explaining the equipment to them as they went around. We had the impression that these senior staff members definitely had purchasing influence.

The capnograph generated most of the interest and there was also a good amount of interest in Smart Sat; I have built a contact group in Goldmine so that we can approach the above leads with the Smart Sat device once it is finalised.

The leads are actively being followed up and I will provide feedback with regards to sales results so as to provide evidence in quantifying the success of attending this exhibition.

Based on overall impressions and my perception of the day, it appears that it was beneficial to attend this exhibition; a more accurate assessment will be possible once the sales leads are followed through to their conclusions and the total value of sales obtained can then be collated and weighed against the cost of exhibiting.