

# Experiential Marketing Impact Report (EMIR) healthcare

Applying HCP Insights to Exhibit Activations

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# this is your copy of **EMIR hc**, a guide applying HCP insights to exhibit activations.

Healthcare congresses and events are high-investment, high-scrutiny environments where scientific credibility and business outcomes must align. This guide translates **Experiential Marketing Impact Report (EMIR)** findings into practical decisions you can make before, during, and after your events to strengthen clinical engagement, post-congress follow-up, and measurable business impact.

## it was built to:

- **Equip healthcare CMOs and event leaders with data** to elevate conventions & congresses to the executive stakeholders.
- **Empower congress managers with validation points** to guide smarter, more impactful programs.
- **Help cross-functional teams** understand where and how live events influence HCP behavior, to **design for outcomes, not just impressions**.





In today's market, **live events are your most powerful channel to impact your purchase funnel.**

In B2B, experiential events trigger confidence in high-consideration purchases, aligning brand and buyer around shared values and real-world solutions.

For HCPs in a highly regulated and complex industry, **live events, congresses and conventions are your most impactful channel to engage with HCPs and influence action.**

### **EMIR hc focuses on two areas:**

1. Key findings from **EMIR** and **HCP Engagement Survey**, paired with practical applications.
2. Translating insights into actions through organizational readiness.

# the seven core insights **EMIR hc** explores

1

## **HCPs attend for science, not for hype**

Healthcare professionals attend congresses to deepen clinical knowledge and stay current on data, not for entertainment or brand theatrics.

2

## **The exhibit hall extends scientific programming**

For HCPs, the exhibit hall is an extension of the scientific agenda, where relevance and credibility determine engagement.

3

## **HCPs gravitate to exhibits that promise new medical info**

HCPs gravitate toward exhibits that immediately communicate how the science improves patient care.

4

## **Human expertise creates memorability**

Knowledgeable, credible staff drive meaningful interactions and lasting impressions more than technology or design alone.

5

## **Sponsorships must be useful to be visible**

Educational, peer-led, and interactive sponsorships outperform passive visibility in earning HCP attention.

6

## **Sustainability acts as a trust signal, regionally**

Sustainability reinforces credibility, particularly in Europe, but supports rather than replaces scientific rigor.

7

## **Events drive behavior and prescriptions**

Positive live experiences influence post-show engagement, follow-up conversations, and prescribing behavior.



# 1

## Why HCPs attend conventions

# HCPs attend for science, not for hype

Healthcare professionals don't attend conventions casually; they attend with purpose. Their time is limited, their needs are specific, and their bar for value is exceptionally high. In an environment overflowing with content, sessions, exhibits, and brands, HCPs filter the noise through one defining lens:

**“Will this deepen my clinical knowledge and benefit my patients?”**

Attendance is not driven by spectacle, social energy, or even professional networking. It is driven by the pull of credible information that helps them diagnose, treat, and decide better.

Across both the US and Europe, HCPs consistently signal that conventions are not industry events; they're continuing education ecosystems. And they reward the programs and exhibits that meet them at that level of rigor.

## the evidence:

- **HCP's top reason to attend a convention is staying updated on clinical data:**  
US respondents: 4.49/5    EU respondents: 4.37/5
- **While networking ranks lowest:**  
US respondents: 3.3/5    EU respondents: 3.7/5

### What does this mean?

HCPs only attend if the scientific bar is high and endorsed by trusted peers.

### Implication

Event budgets should shift towards scientific credibility and society alignment, not advertising.

### Recommendation

Codify a scientific outreach strategy, from society partnerships, to KOL Champions and clinical credibility.

# 2

Why HCPs enter the exhibit hall

## the exhibit hall extends scientific programming

Once HCPs are onsite, their focus sharpens. The exhibit hall isn't a playground; it's an extension of the scientific program. HCPs enter with intent, to **discover what's new, what's next, and what will materially improve patient outcomes.**

Entertainment cannot compete with relevance. Gamification cannot replace clinical value. And flashy booth environments cannot overshadow substance.

**What brings HCPs into the hall, and into your exhibit, is the promise of new, credible information.** What keeps them there is the ability to engage with it in meaningful ways.

