



FUTURE-PROOFING EVENT GROWTH

**How AdvaMed Built a Strong Pipeline
Beyond Core Attendees**

*Attendee Acquisition Roundtable
March 26, 2026*



WHO WE ARE



RACHEL

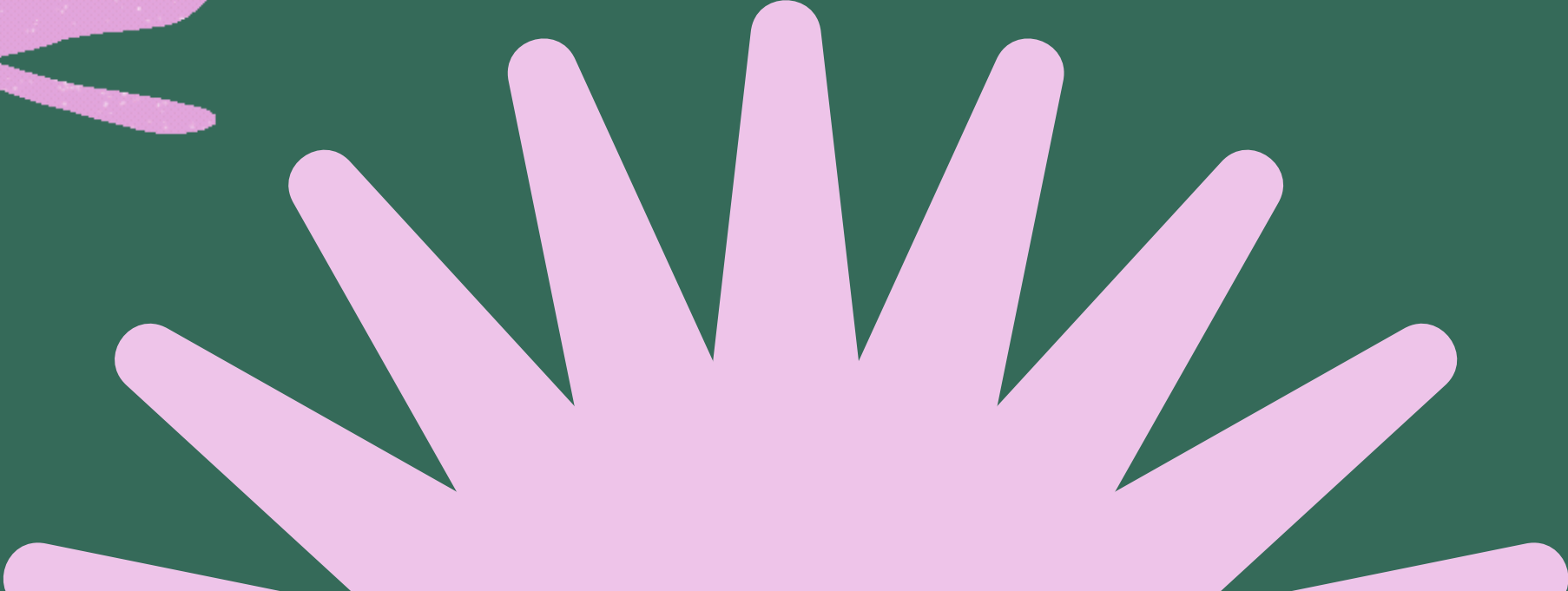
SENIOR ACCOUNT
DIRECTOR



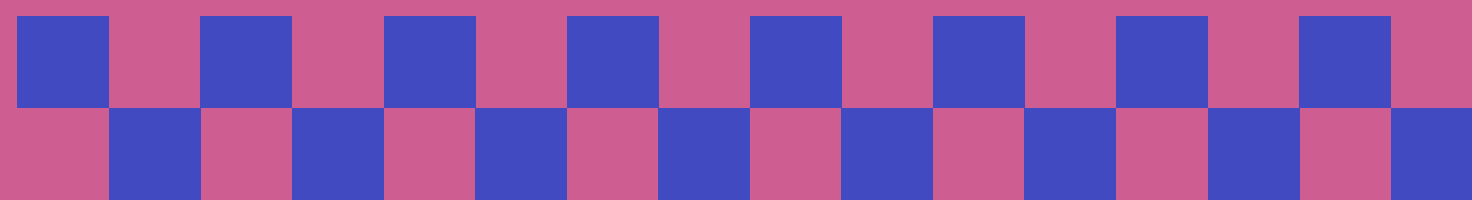
LILY

DIRECTOR, DIGITAL
MARKETING & EVENTS





HOW TO GROW BEYOND YOUR CORE AUDIENCE?



