SECURE YOUR EXHIBIT SPACE TODAY.

LET’S GET STARTED.

To purchase booth space, contact:
Stuart Lawry, ASHE Exhibit Sales Manager
312-673-5440 | slawry@smithbucklin.com

For questions about payment, contact:
Pat Brayley, ASHE Exhibit Billing Coordinator
312-673-5970 | pbrayley@smithbucklin.com

For questions about show logistics, contact:
Sarah Gornik, ASHE Exhibits Manager
312-673-5366 | ASHEexhibits@smithbucklin.com

2020 PDC Summit
International Summit & Exhibition on Health Facility Planning, Design, & Construction

San Antonio, Texas | March 22-25, 2020
Henry B. González Convention Center

The PDC Summit is hosted by:
78% of attendees are at the management level or above.

77% are the final decision makers on health care PDC products or recommend products.

Results from 2018 PDC Summit

ORGANIZATION TYPE
- 20% Hospital/Medical Center/MOB
- 22% Architecture Firm
- 2% Design Firm
- 25% Construction Company
- 9% Engineering firm
- 4% Manufacturer/Distribution
- 7% Consulting Firm
- 1% Service Contracting Company
- 1% Military/VA/Government
- 0% Regulatory Agency
- 9% Other

Results from 2018 PDC Summit

TOP PRODUCTS AND SERVICES OF INTEREST
- Plant equipment
- Security
- Construction equipment
- Life Safety
- HVAC
- Furniture (chairs, etc.)
- Furnishings (artwork, etc.)
- Building controls
- Lighting
- A/E services
- Construction services
- Communications
- Roofing

Areas of Direct Involvement

- 18% Construction
- 14% Architecture
- 11% Consultant Services
- 10% Facilities Management/Engineering
- 9% Contractor Services
- 8% Interior Design
- 6% Safety Management
- 6% Infection Control
- 5% Sustainability
- 4% Real estate/property management
- 3% Information Management and Technology
- 3% Education/Training
- 2% Clinical Biomedical Engineering
- 2% Other

Results from 2018 PDC Summit

WHO ATTENDS?

78% of attendees are at the management level or above.

77% are the final decision makers on health care PDC products or recommend products.

Results from 2018 PDC Summit

CREATE A SPACE TO MEET YOUR MARKETING GOALS.

WANT TO DRAW IN MORE CUSTOMERS AND SAVE $6,700?

20’ x 20’ BOOTH | $11,600

Additional $450 charge for each open corner
- 100 sq. ft. of space, identification sign, 24-hour perimeter security guard service, and daily cleaning of exhibit hall aisles and common areas
- 4 exhibitor badges
- 1 full conference registration per company
- 3 exhibit hall guest passes to share with valued leads
- Pre-conference mailing list of all attendees
- 35-word exhibitor listing in the 2020 PDC Summit mobile app
- Online exhibitor directory listing on pdcsummit.org
- Comprehensive marketing kit, including 2020 PDC Summit exhibitor logo

ADDED VALUE OF 20’x20’ BOOTH
- Waived corner fee — savings of $1,800!
- 4 extra full conference registrations — $3,400 value!
- Pre-tradeshow email to attendees highlighting the 20’ x 20’ exhibitors with a description provided by exhibitor — $1,500 value!

TOTAL VALUE = $6,700

NETWORK WITH INFLUENCERS AND DECISION MAKERS AT THE 2020 PDC SUMMIT.