



PERSONAL CONNECTIONS LAST

When a company's sales cycle spans years, building long-lasting customer relationships is vital to success. You've got to be continuously connected. Look for every opportunity to engage. Stay relevant and top of mind.



contact us | subscribe | My RSNA Login

GE Healthcare
RSNA 2008

On The Show Floor | Product Showcase | My RSNA | RSNA Exchange | Media Room

The best ideas are yours.

We've been listening — and making bold moves our industry hasn't seen before. So finding the right technology is about to become easier — and so is caring for your patients.

Get the first glimpse at the GE Healthcare Innovation Destination at RSNA, and in this space beginning November 30.

On the Show Floor

My RSNA

Designed for You

Product Showcase

RSNA Exchange

Q: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin varius, nibh sit amet dignissim?

A: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin varius, nibh sit amet dignissim?

Join the Conversation

GE RSNA Twitter

What are we doing?

GE Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin varius, nibh sit amet dignissim pellentesque.

GE Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin varius, nibh sit amet dignissim pellentesque.

View All Tweets

GE Healthcare understands the importance of making connections that endure. The company sells diagnostic imaging products and services to healthcare providers around the world. Theirs is a complicated selling cycle, where the number of influencers is staggering. Purchases are often years in the making.

One way GE Healthcare stays connected to customers is through its presence at RSNA, the world's largest annual radiology show. When the company wanted to leverage the event to create a more sustained connection with its prospects and customers, it partnered with Fullhouse. Our solution? To engage audiences before, during and after the show by making their trade show experience personal.

Pre-show banner ads and e-mails drove traffic to a microsite where visitors could plan their visit by building a personalized "My RSNA" page. From there, a visitor could preview the show floor in 3D, manage their show schedule and sign up to receive show updates via text message.

During the show, we worked with GE Healthcare's PR, Sales and Event staffs to coordinate real-time communications — blogs, a Twitter feed and a live, user-controlled Webcam — so those browsing the site could stay abreast of what was happening on the show floor.



From the floor or from the site, visitors could add selected product information to their personal My RSNA web page.

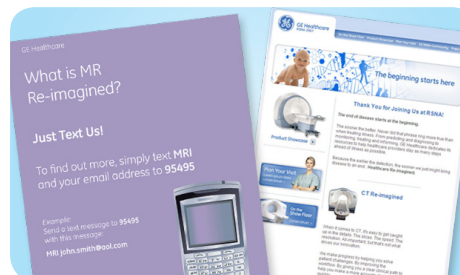
After the show, GE Healthcare kept the conversation going with targeted, follow-up e-mail communications.

Web site traffic was up 300 percent compared to previous years. Site visits peaked just prior to and during the show, but attendees continued to access their My RSNA pages long after the show concluded. Personalized connections that endured long after the event.

It all amounts to one **consistent engagement experience for the customer**, staying continuously connected on a personal level throughout a purchase decision-making process that can be years in the making.

WEB SITE TRAFFIC:
up 300%

AWARD WINNING:
*Won awards from
Interactive Media and
BMA National*



milwaukee : chicago
it's in the experience
800.272.3070 : fullhouseinteractive.com