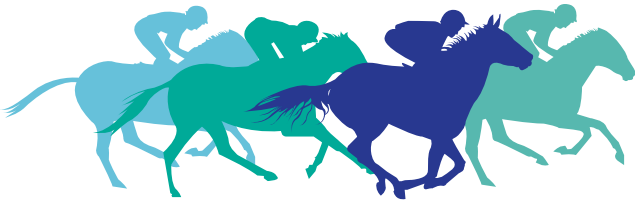


# HSPA 2025 LOUISVILLE



## 2025 HSPA CONFERENCE EXHIBITOR PROSPECTUS



## 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 1,500 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 2025 is taking place in Louisville, Kentucky, and all educational sessions, social events and exhibits have been secured at Kentucky International Convention Center.



## 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 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

**12,100** In-Person Leads Generated Annually, on Average

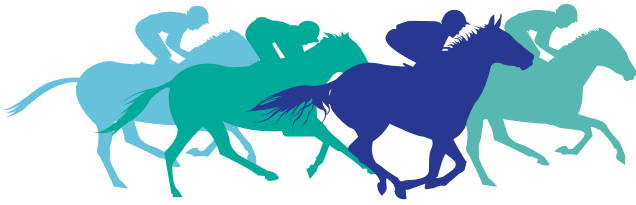
**130** Average Leads Per Exhibitor



### OUR SURVEY SAYS!

**95%** of attendees find the exhibits an extremely **valuable** resource

**96%** of exhibitors were overly satisfied with the **quality** of attendees



## CONFERENCE ATTENDEES

### PAST CONFERENCE ATTENDANCE



### 2024 HSPA CONFERENCE ATTENDEE BREAKDOWN





## EXPO SCHEDULE & EXHIBITOR RATES



# HSPA 2025 LOUISVILLE

## EXPOSITION SCHEDULE

### Exhibitor Move-In

- April 25 2–6 p.m.
- April 26 8 a.m.–5 p.m.
- April 27 8 a.m.–5 p.m.
- April 28 8–11 a.m.

### Show Hours

- April 28 12:30–5 p.m.
- April 29 8 a.m.–12:30 p.m.

### Exhibitor Move-Out

- April 29 12:30–9:30 p.m.

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

## BOOTH RATES

### Fees

Exhibit space is available for the standard rate of **\$2,800 per 10' X 10' linear space**, with an additional \$300 charge per corner assigned. Booth requests received after March 1, 2025 will be charged at \$3,300 per 10' X 10' linear space, with an additional \$300 charge per corner assigned. To view available spaces, please visit [www.myhspa.org/2025floorplan](http://www.myhspa.org/2025floorplan).

### Exhibitors Receive

- Complimentary 7" X 11" 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, description and booth number listed online, in the mobile app and in the Expo Guide
- Products and Services listings in the 2025 conference app
- Complimentary one-time use each of attendee contact lists: pre-show and post-show
- Priority point designation toward 2026 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 or meals. 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 2025.

### 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 [conference@myhspa.org](mailto:conference@myhspa.org) for  
more information

**HSPA**

**HEALTHCARE  
STERILE PROCESSING  
ASSOCIATION**

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 48,000 SP professionals worldwide.