

# CASE STUDY



## Supporting Expo Growth: SB's Strategic Edge

### THE NATIONAL HOME INFUSION ASSOCIATION

(NHIA) hosts the premier annual event for home and alternate site infusion professionals. Clinical pharmacists, infusion nurses, registered dietitians, reimbursement specialists, technicians, consultants, business owners, health care executives, and industry sales and marketing managers all come together for four days of learning, networking, and a lively expo. The conference offers over 40 continuing education credits for pharmacists, technicians, nurses, and dietitians. Since 2019, SB has supported NHIA by driving exhibit/sponsorship sales as well managing the tradeshow, steadily evolving its involvement to include full-service registration, onsite badging, and lead retrieval.



### THE CHALLENGE

With steady growth, NHIA's annual conference faced a challenge: How do we keep the exhibit hall engaging and innovative while continuing to attract new exhibitors and sponsors? As attendee expectations rise and competition for exhibitor attention increases, NHIA needed to deliver a valuable and memorable experience without compromising operational excellence.

### THE STRATEGY

SB responded with a strategic, multi-layered approach combining data-driven sales with creative experience design:

#### Targeted Exhibitor & Sponsor Recruitment

Using SB's proprietary Salesforce database and four-step lead generation strategy, we identified and pursued high-value exhibitor and sponsor opportunities aligned with NHIA's audience. This ensured a strong pipeline of potential partners and returning companies.

"Your team's ability to attract a substantial number of new exhibitors was instrumental to the success of this year's expo. Your expertise and dedication played a vital role in elevating the event's overall success, and we're grateful for the positive momentum you helped create."

—Erica Platner, Director of Events  
NHIA

#### Exhibit Hall Innovation

NHIA introduced a brand-new Infusion Suite Experience—a hands-on, immersive walk-through where attendees could observe and critique both effective and poor infusion suite practices. SB helped secure sponsorships for this feature, which became a top highlight of the event.

#### Redesigned Floor Plan

This year, NHIA and SB collaborated to position the Learning Lab at the center of the hall, connecting it to the NHIA Booth. This change increased foot traffic into the hall and encouraged attendees to explore the surrounding booths.

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## Cadmium Expo Harvester Expertise

SB used Cadmium's Expo Harvester for point-of-sale transactions. Expo Harvester is a one-stop portal where exhibitors can update their company and contact information, share their graphics and content for sponsorships, and make payments. Expo Harvester makes it easy for exhibitors to purchase a booth and for SB and our association clients to track those sales.

## Operational Excellence

SB managed all expo-related operations, including exhibitor registration, lead retrieval systems, and real-time exhibitor support, ensuring a seamless experience for both attendees and vendors.  
Cadmium Expo harvester.

## THE RESULTS

### Record-Breaking Participation

NHIA 2025 welcomed the highest number of exhibitors in the event's history. Moreover, the event welcomed a significant number of new exhibitors.

### Proven Impact of SB's Approach

The success of the 2025 exhibit hall underscores the value of SB's relationship-first strategy, personalized outreach, and deep understanding of the healthcare event landscape.

## SB's Four-Step Sales Process

### STEP 1:

Create a sales strategy for targeted audiences.



### STEP 2:

Conduct online research and filter the 40,000+ companies that reside in our Salesforce system to find potential exhibitors/sponsors.



### STEP 3:

Sell through targeted outreach with calls and emails while tracking all activities in Salesforce.



### STEP 4:

Close the deal with a signed contract. We don't accept verbal commitments.



## THE CONCLUSION

By combining innovative expo design with strategic sales and operations, SB helped NHIA deliver its most successful conference expo. The partnership continues to evolve, setting a new benchmark for what's possible.

SB delivers events that create non-dues revenue for our clients. We take care of everything—tradeshow sales, convention management, registration, lead retrieval, and tech support—so you can focus on your mission.

We  Associations.