

How to Maximize Your Inflatable Exhibit Experience

Thank you for partnering with Nevada Cancer Coalition to bring our inflatable lungs or colon to your community. These exhibits are eye-catching educational tools that can spark conversations, increase awareness and encourage people to take action around cancer prevention and early detection. Studies have shown these exhibits can improve knowledge about colorectal and lung cancer screenings and increase participants' intention to get screened.

Below are best practices to help your organization maximize visibility, engagement and educational impact before, during and after your event.

Promote the Event

Build excitement before the inflatable arrives.

- Share on social media, newsletters and community calendars
- Invite local media and community partners
- Use photos and curiosity-driven messaging
- Encourage staff and volunteers to spread the word
- Post flyers in waiting rooms, breakrooms or community spaces

Use fun, curiosity-driven language that encourages people to stop by.

- "Walk through giant inflatable lungs and learn how to protect your lung health."
- "Step inside a giant colon and learn why screening saves lives."
- "See healthy tissue, cancer development and prevention education in an unforgettable way."

Pro Tip: Offer media interviews with clinicians, navigators or survivors.



Drive Social Media Engagement and Education

The inflatables are photogenic and draw attention while turning curiosity into learning.



- Post setup photos and videos and capture attendee reactions
- Create a selfie/photo opportunity for patients and the community
- Use stories or live video during the event to create hype
- Capture additional content you can share later with early detection messaging, educational interviews or testimonials
- Have staff or volunteers nearby to answer questions, share information, and schedule screening appointments
- Offer FIT kits to eligible patients
- Assess lung screening eligibility and offer shared decision-making
- Ensure resources are offered for financial assistance, insurance coverage, tobacco cessation, etc.

Pro Tip: Create educational videos featuring clinicians providing patient education.

Engage Staff and Internal Audiences

The inflatables can support employee wellness and workplace education.

- Host a "walk-through" wellness day by placing the inflatables at an employee entrance with information on screening
- Offer lunch-and-learn sessions on best practices or to update staff on screening referral processes or new screening guidelines
- Encourage staff photos and friendly competitions



Make it Interactive

People remember experiences more than handouts.

- Create a trivia game
- Display "myth-vs.-fact" boards
- Have visitors sign a screening pledge wall

Capture and Share Impact

Collect and report metrics to demonstrate value.

- Track simple metrics including estimated attendance, number of educational tours, materials distributed, screening referrals, social media engagement, and staff or volunteer participation
- After the event, share photos and highlights with board members, donors, and organization leadership
- Develop a "success story" to show community impact and share in newsletters or other materials
- Share thank-you posts for partners and volunteers
- Send photos and event details to Nevada Cancer Coalition so we can help amplify your outreach efforts.



Nevada Cancer Coalition is Here to Help

We are happy to help partners brainstorm outreach strategies, promotional ideas and educational activities that fit your audience and event goals.

Together, we can use these interactive exhibits to increase awareness, encourage prevention and connect more people to life-saving screening and resources.

Scan to request one of NCC's inflatables at your next event.



NevadaCancerCoalition.org

