

THE ULTIMATE 2022 PHARMACY SHOW GUIDE

A COMPREHENSIVE GUIDE TO MAXIMIZING
YOUR PHARMACY SHOW EXPERIENCE



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INTRODUCTION

In-person shows are back, baby!

We love a good virtual event, but we are so ready to get back into the hustle and bustle of live events. If you're reading this eBook, chances are you are, too!

Trade shows can be overwhelming, and they certainly are not cheap. It can be a daunting task to map out a game plan for what shows to attend, which vendors to visit, and how to structure your time effectively. Thus, we have compiled **The Ultimate 2022 Pharmacy Show Guide**, full of all our best trade show tips and tricks.

Of course, we hope you'll come visit us at our booths this year. But above all, we want to help you make the most of your experience. Whether we see you this year or not, we hope that this guide takes some of the stress out of your planning and you have a great time at your events!

-The RMS Team



CHAPTER 1

CONFERENCE OPTIONS & SESSIONS: DECIDE WHERE TO GO

The first step in making your trade show game plan is, of course, to decide which shows you will attend.

There are many factors that play into this decision, such as ticket cost, event date, location, speakers, etc. This can be one of the most overwhelming steps of the process, especially if you're not sure where to start. Here are our top tips to get you on the right track.

I. MAKE A LIST OF AVAILABLE SESSIONS

Check with your favorite associations, peers, partners, and vendors to see what they have on their radar. This is the best place to start in your planning process, as these are the shows you are most likely to benefit from by attending. Many times, associations will list the national conferences along with their own shows, which will give you a well-rounded view of what's coming up. Feel free to use our **Trade Show Planner** at the end of this guide to help you keep track!

II. REVIEW THE PARTICULARS

Once you have compiled your list, do some research into each show to determine which one(s) will work best for you. Review the dates, locations and pricing, and keep track of these details on your **Trade Show Planner**. Once you've narrowed down your list to the shows that you are available to attend, are in a location you're comfortable traveling to and are within your price range, it's time to dig a little deeper.

III. SPEAKERS, CLE CREDITS, AND MORE

One of the best parts of attending a trade show or conference is the ability to add to your knowledge base. Many shows offer CLE credits for attending certain sessions. Taking advantage of these offerings is an excellent way to maximize your experience, as you are essentially getting free credits with the purchase of your ticket. Make note of any credits you are missing and be on the lookout for sessions that are offering them. If you are budgetarily confined, attending only the shows that are offering credits you need will give you the best bang for your buck.

Even if you aren't in the market for CLE credits, paying attention to the speaker lineup is still an important step in the

planning process. Ensuring that the topics being covered will be relevant and interesting to you is essential to making the most of your experience. There's no sense in paying to attend an event you'll be bored at!

IV. SHOP SAVVY

Before you add to cart, make sure to check for any specials, such as discount codes or buy one, get one deals. This is an especially useful step if you are planning to attend multiple shows this year, or bring some of your employees along. The more savvy you are with your spending, the more experiences you can tack on! Most shows will offer earlybird pricing, but it is usually limited to the first month or so when tickets go on sale, so be proactive in your planning.

While you're surfing the Net for deals, be sure to check for registration deadlines and review cancellation policies. In this uncertain climate, you never know what might come up and prevent you from attending, and you'll want to be prepared. Plus, those discounts won't mean much if you blow the registration deadline. Keep track of important dates and details on the **Trade Show Planner**.

CHAPTER 2

PREPARING FOR A SHOW

Once you've determined which shows you will attend, you'll want to map out some parameters. Here are some key decisions you'll want to make prior to attending.

I. WHO WILL ATTEND?

Are you planning to attend this show solo-dolo, or do you want to bring some of your staff along? How many staff members can you afford to bring without causing disruption of service at your store? Given the steep cost of attendance and required travel for most shows, you should aim to only bring along those who you believe will help you strategically throughout the year. That said, if you can spare additional employees from the store, bringing star employees along as a reward for exemplary performance can be a great morale builder. Plus, most shows feature motivational speakers who give great sessions on leadership training, which can leave your employees feeling inspired to bring that same energy back to the store.

II. WHAT ARE YOUR GOALS?

Now that you have your attendees list, it's time to talk strategy. What are your overall business goals for your pharmacy this year? Looking at the big picture can help you determine your specific goals for each show you attend.

III. WHAT DO YOU WANT TO ACCOMPLISH?

Once you've mapped out your overall business goals, you can determine your main objectives for each show with those goals in mind. If you're bringing employees along, you'll want to map out objectives for them, as well. From attending certain sessions to visiting specific vendors, be strategic in aligning your objectives with your overall goals.

