

HCEA 2022

Annual Meeting & Expo

Growing Smarter Together

The only annual event focused on the healthcare convention and exhibition landscape



Join us at the Omni Louisville Hotel in Louisville, KY from Wednesday, March 2 through Friday, March 4, 2022, to reconnect in-person as HCEA continues our focus on growing stronger *-and smarter-* together.

HCEA is proud to be the only organization of its kind focused exclusively on the needs of the healthcare convention manager, the associations they partner with and the ecosystem of suppliers who support them. Whether you are looking to build credibility, visibility or a more efficient means of building professional relationships, this will be the can't miss event of the year. Register today and see how HCEA is reinventing itself, and you, for the next normal.

Who should attend?

HCEA's annual meeting is open to members and non-members whom would like to increase their knowledge of the healthcare convention and exhibition industry while networking with their peers and like-minded professionals. Join this can't miss event to learn about the latest industry trends, solutions and services designed to help you succeed in an ever-evolving environment.

The HCEA Annual Meeting offers unique opportunities for:

- All healthcare convention, event, and exhibition industry professionals looking for new ideas, the latest insights and fresh approaches on how to conduct business in the healthcare arena
- Association and Show Managers seeking additional, new, and practical cutting-edge skills to enhance their industry knowledge and network with the companies they serve
- Meeting and Event Planners looking to grow their understanding of exhibitions in healthcare
- Marketing/Sales Managers seeking a base of knowledge in the industry they represent
- Industry suppliers, including CVB's and hotels, who seek a complete overview and understanding of the show development process and what healthcare planning professionals are seeking





Key Reasons to Participate:

- Learn the latest insights on the state of the industry
- Discover what's on the mind of HCPs and what they are looking for now
- Learn and plan for the new normal of supply chain delays, inflation, limited resources and crisis management
- Hear the latest on compliance, healthcare marketing regulations and GDPR updates
- Exchange ideas in association, corporate, and supplier roundtables
- Re-connect, meet suppliers in the expo hall and build relationships with industry peers



Registration Information

Don't delay! Click [here](#) to register online today!

Corporate & Association	
Discounted Rate for HCEA Members	\$375.00
Non-Member Rate	\$475.00

Supplier Rate	
Discounted Rate for HCEA Members	\$495.00
Non-Member Rate	\$595.00

Not a member? [Visit hcea.org/membership](http://hcea.org/membership) for information on rates and how to sign up!

Hotel Information

Deadline to reserve: February 14, 2022

HCEA is proud to partner with the Omni Louisville Hotel for this year's event. Rooms are limited and available on a first-come, first-serve basis.

DISTILLING THE ESSENCE OF LOUISVILLE

Reflecting the past, present and future of this vibrant Kentucky town, Omni Louisville Hotel is the new cornerstone of downtown. Blending historic surroundings with modern comforts, Omni Louisville Hotel reflects the essence of the city and invites you into an unforgettable stay.

Single/ Double rooms: \$169.00++

Premier King Executive Rooms

(subject to availability at time of booking): \$219.00++

To Make Reservations

[Omni Louisville Hotel | HCEA \(omnihotels.com\)](#) or by calling 1-800-THE-OMNI and referring to the HCEA 2022 Annual Meeting.

++State and local taxes, fees and assessments (currently 16.07%, subject to change without notice)



Health and Safety Policy for the HCEA 2022 Annual Meeting

HCEA is working closely with all show partners on multiple health and safety measures. Detailed health and safety plans will be communicated closer to the show. Please take note of the following:

- Masks will be required during the HCEA 2022 Annual Meeting
- HCEA will require proof of COVID-19 vaccination for all participants attending the 2022 Annual Meeting in Louisville.
 - All participants will be required to provide a copy of their COVID-19 vaccine card when registering to attend
 - Valid vaccines will be those that are recognized by the Center for Disease Control (CDC) and World Health Organization (WHO). Participants are considered fully vaccinated with a single or two dose regimen that has been completed no less than 2 weeks in advance of the annual meeting.
 - Exemptions to the vaccine policy will not be granted.

Additional information on our health and safety measures will be provided as the conference approaches.

Annual Meeting Agenda

Wednesday, March 2, 2022	
11:00 a.m.	Registration Opens
1:00 p.m. - 1:30 p.m.	Networking and Welcoming Remarks
1:30 p.m. - 2:30 p.m.	Opening Keynote
2:45 p.m. - 3:45 p.m.	Educational Programming
4:00 p.m. - 4:45 p.m.	Healthcare Practitioner Panel
5:00 p.m.	Expo Hall Welcome Reception
6:30 p.m.	Experience Louisville Event

Thursday, March 3, 2022	
8:00 a.m. - 9:00 a.m.	Corporate Breakfast Round Table
	Association Breakfast Round Table
	Supplier Round Table
9:00 a.m. - 10:00 a.m.	Explore the HCEA Expo Hall
10:00 a.m. - 12:00 p.m.	Educational Program
12:00 p.m. - 1:00 p.m.	Networking Lunch
1:30 p.m. - 3:30 p.m.	Educational Program
3:30 p.m. - 4:30 p.m.	Explore the HCEA Expo Hall
5:00 p.m. - 5:30 p.m.	State of the Industry Presentation

Friday, March 4, 2022	
8:00 a.m. - 9:00 a.m.	Breakfast in the HCEA Expo Hall
9:00 a.m. - 10:30 a.m.	Educational & Closing Sessions

Educational Programs:

<p>ROI in the Sky - All Participants An accurate picture of return in a hybrid world. What to measure, how to format data and communicate value in a compelling way</p>	<p>Growing into the Role - Suppliers Join this informative discussion on how to become the account person your clients need now</p>
<p>The Successful Client Handbook - Corporate & Association Maximizing the value of your suppliers - how to get what you need, when you need it</p>	<p>A Blind Date with Data - All Participants Exploring and understanding the expanding limitations of data privacy in a pandemic world</p>
<p>The Elephant in the Room - All Participants Presenting in a creative way to get your client, stakeholder or sponsor on board in a constantly shifting environment</p>	<p>Don't Get Married After One Date - Finding the right supplier/partner starts with structuring an RFP for success.</p>
<p>A Logistics Primer for the Normal - All Participants Understanding the impact of an unstable supply chain and resource pool in live events</p>	