

# Tradeshow Marketing Playbook

For Healthcare Brands

# Event Support

From live podcast production and immersive livestreams, to expert-led events, our full-service media solutions turn tradeshow into lasting marketing assets. Captivate, connect, and convert before, during, and after your event.

## IN-BOOTH PODCAST

Our industry-leading professional suite of podcast production services will help your message expand and reach new audiences through high-quality recording, editing, packaging, and deployment solutions. Focus on key issues and hot topics through a hosted panel, expert speaker, or an in-booth live podcast.

## PRIVATE EVENT SUPPORT

Utilize our team for your next internal or external education/promotional event. And since a live tradeshow is the perfect opportunity to engage a captive audience, our team is ready to host a co-branded event where we take care of sourcing speakers, outlining sessions, and making your event content seamlessly high-impact so that you don't have to!

## VIDEO/PHOTOGRAPHY

Getting your most vital messages out through high-value digital media is made simple by our in-house team of expert visual storytellers. From first concept to final content, we capture your story (and your product) in the perfect light!

## SESSION LIVESTREAM

Bring your booth to life and beyond the show floor. Our livestream service captures your in-booth educational sessions in real time, allowing online audiences to engage, learn, and interact as if they were there. Perfect for showcasing product demos, expert interviews, or thought leadership panels, this service extends your reach, boosts ROI, and creates lasting digital content from your live tradeshow presence.

## PRE/POST EVENT MARKETING

Maximize your event investment with a full-circle marketing approach that builds momentum before the event and extends your impact long after the event has ended thereby increasing the value of your significant investment. From targeted social media campaigns and email strategies to post-event content recaps and analytics, our team helps ensure your brand stays top-of-mind for your audience at every stage of the event lifecycle.

*"We have worked with HHQ on both corporate video and in-booth event support. It's hard to find this level of expertise in filming in clinical environments, respecting the lighting against reflective surfaces, and the mastery of storytelling. They offered valuable suggestions throughout the process and this team is just a joy to be around. It felt less like hiring a vendor and more like gaining an extension of our team." - A 5 year returning partner of HHQ*

# Association Support

Whether you're launching a branded podcast, managing a high-impact webinar, or refining your digital voice, our team delivers expert support from content creation to executive-level strategy.

## PODCAST PRODUCTION

We offer end-to-end podcast production from concept to launch, for one-time episodes, branded series, or ongoing shows. We handle hosting, recording, editing, and publishing, ensuring each episode is professionally crafted and aligned with your brand. Whether you're looking to educate, inspire, or influence, our team brings your voice to life with clarity and impact.

## WEBINAR MANAGEMENT

From planning to production, we handle every detail of your webinar so you can focus on delivering value. Our end-to-end service includes topic development, speaker coordination, tech support, registration management, live moderation, post-event analytics and on-demand capabilities ensuring a seamless, professional experience for both you and your audience.

## VIRTUAL EVENT MANAGEMENT

We bring your virtual event to life with expert planning, seamless tech execution on our unique digital platform, and engaging audience experiences. From speaker coordination to live production and post-event follow-up, our team manages every detail to deliver a polished, professional event that connects and converts.

## SOCIAL MEDIA STRATEGY

Our team offers full-service social media management designed to elevate your brand across LinkedIn, Instagram, Facebook, X, and more. We start with a tailored content strategy aligned to your business goals, audience, and voice, then execute it through professionally designed, platform-optimized posts.

## COPYWRITING

Words matter—especially in healthcare. Our specialized copywriting services craft clear, compelling, and credible messaging that resonates with your target audience. From website content and ad copy to product sheets and thought leadership, our team delivers writing that informs, engages, and drives action across every platform.

## FRACTIONAL CMO

Gain executive-level marketing leadership without the full-time overhead. Our Fractional CMO service plugs seasoned strategy directly into your organization aligning goals, refining messaging, and leading execution across channels. Whether launching a new product or scaling your brand presence, our team brings the strategic vision for your marketing strategy.

Contact us to explore how our media/marketing solutions can support your brand.

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**HEALTHCAREHQ**  
media / marketing / education