THE CHALLENGE

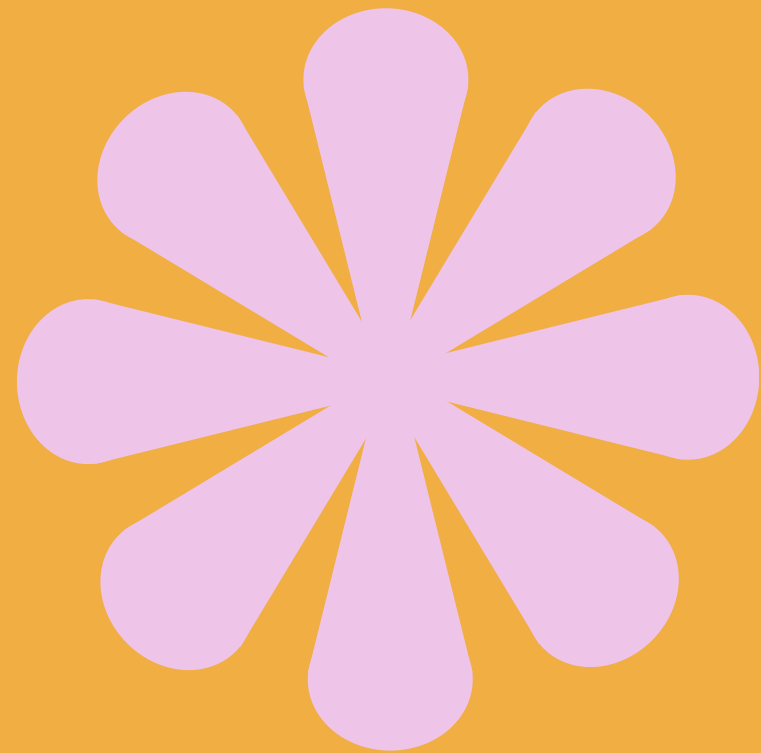
SUCCESS CREATED A NEW CHALLENGE

Coming off of 2024, the largest MedTech Conference in the event's history, need to build on that momentum.

CONTEXT

- 50th anniversary celebration
- Attendance is cyclical (every other year) – can't rely on retention alone
- High cost = high consideration

