

Surgical AI Startup Trade Show Exhibit

FIRST-TIME EXHIBITOR · 102 QUALIFIED LEADS · 120% OVER PROJECTION



The finished booth in use on the show floor — built from zero infrastructure for a first-time exhibitor.

THE CHALLENGE

A surgical AI startup was exhibiting at a major medical conference for the first time. They had a limited budget, no existing trade show infrastructure, and needed to generate qualified leads with a highly specific audience of surgeons, hospital administrators and clinical decision-makers. Everything was built from zero.

102
QUALIFIED LEADS

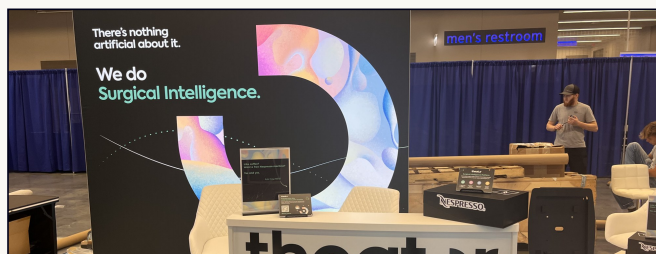
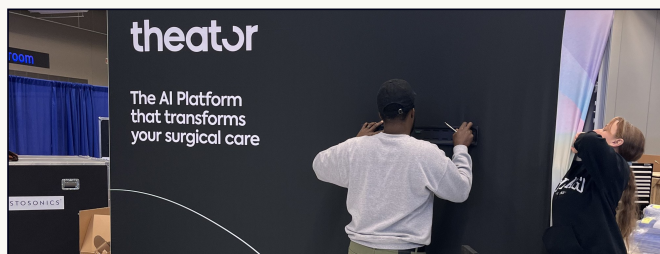
46
LEADS PROJECTED

3,000
SURGEON ATTENDEES

3
ENTERPRISE CONVERSATIONS

WHAT I OWNED

- Led all pre-show planning: booth design, display sourcing, freight, show services and drayage.
- Coordinated room blocks, travel logistics and the on-site staffing schedule for the client team.
- Developed ABM-aligned booth messaging targeting high-value accounts in the surgical AI market.
- Planned ancillary dinners and side meetings with priority prospects, plus the post-show follow-up cadence.



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Booth traffic during show hours, the wider exhibit floor the booth had to compete with, and branded coffee service used as a conversation driver.

THE OUTCOME

102 qualified leads generated at a first-time exhibit — exceeding the 46-lead projection by over 120%. The ancillary dinner program resulted in three enterprise sales conversations that advanced to proposal stage within 60 days of the show.

WHAT THIS DEMONSTRATES

- Trade show strategy and execution from zero — infrastructure, messaging and lead generation.
- ABM-aligned event programs that connect directly to sales pipeline.
- The scrappy, ownership-driven approach that resonates with growth-stage B2B tech companies.

Ready to build a program like this?

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