### the evidence:

HCPs visit exhibit activations to:

	US	EU
Learn about new products	87%	86%
Explore pipeline of upcoming therapies	69%	66%
Network with peers or industry reps	59%	60%
Obtain patient support resources & education materials	58%	60%
Have discussions with MSLs	47%	54%
Meet with a sales representatives	33%	36%
Participate in interactive games/activities	30%	33%

#### What does this mean?

Your exhibit should focus on science and not on entertainment.

#### Implication

Exhibit activations must lead with credible innovation and "What's new?".

#### Recommendation

Design around a "science first" booth architecture with transparent data, future pipeline and patient-relevant materials.

# 3

What pulls HCPs to specific exhibits?

## HCPs gravitate to exhibits that promise new medical info

Inside the exhibit hall, the decision to approach any given exhibit is highly intentional. **HCPs are not wandering; they are prioritizing.**

The question they are silently asking is: **“Does this exhibit help me deliver better care?”**

If the answer is yes, they engage. If the answer is unclear, they keep walking.

This reality puts extraordinary pressure on exhibitors to lead with clarity, relevance, and scientific value. The exhibit must immediately relay why it matters, not through spectacle, but through substance.

### the evidence:

Top reasons HCPs approach exhibits:	US	EU
Interest in a specific new product or innovation	89%	86%
Desire to learn about pipeline/future treatments	64%	66%
Patient support resources that booth offers	53%	54%
General networking/chatting with booth staff or peers	49%	51%
Having a discussion with a company's MSL	41%	53%

Meeting with one's sales rep and curiosity about booth games/interactives both ranked well below 50%.

### What does this mean?

With limited time, HCPs will gravitate towards exhibits that will help them deliver better patient care.

### Implication

Authentic and trustworthy headlines, content and approach will pull people into your exhibit experience.

### Recommendation

Make the science clear, and patient-forward.

# 4

What makes an exhibit memorable?

## human expertise creates memorability

In a hall filled with innovation, design, and technology, one insight stands above all:  
**HCPs remember people, not platforms.**

The most memorable booths are not the most expensive or the most technologically advanced; they are the most human. What sticks with HCPs are informed conversations, credible experts, tailored learning moments, and the ability to ask clinical questions and receive real answers.

Despite years of industry investment in digital and immersive technologies, HCPs don't rely on cutting-edge technology. Instead, **they want to authentically engage with experts and peers** who know what they're talking about.

### the evidence:

When it comes to HCP exhibit engagement & memorability:

**33%**

said knowledgeable and engaging booth staff were most memorable

**22%**

selected live/dynamic product demos & education

**15%**

chose personalized content

**10%**

selected networking with peers

In contrast, only:

**3%**

chose interactive AR/VR

**3%**

said touchscreen digital displays

**1%**

said low-tech interactives (like a kinetic installation)

### What does this mean?

Tech does not equal impact. Human expertise will drive memory and brand preferences.

### Implication

Exhibit staffing quality is the number one experiential driver.

### Recommendation

Invest in MSL-forward, scientifically trained staff who engage authentically.

# 5

Sponsorships HCPs actually notice

## sponsorships must be useful to be visible

Convention sponsorships are everywhere: banners, lanyards, branding, digital ads, repeating logos. Yet, HCPs routinely overlook most of them. What they do notice, however, are sponsorships that create value in real time.

**Value-rich sponsorships**, such as scientific sessions, symposia, theater demos, and social events, **map directly onto what HCPs already prioritize**. That includes learning, interaction, and professional community.

### the evidence:

When asked which convention sponsorships they found valuable, HCPs said:

1

**79% educational events and presentations**

theater presentations, lunch symposia, hands-on demos

2

**76% social events**  
receptions & networking events

3

**60% displays**  
onsite physical signage & banner

4

**43% branded giveaway**  
bags, brochures, etc.

5

**28% ads**  
online & digital ads during the show

### What does this mean?

HCPs only notice sponsorships that create real, in-person value.

### Implication

Visibility does not equal impact. Education drives impact.

### Recommendation

Shift sponsorship dollars to scientific, interactive, and peer-led experiences.

# 6

How sustainability fits into HCP decision-making

## sustainability acts as a trust signal, regionally

Sustainability plays a secondary, but increasingly important, role in HCP decision-making.

It is increasingly a trust driver, especially in Europe. For many HCPs, sustainability reinforces a perception that the company is responsible, conscientious, and patient-focused.