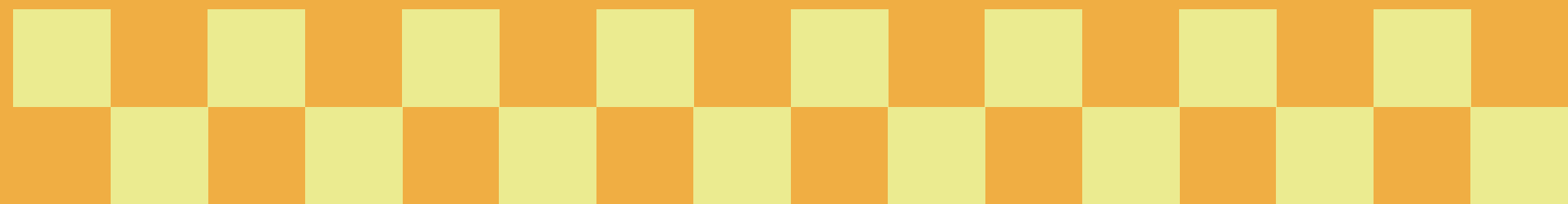




OUR GOALS

Build beyond the core

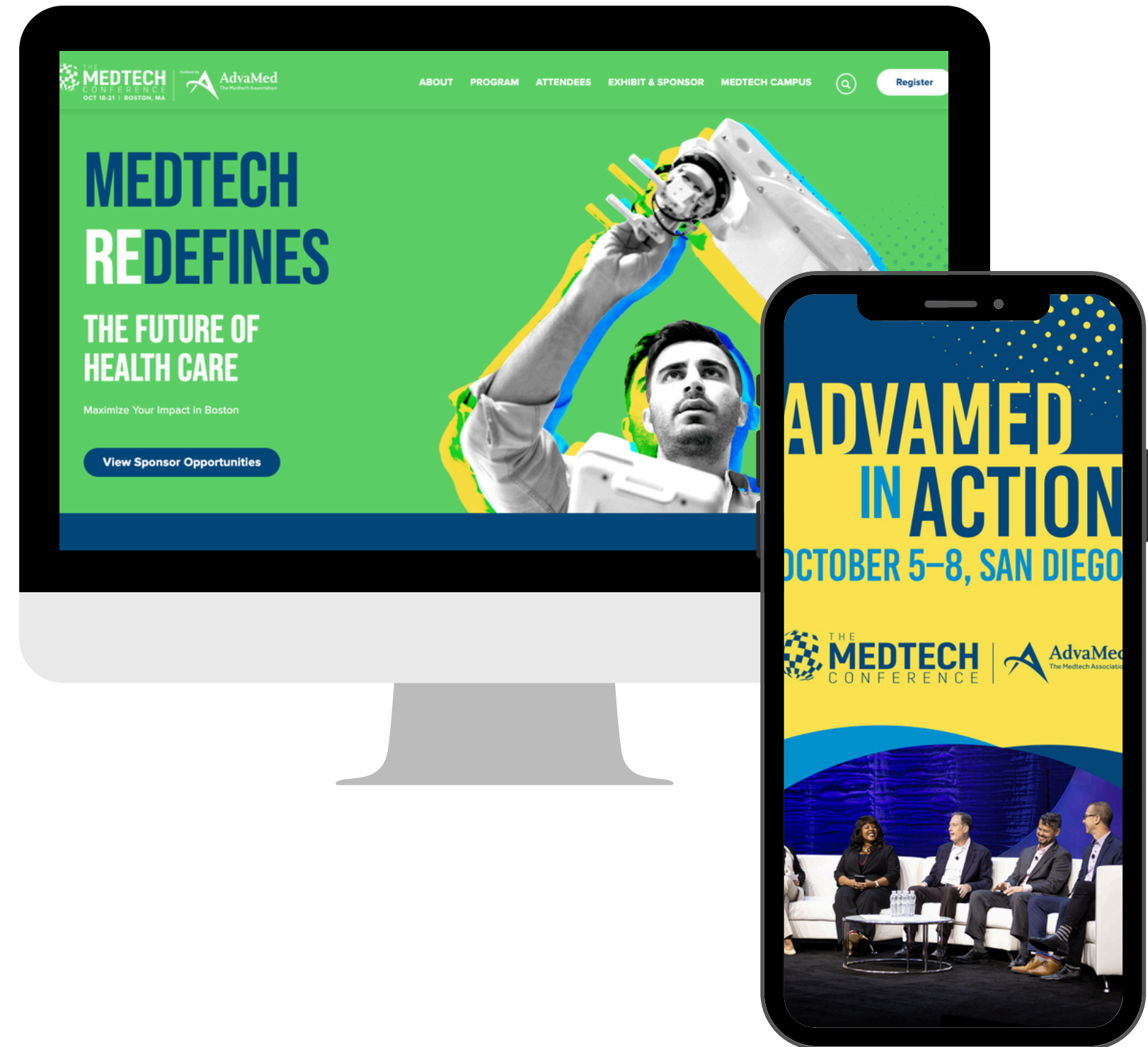
- Expand top-of-funnel awareness
- Re-engage non-annual members
- Maximize San Diego (local hub)
- Build momentum for Boston (2026)

