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On the Cutting Edge



Discover new insights to keep you in the know.

Annual Conference & Manufacturers Forum

The Hyatt Lodge ♦ Oak Brook, IL

Sunday, June 8 – Tuesday, June 10

IMDA ♦ 1-866-463-2937 ♦ www.IMDA.org

8:00 a.m. – 12:00 p.m.

IMDA Golf Tournament

What a way to begin the conference! Join your colleagues and meet new ones at the Seven Bridges Golf Course in Woodridge, Illinois. Seven Bridges is many things, but it's not a course for wimps! Bold shots, when successful, will be rewarded. For golfers who are really excited about a challenge, this is a course that will make you think. Rest assured, Seven Bridges delivers the goods. A separate registration fee is required, transportation provided.



Seven Bridges Golf Course, Woodridge, Illinois



The Hyatt Lodge, Oak Brook, Illinois

The Hyatt Lodge is located in the western suburbs of Chicago amidst 88 acres of forestry.

IMDA guests will enjoy:

- ◆ Convenient access to hotel from O'Hare and Midway airports
- ◆ Special IMDA room rate of \$165/night
- ◆ Rate available three days prior to/post conference
 - ◆ Complimentary Wifi Internet service
 - ◆ Complimentary parking
 - ◆ Four miles of jogging trails
 - ◆ State-of-the-art health facilities
- ◆ Indoor Olympic-size swimming pool, three whirlpools, steamroom and sauna
 - ◆ Paddle boats & mountain bikes
 - ◆ Five nature trails to explore
- ◆ Complimentary hotel shuttle to local attractions

Important Deadlines

Hotel reservation cut-off: May 16th

Early-Bird Reservation deadline: May 16th

12:00 – 6:00 p.m.

Registration Open

12:00 – 2:00 p.m.

Manufacturers Forum Set-up

2:00 – 3:30 p.m.

IMDA 2008 Opening Session

Conference attendees, manufacturers and sponsors are welcome.

You have invested your time and your money. Learn how to make the most of it. IMDA members have access to many tools to help increase their knowledge and help grow their businesses. Please join us for an informational presentation and facilitated networking session. Get this conference started off on the right foot!

2:30 – 3:30 p.m.

Working with Specialty Distributors, Rick Pfahl

Breakout session for manufacturers, help immediately after the Opening Session's welcome and introductions

3:30 – 4:00 p.m.

Break

4:00 – 6:00 p.m.

Manufacturers Forum Opening Night

Join this social event to kick-off the Manufacturers Forum. The Forum provides specialty sales and marketing representatives the opportunity to meet manufacturers of innovative technologies, view their products and discuss potential business relationships. Attendees, sponsors, manufacturers, spouses and guests are welcome. The evening's planned activities will end at 6:00 p.m. in order to give you plenty of time to enjoy dinner out on the town.

7:30 – 8:30 a.m.

Manufacturers Forum & Continental Breakfast

8:30 – 10:30 a.m.

Morning Kick-Off & Keynote Address

How to get Customers for a Lifetime

Scott Fanning, 95% Market Share

You will learn and understand the things you need to do to “Own the Relationship” not just have a relationship with your customers. You’ll discover the real reasons why customers buy – the true drivers that motivate them to purchase not just your lead products and services, but all your products and services. Best of all you’ll learn how to motivate them to brag about you and your company to all their friends and business associates.

10:30 – 11:00 a.m.

Break

11:00 a.m. – 12:00 p.m.

Keynote Address continued

12:00 – 2:00 p.m.

Manufacturers Forum & Lunch

Lunch in the Exhibit Hall

2:00 – 4:00 p.m.

Vendor Credentialing

Panel Presentation

Vendor credentialing has become one of the industry’s most contentious topics. Hospitals defend their right to monitor the people walking their halls. Vendors worry that the cost of becoming credentialed by the third-party firms could literally put them out of business. Can the two sides come together to work out a solution that meets everyone’s needs? This panel is a start. Let the discussion begin!

4:00 – 4:15 p.m.

Mini-Break

4:15 – 5:00 p.m.

IMDA’s Annual Business Meeting

5:30 – 7:30 p.m.

Manufacturers Forum & Reception

More dedicated time to meet with manufacturers to see the latest medical technologies and develop business relationships.

7:30 – 10:00 p.m.

Awards Dinner with Special Guest Bob Love, former Chicago Bull

Join your colleagues for an evening of camaraderie and recognition. IMDA will present the Ernie Douglass Award and the second annual Manufacturers Partnership Award to an outstanding manufacturer. In addition, former Bull Bob Love shares his odds-defying story, from three-time NBA star, to busboy, to director of community relations for the Bulls. Dress is Sport Coats for gentlemen and similar attire for ladies.

Guest Tours



OPTION ONE

8:30 a.m. – 3:00 p.m.