In clinical practice, scientific credibility remains the first filter. But when credibility is equal, sustainability signals can tip preference, reinforce goodwill, and differentiate brands in crowded therapeutic markets.

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### the evidence:

**When asked if sustainability messaging influences HCPs' decisions to visit or engage with an exhibit activation:**

**US responses were split:** 32% said Yes; 32% said No; and 36% had "never considered it."

**In Europe, sustainability is more top-of-mind.** Conversely to the US, 2/3 of European attendees do respond to sustainability messaging and initiatives, with 64% saying it affects their engagement.

### What does this mean?

Sustainability is a trust signal, especially in Europe.

### Implication

Sustainability is there to support, not replace science.

### Recommendation

Design "quiet sustainability" which is authentic, visible, but humility-first.

# 7

Post-show impact

## events drive behavior and prescriptions

The most powerful effect of conventions happens after the convention. Face-to-face experiences create momentum that continues weeks or months later in prescribing, follow-up meetings, and ongoing engagement.

HCPs may enter conventions looking for information, but they leave with impressions, relationships, and trust that meaningfully shape clinical behavior.

Conventions aren't just touchpoints. They're accelerators of brand and business impact.

### the evidence:

#### Prescribing influence

70%

of U.S. HCPs are more likely to prescribe a company's products after a positive convention experience (EU ~81%).

#### Opt-in updates

42%

of U.S. HCPs are very/extremely likely to subscribe to a company's post-convention communications (EU ~40%).

#### Follow-up meeting

60%

of U.S. HCPs are at least somewhat likely to meet with reps afterwards (EU ~79%).

#### What does this mean?

Events are key drivers for HCP behavior.

#### Implication

Create post-event opportunities to engage that are clear, and simple to engage.

#### Recommendation

Prioritize budget and full 360-touchpoints for engagement that drive post-event engagement.

# but first ... is your organization ready?

repositioning events:  
from cost center to  
**REVENUE DRIVER**

As **EMIR hc** findings confirm, organizations that deliver the **right experience** at healthcare events, congresses and conventions can **directly influence HCP behavior**.

But capitalizing on this potential requires more than running great events. **It calls for a mindset shift:** from viewing experiential marketing as a cost, **to recognizing it as a strategic growth engine.**

That transformation doesn't begin at the event. It starts with your **organizational readiness**.

Historically, events have been considered necessary but expensive; a line item often justified by anecdotal success rather than direct revenue attribution.



That perception is changing. Leading organizations are now reframing experiential as a **lever for growth**, one that **connects brand, audience, and sales outcomes** in powerful ways.



But to truly unlock that potential, companies must reassess not just their event strategy, but their **entire operating model**: governance, culture, logistics, creativity, and marketing integration.

Readiness is about moving from **reactive execution** to **proactive orchestration**, where every event is designed to serve a business outcome.

# to support that shift, we created a **healthcare experiential maturity model**.

It's a framework that helps healthcare marketers **self-reflect and assess event capabilities** today. It helps you to chart a path toward **expanding and targeting your experiential approach**, as defined by your organizational KPIs and business growth trajectory.

It spans six areas, with check boxes to capture where your organization stands across **Operational, Integrated,** and **Transformational** maturity levels:



