



# Frequently Asked Questions for the 2022 Innovative Technology Exchange

## Exchange Dates and Times

Innovative Technology Exchange  
Monday, October 17, 2022  
Grand Ballroom  
Renaissance Dallas Hotel  
Dallas, Texas

Date	Time (all CST)	Activity
Sunday, October 16	12:00 – 4:00 pm	Exhibitor install / set-up
Monday, October 17	8:00 am – 12:00 pm	Exhibitor install / set-up
Monday, October 17	12:00 – 1:00 pm	Lunch for exhibitors
Monday, October 17	1:00 – 4:00 pm	Innovative Technology Exchange exhibit hall open
Monday, October 17	4:00 – 6:00 pm	Exchange reception for all attendees
Monday, October 17	4:00 – 8:00 pm	Dismantle / move out

- The booths at the 2022 Innovative Technology Exchange will need to be staffed by suppliers during all the Exchange hours.
- All booth materials must be removed from the expo hall by 8:00 pm (CST).

## Exchange Experience

- Your participation in the Vizient Innovative Technology Exchange is a unique experience and will allow you the opportunity to present your latest, most impactful, unique solutions in a fast-paced, hands-on event where members have an opportunity to experience these gamechangers. Make sure your booth is geared to help them understand how better clinical and operational outcomes can be gained using these products. Be prepared for their challenging questions. The time members spend in your booth helps them with their contract award and designation recommendations.
- Solutions and products are arranged in neighborhoods to align with care areas. The neighborhoods for the 2022 Exchange are:
  - Cardio / Ortho / Neuro
  - Diagnostic Imaging
  - Facilities and Construction
  - Hospital Acquired Conditions / Infection Prevention
  - Laboratory

- OR / Critical Care / Trauma
  - Pediatric
  - Smart Business Solutions
  - Smart Patient Care
  - Wound Management
- Even though a product could fit into many neighborhoods, each product will only be assigned to one neighborhood.
  - Encourage members who visit your booth to provide Vizient feedback about your product in the user-friendly product poll via the iPads provided by Vizient. All poll responses are anonymous and will be used for Vizient purposes only. We will not be sharing the results of the surveys with suppliers.

### Who will be attending the 2022 Innovative Technology Exchange?

- Attendees will include C-suite leaders, clinicians, quality leaders, physicians, nursing leaders, pharmacists, sourcing executives and service-line leaders with responsibility for clinical quality and patient safety from member organizations around the country, along with Vizient contracting and business unit staff.

### How do we prepare ahead of time to take full advantage of the opportunity of showing our approved product or service at the Exchange?

- Whether your objective at the Exchange is to gain additional visibility for a product already on contract or you are seeking a Vizient Innovative Technology contract for your product or service, your preparation is important. Bring your approved product or equipment so members can (wherever possible) experience using your product themselves. This hands-on approach is one of the most often cited reasons members find this event impactful.
- The focus of your booth should be on the clinical improvements and other advantages your approved product or service offers above and beyond alternatives in the marketplace. Concentrating on the unique features and evidence of enhanced outcomes for the product or service will establish a strong basis for your claims of innovation, and influence members contract and designation recommendations. In addition, plan to staff your table during Exchange hours (Monday, October 17<sup>th</sup>, 1:00-4:00 pm CST), who are knowledgeable about the products or services you are showing. Samples, brochures, clinical studies and white paper handouts specific to the approved product or service are encouraged.

### Can I showcase an additional product or service?

- From the application you submitted, the Vizient approved product and/or service is the only product and/or service you can showcase in your booth. Other products and/or services cannot be added on the day of the event.

### What can I display in my booth?

- We encourage suppliers to maintain the focus on the technologies being showcased. You may display the actual product, a table drape and a single banner stand (40" W x 8' H) branded to the approved product, solution or company brand only. Larger backdrops will not be accepted at this event. Collateral and other printed materials must refer only to the approved product.

### What is included with the product fee?

- The product fee secures entrance to the Exchange for up to three (3) representatives per approved product, an individual booth space with one (1) 6-foot standard, skirted exhibit table, one (1) stool, table signage, and an iPad pre-loaded with the product poll for attendee feedback.

### Does my registration fee include electricity, internet access or AV equipment?

- Now that you are confirmed to participate, the Trade Show Logistics contact provided during registration will receive an Exhibitor Service Kit from The Expo Group with order forms for electricity, internet access, material handling, AV rentals and additional furniture at your own expense. If you are unsure who your Trade Show Logistics contact is, please email [InnovativeTechnology@vizientinc.com](mailto:InnovativeTechnology@vizientinc.com).

### Will you be offering a lead collection device?

- The Exchange is focused on members' understanding the innovative products and services shown for contracting and designation purposes, not for lead collection. Therefore, we will not be offering a lead collection device for the 2022 Exchange.

### Will a list of attendees be provided before or after the Exchange?

- To respect the privacy of our members, we will not share attendee information before or after the Exchange. Visitors will only share contact information if they would like to follow up.

### How many badges are provided with each supplier registration?

- Each supplier may register a total of three (3) representatives per approved product to staff your Exchange table.

### When will I know the results from showing my product or service at the Exchange?

- Council decisions will happen as close to the completion of the Exchange as possible. Results are dependent on when each council is able to meet following the Exchange. Our goal is to complete all reviews by the end of November; however, some results may not be completed until December 2022. Please bear with us as we follow our process and gather the complete scope of member feedback required.

### What will be the dress code for the Exchange?

- Attire for the Exchange is business casual.

### Is there a host hotel for overnight accommodations?

- The Exchange host hotel is the Renaissance Dallas Hotel. You can book your accommodations online [here](#). The block cutoff date is September 23, 2022.

**Thank you so much for your support of the Vizient Innovative Technology program.**