

Exhibitor Tip Sheet



Iowa
Cancer
Summit

11.06.23
ANKENY, IA | VIRTUAL

Who attends the Summit?

While attendees vary from year to year, we've analyzed recent years' attendance lists to come up with the following generalizations about the audience you can expect when you exhibit at the Iowa Cancer Summit.

Summit attendees are...

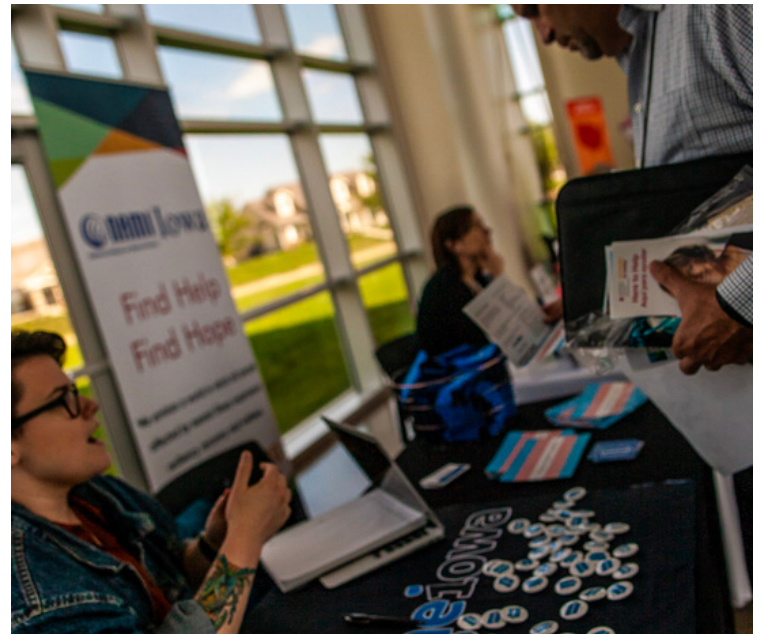
- Industry representatives
- Non-profit staff members
- Public health professionals
- Researchers
- Community members
- Cancer center administrators
- Patient navigators
- Healthcare providers (doctors, nurses, etc.)
- Policymakers
- Students

What information do Summit attendees want?

In general, Summit attendees are not the right audience for marketing specific medications and pharmaceutical products. Instead, they've told us they are looking for resources, ideas, and networking opportunities.

We recommend focusing on...

- Support groups offered
- Training programs available
- Grant, sponsorship, and fundraising opportunities
- Financial assistance programs for patients
- Posters and case studies of successful community projects
- Relationship-building through conversation



Want to make sure it's the right fit?

Reach out to Kelly Rollins at rollins@canceriowa.org to discuss your exhibiting needs and talk through any questions. We want to make sure that you have a meaningful and productive exhibiting experience at the Iowa Cancer Summit!