IV. WHICH VENDORS WILL YOU VISIT?

One of the most exciting aspects of attending conferences and trade shows is getting to interact with vendors who can make your pharmacy business better. Maybe there are certain vendors you already have on your short list (hopefully we're on there!). But it's a great idea to look into which vendors will be in attendance ahead of time and familiarize yourself with

their product offerings. Getting to know the vendors in advance of the show will allow you to be more effective in managing your time, so you can visit as many vendors who can help you achieve your pharmacy goals as possible.

If you're feeling overwhelmed with this step, try breaking it down by category. Let's say your overall pharmacy goals for this year include upgrading your point-of-sale system, joining a buying group, and adding clinical services. Pick 3-4 vendors offering products and services that fit into these categories and make it a priority to visit them. Of course, the more vendors you can visit, the better! But even if you don't have time to visit every single vendor, you can still feel accomplished knowing that you focused your limited time on vendors who can help you reach your goals. If you're bringing others, determine how you can divide and conquer to visit as many relevant vendors as possible.

V. CONFERENCE PREP WITH ATTENDEES

Getting your team on board with show prep is essential to ensuring everyone is on the same page. Once you've determined who will attend with you, be sure to bring them up to speed on the goals and objectives you've set and what your expectations and

desired outcomes are for each show. Depending on who you're bringing, assigning decision-making authority to one or more of your staff members may help to streamline your processes at the show, so you don't feel like you're being pulled in multiple directions the whole time.

VI. MAKE A LIST OF QUESTIONS TO ASK

Is there anything specific you need to find out at a show? Something you want to know from a particular vendor, or vendors in a certain category? What about the speakers? Coming up with a list of questions in advance is a great way to keep yourself on track when at the show. It's also a great exercise to include your staff in! Have them come up with a list of their own questions and compare notes.

VII. SCHEDULE YOUR CONFERENCE AGENDA

Most shows will post their master schedules several months in advance, so you know exactly what is going on each day. They'll usually post a list of all the vendors who will be attending, as well. A great way to ensure you make the most of each show is to create your own schedule ahead of time. Obviously, you don't have to stick to it like it's set in stone, but it will help you

determine realistically how much you can accomplish each day without overloading yourself or your team. Our **Trade Show Planner** is a great place to map this out!

VI. SCHEDULE TIME TO DEBRIEF

If you're bringing others with you, be sure to schedule time to meet, both during and after the show, to check in with each other. Discuss what was accomplished and learned, share insights, make decisions, and decide how to share what you've learned and anything new with the rest of the team. This is one of the most important steps in the planning process! Making time for meetings like this while the information is still fresh in everyone's mind is the best way to ensure you're maximizing your experience. After all, the information you gather from these shows is only useful if you can effectively apply it to your pharmacy business back home!

CHAPTER 3

NETWORKING MATTERS

One of the best things you can do once you're at your conference is network! There are many ways to do this, but here are some of our best tips.

I. SIT WITH PEOPLE YOU DON'T KNOW

If you're bringing people from your team, have everyone spread out and sit with new people at group events. You never know who you'll meet and what you'll learn from someone you're sitting next to!

II. ATTEND EVENING FUNCTIONS

Attend all evening functions that are available to you. It's not only fun, but again, you just might meet an amazing colleague that can assist you in your pharmacy goals.

III. ALIGN WITH YOUR BUSINESS GOALS

Find experts and attendees that can advise you on best practices. For example, if your goal is to add clinical services in the coming year and to increase front end sales

by 10%, then some target conference goals may look like:

- Connect with at least 1 clinical services expert and ask questions such as how did they start, what are some best practices, etc.
- Ask 3 attendees from different locations what their top selling front end items are and what they would consider adding.
- Explore what your POS is offering that can help you with clinical services and increasing front end sales. Sign up for a training with your contact if it is offered!
- Identify 1 new vitamin line to add to your front end to help support both goals - nutrient depletion for chronic care management patients and increase front end sales at the same time.

Setting actionable networking goals ahead of time can help keep you focused and prevent you from getting overwhelmed once at the show. It's also the best way to ensure you bring home information you can immediately apply toward your overall pharmacy goals!

CHAPTER 4

VISITING VENDORS

Ah, the pièce de résistance. This is arguably the best part of attending a conference. There is so much you can gain from visiting the vendors! To make sure you maximize your time with them, here is our breakdown of what you should plan to do before, during and after the show.

