

AHIMA[®]24 CONFERENCE

OCTOBER 27-29, 2024

SALT LAKE CITY

Why have plants or flowers in your booth?

1. Capture Attention: First Impressions Matter

2. Brand Messaging: Communicate Your Brand's Values

3. Create a Calming and Zen Space: Offer a Retreat from the Chaos

4. Create a Journey for Your Customer: Guiding the Visitor Experience

5. Bring the Outside Inside and Soften Up the Space: A Touch of Nature

6. Hide Stuff: Conceal Unwanted Elements

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