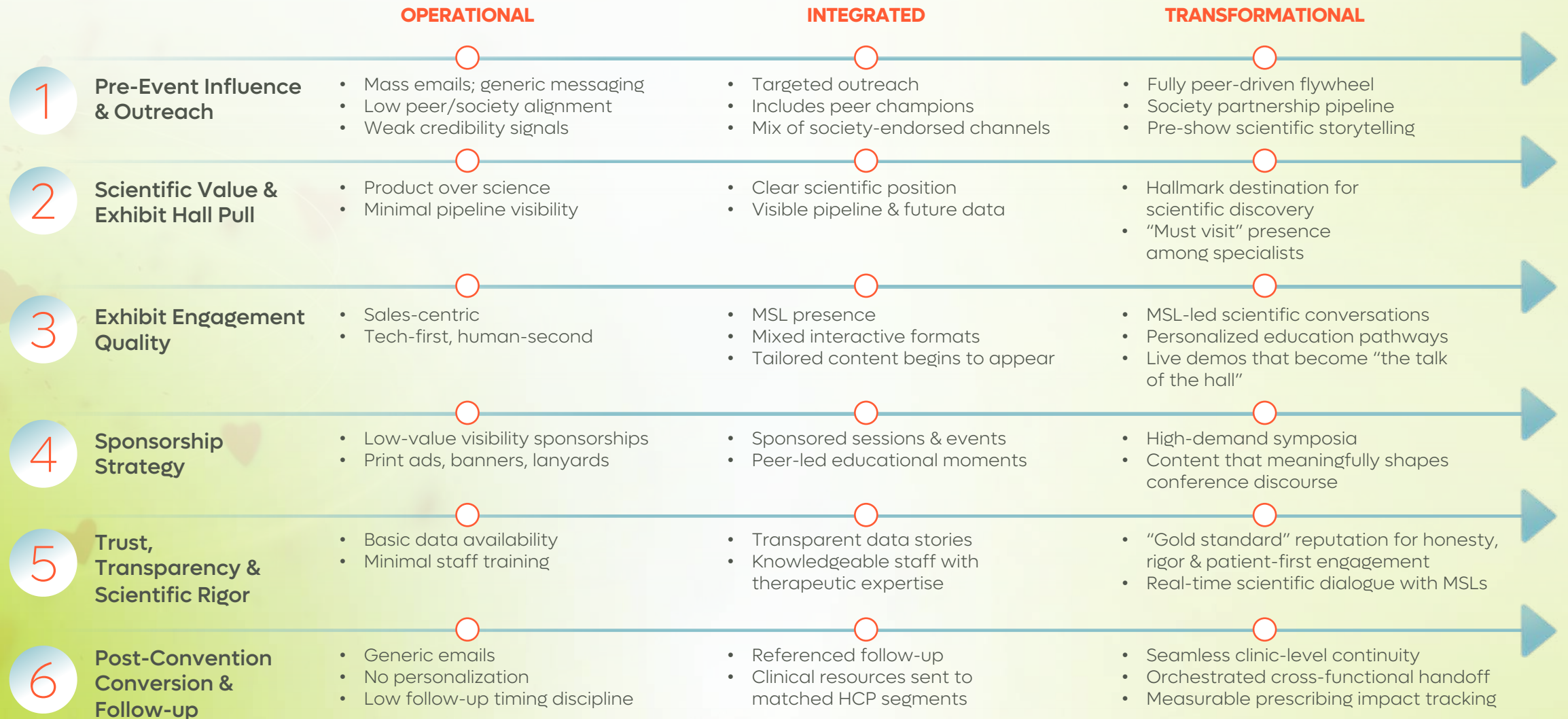
For full direction and a guide in situ, see our **Maturity Assessment** EMIR Companion Piece.



This model isn't about labeling teams as "behind" or "advanced." It's about knowing where you stand in context to what is important to your organization—**GAINING CLARITY**.

Knowing what's important to your organization and where your events play within that empowers **better strategic prioritization, clear perspective of risks,** and **smarter investments** to move your organization from left to right.

# the healthcare experiential maturity model





# operationalizing readiness

Once your current state is clear, the next step is embedding experiential thinking into the DNA of your business. This means asking the right questions—not just about the event itself, but across every operational layer that touches it.

# ask yourself:

- Do we have executive sponsorship** for our congress strategy?
- Are our event teams empowered** with the right tools, data, and authority?
- Is our exhibit strategy anchored in scientific value**, not just product visibility?
- Are we measuring congress impact** based on clinical engagement and HCP behavior, not just traffic?
- Do we understand what pulls HCPs** to our exhibit, and what keeps them engaged?
- Are our congress KPIs aligned** with medical, commercial and sales objectives?
- Are we consistently demonstrating transparency, scientific rigor, and compliance** in how we engage HCPs onsite?
- Are we differentiating** in ways that strengthen scientific credibility and congress presence?

These are **cross-functional questions**. They require input and alignment from marketing, sales, operations, finance, and executive leadership. And they don't get answered in a single meeting—**they form the backbone of an ongoing cultural shift.**

Ultimately, organizational readiness isn't only about being prepared for the next event. It's about building a business capable of **consistently delivering experiences that drive loyalty, advocacy, and revenue.**



EMIR hc gives us the why. The **Maturity Model** gives us the how. **Now the challenge, and opportunity, is to act on it.**



Let **EMIR hc** be  
your foundation.  
The rest is  
**yours to build.**