

Booth Conversation Guide For Exhibitors

Ask Smarter Questions. Uncover Real Challenges. Position Your Solution As The Answer.

Most exhibitors open with generic questions—but the most effective ones start with role-specific, problem-centered conversations. By tailoring your questions to the attendee’s world, you will:

- Build genuine empathy and credibility.
- Uncover the challenges leaders are facing.
- Position your organization as a trusted problem-solver—not just another vendor.
- Creates a natural bridge from conversation → solution demo → qualified lead.

Executives (CNOs, VPs, CEOs) – Focused on Leadership Impact + Workforce Solutions + Innovation.

Challenges

- Workforce shortages and retention
- Balancing financial sustainability with care quality
- Leading digital transformation across systems
- Ensuring equity and access

Smart Questions To Ask

- “What’s your top priority right now—workforce, cost control, or innovation?”
- “How are you balancing staff well-being with financial performance?”
- “Where do you need stronger data to make strategic decisions?”

Your Goal: Position your solution as **enterprise-level, scalable, and ROI-driven.**

Directors – Focused on Workforce Solutions + Care Quality + Implementation.

Challenges

- Translating executive strategy into daily practice
- Meeting safety and quality benchmarks
- Scaling new programs across units
- Making sense of overwhelming data

Smart Questions To Ask

- “What’s the hardest part of turning leadership’s vision into practice?”
- “Which quality or safety goals feel toughest to reach this year?”
- “Do you have the right tools to make data actionable?”

Your Goal: Show how your product/service **bridges strategy and execution.**

Managers – Focus on Operational Tools + Staff Well-being + Practical Solutions.

Challenges

- Staffing and scheduling gaps
- Tight budgets and resource constraints
- Front-line staff morale and burnout
- Workflow inefficiencies

Smart Questions To Ask

- “What’s your biggest staffing or scheduling headache right now?”
- “Where does your team lose the most time during a shift?”
- “When deciding on new products, what matters most—cost, usability, or staff acceptance?”

Your Goal: Position your solution as **practical, time-saving, and budget-friendly.**

Clinical Staff – Focus on Usability, Safety, and Real-World Feedback.

Challenges

- Heavy workloads and patient acuity
- Safety concerns (errors, infections, alarms)
- Lack of influence in purchasing decisions
- Burnout and morale

Smart Questions To Ask

- “What’s the hardest part of delivering safe care on your unit?”
- “When new products are introduced, what makes them easier—or harder—for your team to adopt?”
- “If you could change one thing about your daily workflow, what would it be?”

Your Goal: Gather **usability insights** and show how your solution(s) improves **safety and care delivery.**

Pain Point-Driven Questions

Workforce Retention

“Is retention, recruitment, or scheduling your biggest workforce pressure?”

Financial Pressures

“Where are you under the most pressure to cut costs without compromising care?”

Patient Safety

“What safety issue keeps you up at night—falls, infections, or med errors?”

Digital Transformation

“What would make technology adoption easier for your team?”

Change Management

“What’s the biggest barrier you face when rolling out new initiatives?”

Education & Training

“How are you preparing your staff for the next level of leadership?”

Quick Tips for Exhibitors

- ✓ Lead with curiosity, not a pitch.
- ✓ Listen for challenges that align with your solution—pain points are your bridge.
- ✓ Use answers to transition into how your offering directly addresses their pain points.
- ✓ Capture insights in your lead system—these responses become valuable follow-up content.

Great conversations start with great questions. Use this guide to connect, listen, and turn challenges into opportunities.