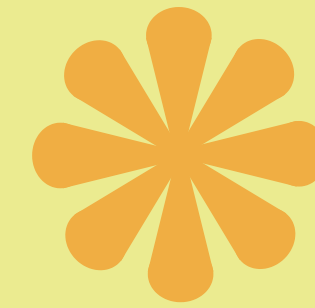
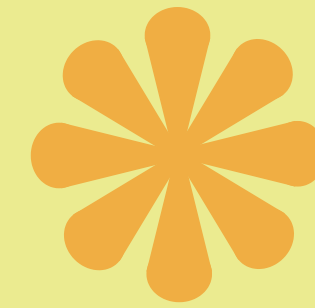
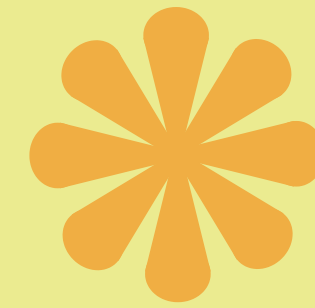
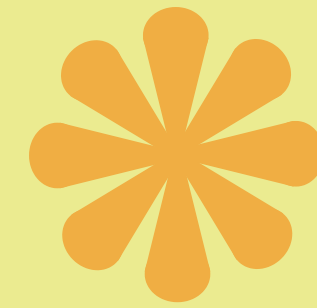
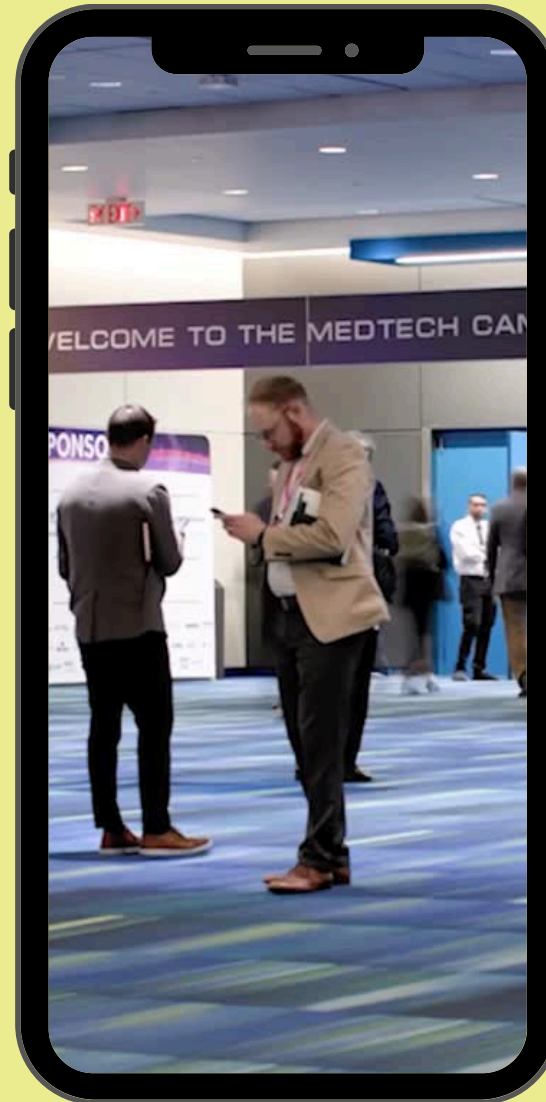
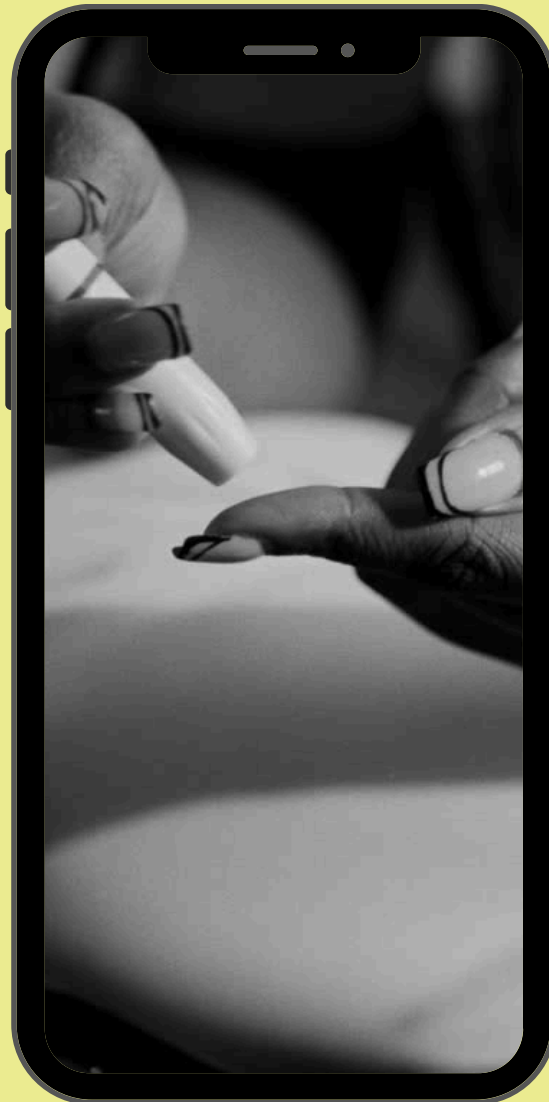




