

### Life Connections 2015, Kettering Conference Centre

This exhibition was a 2-day exhibition with delegates attending lectures and the visitor throughput was limited to breaks in-between the sessions. It was a tabletop format and was attended by myself and Keith Taylor, using the 2015 Viamed exhibition stand with 3 panels.

The exhibition was relatively busy during the breaks but with long periods of inactivity. Most of the visitors to the stand were casual browsers, the bulk of them being end-users. The more genuine interest came from self-employed ambulance technicians, paramedics and community first responders that need to purchase their own equipment. No key buyers were apparent.

We picked up a total of 20 sales leads, broken down as follows:

| <b>Product</b>             | <b>No of leads</b> |
|----------------------------|--------------------|
| VM-2160                    | 1                  |
| VM-2500                    | 6                  |
| VM-series finger oximeters | 5                  |
| All finger oximeters       | 5                  |
| FLOCAP                     | 1                  |
| 4000 series SpO2 sensors   | 2                  |

All leads have been followed up with information and pursued with additional follow-ups. None of the leads have so far generated a sale or any response to confirm any ongoing interest.

Update: 11<sup>th</sup> April 2016

As most of the enquiries were from end-users, funding may have been an issue at the time and things may have changed, so am doing a final round of follow ups to all leads to see if I can generate any interest.

### Conclusion

My overall feeling is that this exhibition is an education and training event that predominantly attracts end-users. Some visitors to the stand had a genuine interest in the products but without the resources or authority to purchase. I saw no evidence of any senior decision makers or buyers being present.