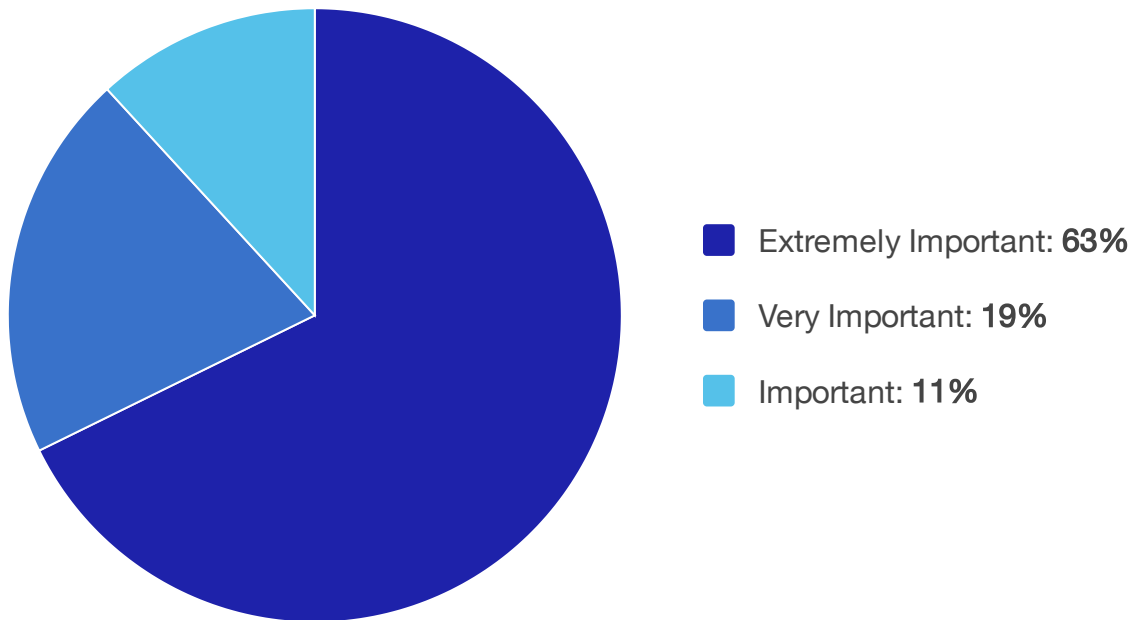


## Importance of Generating Qualified Sales Leads from Events

When asked to rate the importance of generating qualified sales leads from events, organizations said:



Source: TechValidate survey of 27 Sponsors of HIMSS Events

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TechValidate  
by SurveyMonkey