

### Reason Neonatal Conference 2015, Warwick

This exhibition was attended by 333 delegates, 98 of whom were not attending on a clinical basis i.e. exhibitors, event organisers, non-medical speakers etc. This makes a balance of 235 potential customers (approximately 70% / 30% split).

The exhibition was attended by 30 organisations, which can be seen listed on a separate floor plan for future reference.

The exhibition was a tabletop exhibition with 3 m x 2 m floor space. Myself and Keith Taylor represented Viamed using the 2015 Viamed exhibition stand with 3 panels, which was the maximum size of stand that could be feasibly be used in the space provided. Other exhibitors used a range of stands, from single panel stands up to F&P's room-end stand (9m x 2m) with multiple sections and 8 representatives.

The exhibition was 'stop/start' with delegates vacating the room completely for presentations and returning for a morning refreshments, lunch and afternoon refreshments. As with other exhibitions of this type, when the delegates came into the exhibition room for breaks, the activity around the stand was high, so 2 people were required on the stand.

We picked up the details of 6 customers, with the enquiries broken down by product as follows:

#### VM-2500

Consultant – needs to know the lower gestation limit / patient weight for sidestream and mainstream capnographs. This is not information that we have at this stage: see issue 45749.

Consultant – also needs to know the lower gestation limit / patient weight for the mainstream capnograph, particularly whether it can be used on patients <1000g in weight. Again, see issue 45749.

Consultant – would be interested in seeing some clinical papers regarding the use of the VM-2500 with neonates, particularly in neonatal transport applications.

Neonatal Registrar – VM-2500, took the information for review with his colleagues later, interested for neonatal transport applications.

#### Smart Sat

Consultant – Interested in the Smart Sat when available, I have added him to a Goldmine contact group.

## Patient Circuits

Consultant - Interested in the Armstrong Medical patient circuit for Tom Thumb. We don't currently have any stock or a price; I have asked Steve Nixon to calculate one.

The leads are being followed up where we have the information, and logged for future reference where we don't. I will provide feedback with regards to sales results so as to provide evidence in quantifying the success of attending this exhibition based on the total value of sales obtained versus the cost of exhibiting.

## Update 11<sup>th</sup> September 2015

Re. NeoFlow: We decided not to take on the Armstrong Medical NeoFlow circuit at this time due to the results of an internal risk analysis.

Re. VM2500-S: Masimo/PhaseIn will not commit to providing a lower patient weight limit and will not advocate their use on neonatal patients. Patient stated that it is

## Conclusion

No sales were generated and there are no ongoing sales leads to pursue.