

Emergency Services Show 2015 - Birmingham NEC

The exhibition was a 2-day exhibition with continuous visitor throughput as opposed to having exhibition sessions.

Viamed had 3 m x 3 m floor space. We took the 2015 Viamed exhibition stand with 5 panels, the 4th and 5th panels forming a curve and 'L' shape. We also hired a glass display cabinet, with 5 shelves and a bottom cupboard.

The exhibition was large and busy, with a high number of visitors to the stand, including:

- Buyers / influencers for NHS Ambulance Trusts
- Buyers / influencers for Air Ambulance Trusts
- Buyers / influencers for private ambulance companies
- End users: private ambulance technicians, first responders
- End users: NHS
- Companies

The bulk of the visitors were end-users, and of those, most were self-employed ambulance technicians and first responders that have to purchase their own equipment. They are reluctant to buy cheap and inadequate equipment due to standards that they need to meet but as they are self-funding their equipment, cost is an issue.

There is a marked shift towards private ambulance companies taking up the slack in the NHS, working on a sub-contracted basis. As one private ambulance company director described it, they act as 'clock stoppers' to allow the NHS ambulance trusts to meet their targets.

We picked up a total of 27 sales leads, broken down as follows:

Product	No of leads
VM-2160	6
VM-2500	6
VM-series finger oximeters	4
All finger oximeters	8
Capnocheck	1
Carrying bags	1
SMARTSat	1

All leads have been followed up with information and pursued with additional follow-ups. None of the leads have so far generated a sale, however, 1 significant VM-2500 lead is still active and may yet do so, another is an interest in the SMARTsat that potentially lead to something in the future.

Update on open leads as at 11th April '16:

Cambridge Design Partnership – SMARTsat

Working on a SpO2 project, early days but keep in touch re SMARTsat and contact again when the boards are available.

Emergency Medical Retrieval & Transfer Service Wales – VM-2500-S

Welsh Government funded programme attached to Wales Air Ambulance. Looking for sidestream capnography, we discussed up to 10 units and am trying to arrange to visit them and begin a trial. However, recently my contact has gone quiet, he is not responding to emails and I don't have a phone number but I am still pursuing this to further the trial or reach some closure.