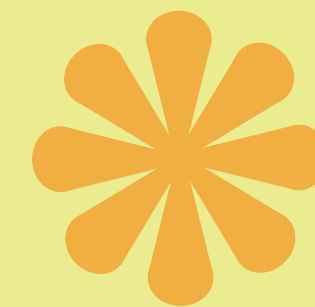
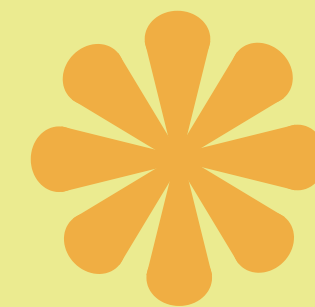
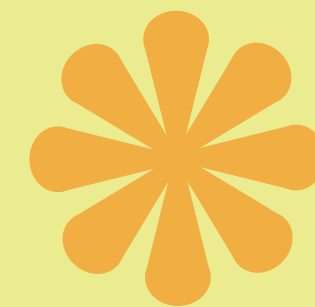
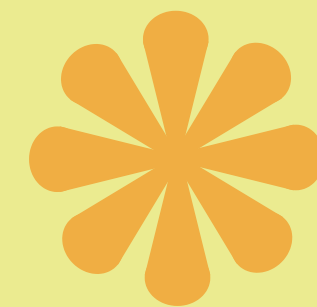
OUR CONNECTED STRATEGY

- Creative with storytelling
- Targeted by audience + geography
- Organic Paid Influencer
- Organic + paid working together