I. BEFORE THE CONFERENCE

Decide in advance what problems you're wanting to solve within your pharmacy. You should have a good head start on this from when you mapped out your overall goals for the year. Identifying specific problems ahead of time will help you stay focused on the unique needs of your pharmacy business once you're at the show. Making a "must-see" list is also a great idea, so you don't miss out on seeing the vendors that could be most beneficial to your pharmacy. Most shows will post their schedules, conference guides and vendor directories well in advance, so make sure you're utilizing these resources! Remember to make that list of questions we discussed in Chapter 2. There's always that one

important question you forget to ask that you remember later on after the show is over, so making a list in advance can help prevent that. And don't forget to include some of your existing vendors, too! Stop by to visit them to see what's new and to just say hello.

See if your must-see vendors will offer appointments. This is especially helpful if you want to go more in-depth during the show. You can schedule these prior to coming to the conference, too! If your conference website doesn't show contact information for that vendor, just reach out to the conference coordinator and they should be able to provide contact information to you.

II. AT THE CONFERENCE

If you don't get a chance to review the vendor list ahead of time, take a quick walk through the show floor once you get there. Consider it window shopping! Don't be afraid to discover new potential vendors & partners, even if it's something that you think might be out of your price range. You never know what else they might offer that you can afford. If it looks interesting, visit them! By doing this, you can get some great ideas for the future. Don't forget to check in with your team and with existing partners,

network with vendors and attendees on the floor, and leave room for new things!

III. POST-CONFERENCE

If you determine your business can benefit from a provider's services, set aside time in your schedule upon return so you can have follow up conversations and things don't fall through the cracks. If you stopped by a booth, those vendors have your contact information and will reach out! But if you're anxious and want information sooner, then don't hesitate to reach out to them first. They will be happy to speak with you!

As we discussed in Chapter 2, making time to debrief with your team is essential to maximizing your experience at a show. Fill each other in on what was accomplished, and set realistic timelines and due dates for any key decisions you need to make post-show.

And most importantly, try to keep the momentum going once you're back at the store. You want to keep that energy and motivation high! Keep your team engaged and on track so you have the best chance of accomplishing your overall goals for this year.

CONCLUSION

We hope the information we outlined in this guide helps you plan the most amazing trade show and conference experiences for 2022!

RMS will be at quite a few this year, so if you are planning on attending any of the below shows, we would love to see you!

PDS SUPER-CONFERENCE

FEBRUARY 17-19, ORLANDO, FL

RBC CARDINAL

JULY 13-16, LAS VEGAS, NV

APCI ANNUAL CONVENTION

MARCH 24-27, MEMPHIS, TN

AMERISOURCEBERGEN

THOUGHTSPOT

JULY 20-23, ORLANDO, FL

AAP ANNUAL CONFERENCE

APRIL 20-22, TAMPA, FL

PHARMACY PROFIT

SUMMIT

AUGUST 12-13, DALLAS, TX

HCP HOSPITAL PHARMACY CONFERENCE

MAY 16-18, NEW ORLEANS, LA

Plus more to be announced! Be sure to follow us on social media and subscribe to our newsletter to be notified of new show postings. We hope to see you soon!

TRADE SHOW PLANNER

SHOWS BY MONTH

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

NOTES

TRADE SHOW PLANNER

SHOWS BY MONTH

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

NOTES

TRADE SHOW PLANNER

SHOW PARTICULARS

NO.	SHOW NAME	DATES/LOCATION	PRICING	CLE?
1				<input type="checkbox"/>
2				<input type="checkbox"/>
3				<input type="checkbox"/>
4				<input type="checkbox"/>
5				<input type="checkbox"/>
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18				<input type="checkbox"/>
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20				<input type="checkbox"/>

TRADE SHOW PLANNER

SHOW PARTICULARS

NO.	SHOW NAME	DEADLINE TO REGISTER	SPECIAL DEALS
1			
2			
3			
4			
5			
6			
7			
8			
9			
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11			
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14			
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18			
19			
20			

TRADE SHOW PLANNER

SHOW SCHEDULE

SHOW NAME

DATE

LOCATION

DURATION

TODAY'S SCHEDULE

6 AM

7 AM

8 AM

9 AM

10 AM

11 AM

12 PM

1 PM

2 PM

3 PM

4 PM

5 PM

6 PM

7 PM

8 PM

NOTES:

TODAY'S TO-DO LIST

TODAY'S EXPENSES

ITEM

AMOUNT