Shopping in Chicago

Enjoy Chicago shopping & lunch with a group of your IMDA friends or on your own. A shuttle bus will drop off and pick-up guests at Chicago’s premier shopping destination – the Magnificent Mile. Enjoy shopping “the Mile,” which offers 460 stores within eight city blocks showcasing high-end retail to bargain shopping and everything in between.



OPTION TWO

8:30 a.m. – 3:00 p.m.

Chicago Architecture Tour

Get an insider’s view of Chicago’s amazing architecture. Guests will be shuttled downtown to meet with an official Greeter from The Chicago Office of Tourism for a three-hour walking tour of some of Chicago’s architectural delights. After the tour, enjoy lunch on your own in the Windy City. *This tour is limited to six people.*

7:00 – 8:00 a.m.

Continental Breakfast

8:00 – 9:00 a.m.

***NEW* Member-led Roundtable Discussion**

IMDA is all about networking. In fact, networking is probably one of the main reasons you joined the association. During these new, member-led roundtable discussions, you'll have the opportunity to share candid insights, ask direct questions and get the unvarnished truth on some of the most pressing issues facing your business and specialty sales and marketing organizations today. Topics include: contract negotiations, compensation for sales reps, family-owned business issues, acting as a master distributor and more.

8:30 – 9:30 a.m.

Guest/Spouse Breakfast

9:00 – 9:30 a.m.

Break

9:30 – 11:30 a.m.

The Future of the Medical Device Marketplace

Panel Presentation

To medical device manufacturers and specialty sales and marketing companies, it's obvious that new technology can save lives...and money. But those footing the bill – healthcare providers – need more than your word for it. Listen as a panel of providers and vendors talk about the issues that are driving their new-technology decisions. Walk away with a greater understanding of how you'll need to position your company and your products to sell in tomorrow's market.



The Grounds at the Hyatt Lodge

Legal Counseling with Mitchell Kramer, Kramer and Kramer LLP, IMDA General Counsel

Mitchell A. Kramer will be available throughout the conference for confidential, 20-minute meetings with IMDA members (at no charge). He will discuss any legal or business issues, including drawing up fair and equitable distribution contracts, buying or selling businesses, handling employee issues and whatever else might be of interest to you. Call him at 1-800-451-7466 or sign up at the conference to schedule an appointment.

So much to do! Here are a few highlights on what the Chicago Metro area has to offer.

Oak Brook

Oakbrook Center

One of the most prestigious and striking outdoor shopping destinations in the Chicago area. It's the largest open-air premier shopping center in the country, with over 160 upscale shops, department stores and restaurants. The Hyatt Lodge offers guests a complimentary shuttle to the shopping center.

Lisle

The Morton Arboretum

Explore its 1,700 acres that hold collections of more than 4,000 kinds of trees, shrubs, and other plants from around the world. The Arboretum also has a five-acre Children's Garden and one-acre Maze Garden.

Brookfield

Brookfield Zoo

This zoo has a reputation as one of the best zoos in the country, and it's well deserved. Its large size allows for a vast array of animals featured in natural settings, engaging exhibits, and delightful activities.

Roselle

Lynfred Winery

This family-owned winery has been producing world-class wines since 1979. The winery produces 60 wines, including several award-winning varietals.

Chicago

Your choices are endless.

General Information

Complete each section of the registration form and return it to IMDA with the appropriate payment. Confirmations will be sent to all who register before May 27, 2008. The initial and additional registrant(s) (same company) will receive all registration and conference materials, admittance to all general and breakout sessions, breakfasts, lunches, receptions, the Awards Dinner, and the Manufacturers Forum. Spouse/Guest registration includes breakfasts, receptions, and the Awards Dinner.

Early-Bird Registration Discount

All registrations postmarked and paid before May 16, 2008 receive the early-bird discount. Registrations postmarked after May 16th will be assessed an additional \$100.

Accommodations

The IMDA Annual Conference and Manufacturers Forum will be held at The Hyatt Lodge in Oak Brook, Illinois.

The IMDA room rate is \$165 per night. To make a reservation, call 1-800-233-1234 or 630-990-5800. Please reference the IMDA room block to receive the discounted rate. The cutoff date for making reservations is Friday, May 16, 2008. After that date, reservations may be made at the group rate based upon availability. The IMDA room rate is available three days prior to and after the conference. Check-in time is 3:00 p.m. Check-out time is 12:00 p.m. Room cancellations must be made seven days prior to check-in.

Traveling by Air

The Hyatt Lodge is conveniently located fifteen miles from O'Hare International Airport and eighteen miles from Midway Airport. Taxi service is easily accessible for either airport for \$26 - \$31 one-way. If you'd like to schedule an executive pick-up, please call West Suburban Travelers Limo at 800-942-5466. One-way transportation is available starting from \$32.