**CREATIVE
BUILT FOR
AWARENESS**





PAID MEDIA

Precision Targeting

**MASSACHUSETTS-SPECIFIC
AD BUDGETS**

MEMBER TARGETING & AD CREATIVE

COMPANY AND ROLE-BASED TARGETING

PLATFORM-SPECIFIC OPTIMIZATION



ORGANIC INSIGHTS



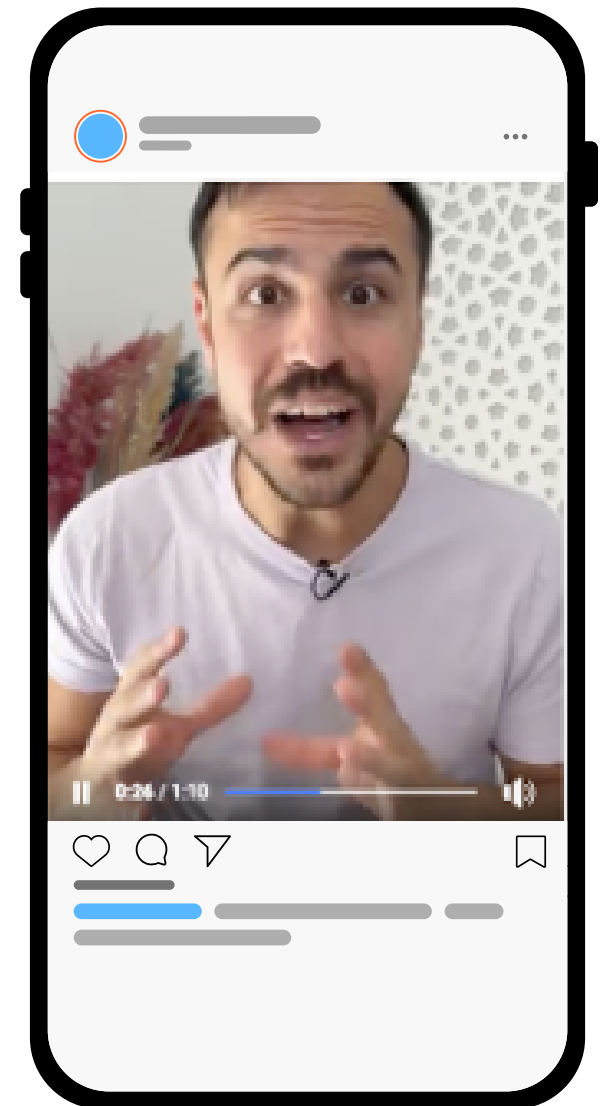
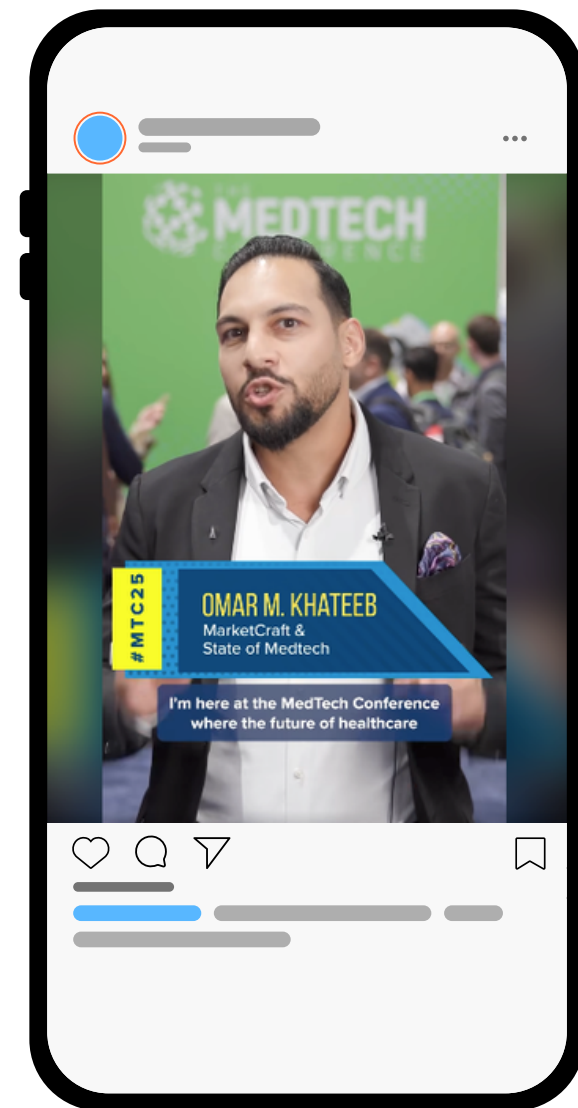
- Insights from organic social and member content elevated through paid
- Keeps your campaign adaptable while testing variety of creative



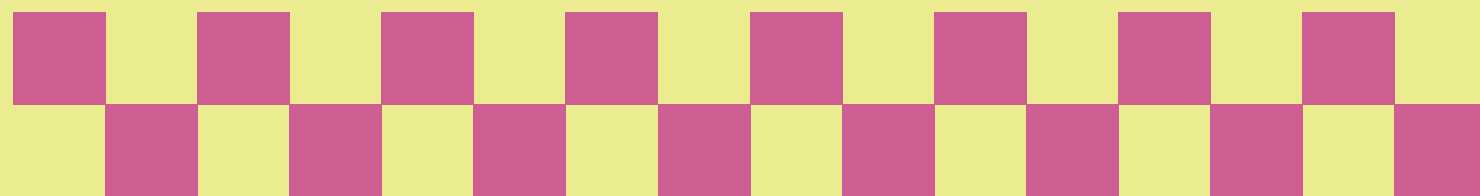


INFLUENCER

- Industry voices
- Educational, high-value content
- Extended through paid + organic
- LinkedIn Thought Leader Ads



