



Exhibit Tip Sheet

The goal of the SMP program is to empower seniors to prevent healthcare fraud through outreach and education. One outreach activity is staffing exhibits at health fairs, conferences, expos and other meetings where seniors, their care givers and family members will be attending.

Once a volunteer has passed the Foundations Training Assessment and Orientation, he/she is eligible to participate in SMP outreach efforts by staffing exhibits.

Exhibit Participation

The SMP staff receives invitations or searches out exhibit opportunities. Suggestions from Volunteers are always appreciated. When the decision is made to participate:

- An e-mail is sent or phone call made to qualified volunteers with information including:
 - Date of Event
 - Location of Event
 - Time of Event along with set-up and take-down information
 - Estimated Attendance
 - Number of Volunteers needed

- Volunteers respond to the notice if they are interested

- The Volunteer Coordinator will notify those Volunteers selected to staff the event. Participants are selected on an equal opportunity basis. This confirmation will include any additional details about the event.

- Volunteers will conduct an inventory of their supplies and will notify the Volunteer Coordinator if additional supplies are needed.

Exhibit Setup

1 week before the Event:

Volunteers should verify that they have the materials needed for their event and notify SMP immediately if more are needed. All volunteers should ensure supplies are not too heavy for transport, and that the proper tools (SMP bags and/or rolling tote cases) are used when transporting exhibit items. Please ask for assistance when necessary.

Volunteers will have a tracking form is to record the details of the event so that it may be recorded in SIRS.

Exhibit Procedure for Volunteers

Day of the Event:

- Typically, a table and two chairs are provided by the event host.
- Volunteers will arrive at the designated set-up time as established by the event host.

If a volunteer cannot make it by the appointed time or cannot work the event at all, they **MUST CONTACT THE SMP OFFICE AS SOON AS POSSIBLE**.

- Volunteers set up the exhibit area in an attractive layout. Items may include:
 - Table cover
 - Banner (optional)
 - Miscellaneous literature and brochures
 - Giveaways

Not all materials will fit on the table at one time. Keep checking supplies throughout the event and restock the table as needed.

- Maintain an accurate count of the brochures distributed during the event. The easiest way to do this is to know how many brochures you start with at the beginning of the event and deduct what you are left with at the end. This number is needed for reporting purposes later. Each heat-sealed pack holds 100 brochures.
- In rare cases, exhibitors are asked to make a short speech about their organization. Use the presentation guides provided during Orientation or use the *Don't Be A Target of Healthcare Fraud* brochure as a guide. Volunteers may use this or develop a speech of their own as long as you touch on the 3 basic points: Protect, Detect and Report.
- Also in rare cases, a volunteer might determine the event has extremely low attendance or other circumstances arise to render the event ineffective for SMP promotions. For example, at one past event, a band played so loudly next to the SMP table, that volunteers could not speak to attendees or share the SMP message. If a situation arises where a volunteer thinks he or she should leave the event early, the volunteer should call an SMP staff member to discuss the situation. As discussed below in the "After the Exhibit" section, volunteers should not leave exhibits early unless there is a good reason.
- **Safety is the number one priority for working SMP events.** Any time a volunteer feels he or she is in an unsafe environment or situation, the volunteer should immediately leave and notify an SMP staff member as soon as possible. Injuries must be reported immediately to the event organizer and an SMP staff member (see contact list). Volunteers should use their judgment to assess unsafe situations and remove

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themselves, when warranted, even though the event might not be over. For example, if a venue is too hot and a volunteer feels she needs to leave, she should do so and notify SMP. **The personal safety of the volunteer ALWAYS comes first!**

Exhibiting Etiquette

What to Say and Do

(Prior to the event, if you are a first-time or inexperienced exhibitor, review the Foundations material. It will help you be more comfortable with the information.)

- Be friendly and courteous, smile and make eye contact with your visitors.
- As people approach the table, you may ask the person if he/she would like helpful information to prevent health care fraud. (Some people who are younger may be offended by the question, “Are you on Medicare?” and sometimes they confuse Medicare with Medicaid.) Also, Depending on how busy the event is, you might only have time to say “Here is some information on Medicare fraud” as you pass out the brochure.
- If the person expresses interest in being a volunteer or expresses interest in a presentation for a group or organization, get his/her name and contact information. Send the information to your Volunteer Coordinator after the event. Someone will contact the person later.
- **If the visitor has any questions you cannot answer (or not within your designated role purview to answer), refer them to the Toll-free Hotline Number listed on all of our materials.**
- Do your best to keep track of the number of people who visit the booth by counting brochures. This number is needed for reporting purposes later.

Things NOT to Do or Say

- **Do not leave the exhibit table without notifying your co-workers.** We recognize that personal break times will be needed while staffing an exhibit. If time permits, it is okay to quickly visit the other exhibitors. Make sure that at least one person is at the exhibit and they know when you are leaving and an estimated time you will return. In the rare event you must leave the exhibit table unattended, quickly pack up giveaways and place them under the table.
- **Do not eat, drink, or chew gum at the exhibit.** Bottled water is ok and encouraged, especially in hot weather.
- **Do not chat with other volunteers to the extent you ignore visitors at the table.**
- **Certain topics are not appropriate for SMP exhibitors.** Here are a few examples:
 - Detailed information regarding Medicare is not the role of the SMP; this is role of SHINE (Serving Health Insurance Needs of Elders) or SHIP (Senior Health

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Insurance Information Program). It is only appropriate to present this type of information if you are also a SHINE/SHIIP certified counselor.

- Any other topics which are not part of the SMP role should also be avoided. For example, providing medical information and advice is not a part of SMP work.
- Any topics on which you have not received SMP training should be avoided.
- Remember that you may be talking to people who may have very little knowledge of Medicare and health insurance. Too much information can be confusing and overwhelming. Do not allow yourself to get off topic, use too many stories, or share all of the information you received during training. You can lose your audience that way!
- Please refrain from:
 - Political opinions of any sort
 - Speaking negatively of Medicare or Medicaid
 - Endorsing any specific products or services
 - Jokes that may be considered offensive to gender or culture
 - Identifying a specific event or provider as fraudulent when it's not a matter of public record
- **Do not close the exhibit** until the event has come to a close.
- **Media**—If a member of the media approaches you or another volunteer to interview you about SMP, treat him/her with courtesy as you would any other booth visitor. However, do not agree to be interviewed formally or to be on camera. Note that if a photographer is merely taking photos or video of the event and panning the crowd, it is permissible for SMP volunteers and materials to be photographed. Refer any media inquiries to the SMP Director at 877-272-8720.

After the Exhibit

- **DO NOT PACK UP MATERIAL BEFORE DESIGNATED END TIME UNLESS THE EVENT HOST HAS GIVEN PERMISSION.**
- Complete an Activity Reporting Form or Expense Report and submit to your Volunteer Coordinator.
- THANK YOU for volunteering with SMP!