

MAGI WE CAN AGREE TO SAVE LIVES

Exhibiting at MAGI

MAGI's five fundamental philosophies pertaining to exhibitors and conference sponsors include the following:

- **We try to ensure that you will be treated as first-class citizens.** We expect other participants to treat you like any other conference participant, especially since you are subsidizing their attendance.
- **We provide opportunity, but not results.** We provide powerful tools, such as the networking module, but using them is up to you. If you like, we can try to suggest ways to improve your results.
- **We maintain integrity in our commercial relationships.** We believe that commercial relationships should be held to the same high standard as research participant relationships. Our price list is structured to offer principled flexibility. Our Director of Partner Relations is on straight salary, with no commissions.
- **We strive to build long-term relationships.** We would rather spend more time supporting solid partnerships than beating the bushes for partners that come and go.
- **We need to deliver value.** We are constantly looking for new and better ways to attract people to the conference who can make or influence decisions and connect those people with others — including exhibitors — who can help them advance the practice of clinical research. If we do not deliver value, we hope you will suggest ways to improve the conference before assuming we can't deliver value in the future. The MAGI conference might not be right for you, but we'll do whatever we can to make it better.

Exhibit Hall

We tell attendees that the exhibit hall is a place for learning. When they walk up to your booth, they should be asking themselves what they can learn from you, not what you are going to try to sell them.

Because the number of exhibitors is relatively small — 20 to 30 — and close to the session rooms, attendees can easily find you. They can also stop by again for follow-up discussions.

The exhibit hall is open for most of the conference. Sunday afternoon features puppies (really). Breakfasts, lunch desserts, break refreshments, and coffee are served in the exhibit hall on Monday and Tuesday. The Zenith reception is also held there on Monday evening.

Speaking

The better the faculty and program, the more and higher-quality the attendees, benefiting everyone. Speaking invitations that are "pay to play" or based on politics compromise this principle and are thus counterproductive. However, if two potential speakers are otherwise comparable, we invite the one that supports the conference. Nevertheless, because of the high speaker-to-attendee ratio, only about 10% of speakers represent partners. We will attempt to find a non-promotional topic that is interesting and useful to attendees, but this is not always possible. The importance of a speaking role can be overstated at MAGI conferences, where there are relatively few exhibitors and so many other ways to connect with a manageable number of people.

Demographics

Conference participants are mostly experienced professionals. About half have leadership roles like CEO, vice president, or director. Over two-thirds have five or more years of experience. The educational program emphasizes relatively advanced material.

At our last conference, we had a record-high percentage of study sponsors, almost 25%. Study sponsors are split about 70% biopharma and 30% medical device. Sites, with about 50% of total attendance, are evenly split between (a) academic medical centers, (b) health systems and community hospitals, and (c) independent sites and networks. Almost all service-provider attendees (other than research sites) contribute to the conference as speakers or partners. Almost all attendees have hands-on, functional roles other than "gatekeeper." Very few participants have "sales" or "business development" in their job titles.

Networking

We go to extremes to facilitate productive networking. Online networking, "networking stars," "networking bingo," and numerous other conference elements ensure a very friendly atmosphere and make it easy to connect with people.

We invite exhibitors to attend sessions and workshops. You are welcome to participate in the audience interaction segments, which comprise about 25% of session time. You are also invited to the speaker dinner and all other conference events.

We cannot overstate the importance of using the online networking module prior to, during and after the conference. You can quickly identify likely prospects and communicate with them under the MAGI name. We can't guarantee they will want to talk with you at the conference, but we can promise you the opportunity to ask them.

Other Visibility

We offer exhibitors visibility as session chairs and through the conference website, the conference booklet, signs, tote bags, etc. Event sponsorships are available.

Resources

"Is the MAGI conference right for you?"

http://magiworld.org/documents/Why_MAGI.pdf

"Participating Organizations"

<https://www.magiworld.org/conferences/public-conference-organizations.php?conf=d8ecce>

"Exhibiting at Clinical Research Conferences"

https://firstclinical.com/journal/2010/1007_Exhibiting.pdf

"Does It Pay to Attend Clinical Research Conferences?"

https://firstclinical.com/journal/2010/1012_Conference_ROI.pdf

"How to Meet People at Conferences"

http://firstclinical.com/journal/2006/0609_Networking.pdf