RESULTS



1.3M

PAID SOCIAL IMPRESSIONS
288,979 **ORGANIC SOCIAL IMPRESSIONS**

↑ 6.5%
↑ 119%

177K+

NEW WEBSITE USERS

↑ 8%

15,921

ENGAGED LEADS

↑ 77%

1,285

MEMBER REGISTRANTS

↑ 18%

1,134

PAID CONVERSIONS

↑ 4%



Thought
Leadership

INFLUENCER

Collaborative
Ads

ORGANIC

**PAID
MEDIA**

Videos
Member Content

**HOW IT ALL
CONNECTS**



OPPORTUNITIES FOR 2026



- Video is essential
 - Expand video formats (UGC Reels, long-form)
- Influencer content builds trust faster
 - Bring influencers in earlier
- Paid amplifies what works
 - Double down on paid media targeting
- Repurpose influencer content (audio, programmatic)

FINAL TAKEAWAYS

- Invest in awareness early
- Focus on the right KPIs (not just conversions)
- Think long-term, not campaign-by-campaign



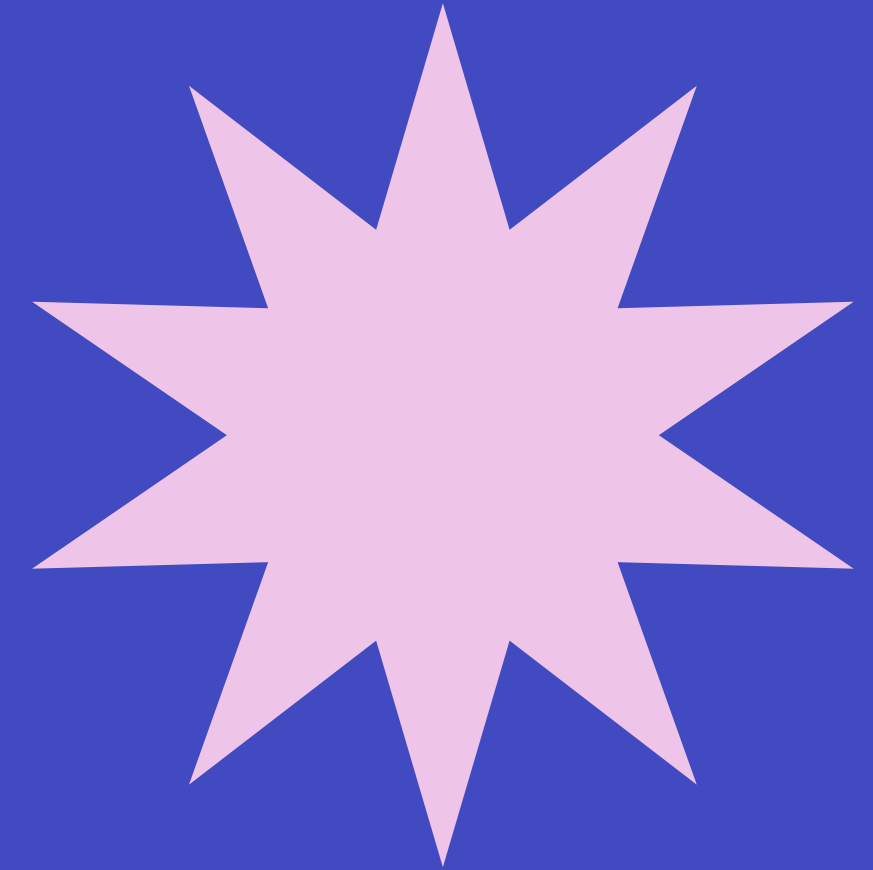


**DON'T JUST TEND TO WHAT'S
ALREADY BLOOMING. KEEP PLANTING
FOR WHAT COMES NEXT.**





THANK YOU!



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