



TRADE SHOW PROFESSIONALS  
FOR HEALTH CARE CONVENTIONS

ATTENDEE GREETER  
BADGE SCANNER  
HOST/HOSTESS  
BRAND AMBASSADOR  
MODERATOR

**SKYE AGENCY** is exclusively focused on providing professional talent to increase booth traffic at medical tradeshows. Skye trains and prepares each team member to manage the many opportunities and unique challenges that are presented in the healthcare congress environment. This preparation ranges from first-impression dress codes to detailed medical convention training. Skye Management has 30 years of experience in the medical tradeshow industry, and can ensure that our professionals will provide the utmost hospitality service in the industry.

Skye Agency is unique in that our management invests the time and resources in each team member that you and your client can feel confident that these professionals will exceed expectations.

Skye offers three levels of professionals to match your company or client's specific needs for each tradeshow event.

Experience the difference in your convention presence by allowing Skye professionals to manage your booth traffic and help achieve your goals.

12222 Merit Dr • Suite 1200 • Dallas, TX 75251

972-308-9915

[www.skyeagency.com](http://www.skyeagency.com)

# SKYE

A G E N C Y

## HOSTS/HOSTESSES

### Tradeshow Experience

- 5 years of convention experience
- Completed Skye's medical convention training
- Training includes regulatory and compliance requirements and medical convention engaging 101

### Proficiencies

- Looks professional
- Good communication skills
- Can deliver basic information to attendees

### Client Services

- Greeting and engaging attendees
- Badge scanning
- Serving hospitality



## FACILITATORS

INCLUDES ALL HOSTS/HOSTESS COMPETENCIES

### Tradeshow Experience

- Medical tradeshow experience
- Proven successful track record of working with Skye
- Understands medical convention terminology
- Understands association and industry terminology
- Understands relationships between client, brand teams, exhibit houses, client convention managers and sales/exhibit

### Proficiencies

- Exceptional one on one communication skills
- Able to have dialog with attendees by providing information and answering and triaging questions
- Ability to learn information and concepts, and use different technology

### Client Services

- Engage attendees in dialog
- Build an audience for a booth experience or presentation
- Deliver approved messages
- Administer surveys
- Serve as a team lead

## SPECIALISTS

INCLUDES ALL HOST AND FACILITATOR COMPETENCIES

### Tradeshow Experience

- Has years of experience working medical tradeshows

### Proficiencies

- These professionals are at the top of the experience and talent hierarchy for their area of expertise

### Client Services\*

- Deliver presentations
- Facilitate a challenge, test or game
- Play a role as a doctor, nurse or patient
- Emcee services
- Can use an ear prompter
- Moderate a physician or speaker panel
- Manage a group of host/hostesses  
\* can include but not limited to



12222 Merit Dr • Suite 1200 • Dallas, TX 75251

972-308-9915

[www.skyeagency.com](http://www.skyeagency.com)