THE PROFESSION’S PREMIER EVENT
The Healthcare Sterile Processing Association's (HSPA's) Annual Conference is the Sterile Processing (SP) profession’s leading in-person educational and networking event.

The Conference draws approximately 1,200 attendees across all SP titles and experience levels who are eager to learn from some of the industry’s most prominent and respected speakers and meet with leading suppliers in the SP space.

HSPA’s 2024 Conference is taking place in Las Vegas, Nevada, and all educational sessions, social events and exhibits have been secured at Caesars Forum.

Please Note: Caesar’s Forum conference center is located on the east side of Las Vegas Blvd., and is connected to Harrahs and the Linq Hotels.

EXHIBIT WITH HSPA
Direct Access to Decision-makers
Exhibiting at an HSPA Conference directly connects your company with information-seeking Sterile Processing (SP) professionals, many of whom are in leadership roles and responsible for product evaluation, purchasing, maintenance and distribution of medical and surgical instrumentation, supplies and equipment.

Each year, these professionals come from across the country and globe to gain professional knowledge, network and explore the latest products and services that can help them and their SP teams manage their departmental responsibilities safely, effectively and efficiently. It’s this direct pursuit of product- and process-related information that helps set HSPA’s Expo apart and allows companies like yours to reach prospective customers and convert more leads into sales.

BOOST YOUR BRAND WITH IMPACTFUL INTERACTIONS
Companies that exhibit at the HSPA Annual Conference gain direct access to purchasing decision-makers who are seeking to engage with company representatives, ask important questions and learn more about how suppliers’ solutions can improve their departmental operations. Over the course of the two-day Expo, exhibitors can share their expertise, forge new customer relationships and strengthen existing ones, while keeping a finger on the pulse of their competition in the SP space. After exhibiting at an HSPA Expo, companies can measure the show’s results and their return on investment.
CONFERENCE STATISTICS

75% Attendees with Direct Influence on Purchasing Decisions

13,200 In-Person Leads Generated Annually, on Average

140 Average Leads Per Exhibitor

OUR SURVEY SAYS!

93% of attendees find the exhibits a valuable resource

96% of exhibitors were overly satisfied with the quality of attendees
CONFERENCE ATTENDEES

PAST CONFERENCE ATTENDANCE

2016
San Antonio
Texas
1,278 Attendees

2017
Nashville
Tennessee
1,374 Attendees

2018
Phoenix
Arizona
1,331 Attendees

2019
Anaheim
California
1,510 Attendees

2022
San Antonio
Texas
916 Attendees

2023
Nashville
Tennessee
1,216 Attendees

2023 HSPA CONFERENCE ATTENDEE BREAKDOWN

- Consultant: 1%
- Coordinator: 2%
- Director/Chief: 15%
- Educator: 10%
- Nurse: 4%
- Supervisor/Manager: 38%
- Team Lead: 7%
- Technician: 15%
- Vendor: 3%
- Other: 5%
Exhibitor Move-In
April 19  2–6 p.m.
April 20  8 a.m.–5 p.m.
April 21  8 a.m.–5 p.m.
April 22  8–11 a.m.

Show Hours
April 22  12:30–5 p.m.
April 23  8 a.m.–12:30 p.m.

Exhibitor Move-Out
April 23  12:30–9:30 p.m.

If the exhibit hall schedule changes, all exhibitors will be notified.

Exhibit rates are available for the standard rate of $2,700 per 10' X 10' linear space, with an additional $100 charge per corner assigned. Booth requests received after March 1, 2024 will be charged at $3,200 per 10' X 10' linear space, with an additional $100 charge per corner assigned. To view available spaces, please visit www.myhspa.org/2024floorplan.

Exhibitors Receive
- Complimentary 7" X 44" ID sign
- Draped back wall and side rails (back wall and side rail drapes do not apply to island booths)
- 24-hour perimeter security services
- Company name, booth number and company description online, in the mobile app and in the Expo Guide
- Products and Services listings in the 2024 conference app
- Complimentary one-time use each of attendee contact lists: pre-show and post-show
- Priority point designation toward 2025 Expo booth selection

Badges
Four complimentary exhibitor badges granted for booth staff registrations per 10' X 10' space to access the exhibit hall for set-up, tear-down and show hours as well as educational sessions Sunday through Wednesday (CE credit not granted). Exhibitor badges do not allow admittance to social events. To receive CE credit for educational sessions and attend social events, a full attendee registration must be purchased. Company names on exhibitor badges are restricted to the company name listed on the contract.

IN-BOOTH EDUCATION
Available to exhibitors occupying space that is a minimum of 10' X 30'. Each topic may be presented multiple times at no additional fee. In-booth submissions will open for approval in January 2024.

Exhibitors Receive
- Complimentary listing in the Expo Education section of the Expo Guide
- CE approval waiver for qualifying programs
- Certificates of attendance, furniture accessories, electricity, Internet, and lead retrieval not included
CONTACT INFORMATION

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The Healthcare Sterile Processing Association (HSPA) has served as the premier association for Sterile Processing (SP) professionals for more than 60 years. The Association provides industry-leading educational and professional development opportunities, certification, advocacy and support to more than 43,000 SP professionals worldwide.