Traveling by Car

The Hyatt Lodge is easy to reach by automobile via I-294 from O'Hare. Additional driving directions can be found on IMDA's Website. Parking at The Lodge is complimentary.

Discount Car Rental

Enterprise Rent-A-Car is offering IMDA attendees a 10% discount off their standard rates. To make a reservation, please call Kim at Enterprise at 630-852-6006. Reference IMDA to receive the discount.

Weather

June in the Windy City is a great month; the sun is shining bright and it's generally not too hot. The average high temperature is around 80 degrees during the day and with lows in the mid-fifties at night.

Non-Member Registration

Non-members joining IMDA by July 15, 2008 will receive a credit of the difference between the member and non-member registration fees applied toward their first year of membership dues (one credit per company.)

Membership applications that accompany conference registration forms must first receive Board approval. Conference registrations will then be processed at the member rate. Please allow an additional two weeks for processing.

Cancellations

Cancellations must be submitted in writing by May 23, 2008 in order to receive a refund less a \$75 processing fee. No refunds will be given after this date; however, if you wish to send someone from your organization in your place, we will be happy to make this substitution upon written notice in advance or onsite.

If IMDA cannot hold the 2008 Annual Conference and Manufacturers Forum due to acts of God, war, government regulations, disaster, strikes, civil disorder or curtailment of transportation facilitating other emergencies making it advisable, illegal or impossible to hold the meeting, each prepaid attendee will receive a copy of the conference handouts and any other materials that would have been distributed. Fixed conference expenses will be paid from the pre-registration funds. Remaining funds will be refunded to pre-registrants. IMDA is not responsible for any other costs incurred by pre-registrants in connection with the conference.

Policy

IMDA supports a non-smoking policy throughout the conference. The views and opinions expressed by speakers are their own and do not necessarily represent those of IMDA. IMDA disclaims any responsibility for the use and application of information presented at this meeting.

Attire

All activities are business casual unless otherwise noted. Per facility policy, jeans, shorts and t-shirts are not permitted in the meeting rooms or exhibit hall.

Questions?

IMDA

5204 Fairmount Avenue, Downers Grove, IL 60515

P: 1-866-463-2937 / F: 630-493-0798

info@imda.org / www.imda.org

Conference Registration Form

IMDA ♦ 5204 Fairmount Avenue ♦ Downers Grove, IL 60515 ♦ P: 866-463-2937 ♦ F: 630-493-0798 ♦ info@imda.org

Please type or carefully print the information requested exactly as it should appear on the conference registration list and participant's name badge. Use one form per registrant. All registrations postmarked by May 27, 2008 will be included in the registration list.

First Name: _____ Badge Name: _____ Last Name: _____

Spouse/Guest (if attending): _____

Company: _____ Distributor/Rep Manufacturer

Specialty: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Country: _____ Website: _____

Phone: _____ Fax: _____ Email: _____

Dietary/Accessibility Needs: Vegetarian Kosher Other: _____

Is this your first IMDA Conference? Yes No

IMDA Ambassador Program: IMDA connects first-time attendees and new members to current IMDA members at the conference. IMDA Ambassadors will meet with conference attendees during the opening session on Sunday to introduce them to other IMDA members and answer questions about IMDA, the conference and business-related issues.

- I would like to volunteer to be an IMDA Ambassador. I would like to be paired up with an IMDA Ambassador.

	IMDA Member Early-Bird Rate	IMDA Member (after 5/16/08)	Non-Member Early-Bird	Non-Member (after 5/16/08)
<input type="checkbox"/> Initial Registrant	\$ 825	\$ 925	\$ 1225	\$ 1325
<input type="checkbox"/> Additional Company Registrant	\$ 385	\$ 485	\$ 725	\$ 825
<input type="checkbox"/> Spouse/Guest Registration	\$ 299	\$ 299	\$ 299	\$ 299
<input type="checkbox"/> Golf Tournament	\$ 140	\$ 140	\$ 140	\$ 140
<input type="checkbox"/> Optional Guest Tour: Shopping	\$ 35	\$ 35	\$ 35	\$ 35
<input type="checkbox"/> Optional Guest Tour: Architecture	\$ 35	\$ 35	\$ 35	\$ 35

TOTAL: _____

_____ Indicate the number of people who will attend the Monday Awards Dinner (included in registration fee.)

Specialty breakouts are scheduled based on interest.

Please select up to four:

- Anesthesia Biomedical/Clinical Engineering Critical Care
 Emergency Room Equipment Rental/Service
 Orthopedics Respiratory Therapy Surgery

Other: _____

Golf Tournament/Outing

	Handicap	Club Rental
Male	_____	<input type="checkbox"/>
Female	_____	<input type="checkbox"/>

I would like transportation to the golf course.

Payments must be in U.S. funds and accompany registration. Check Visa MasterCard American Express

Card #: _____ Exp. Date: _____

Signature: _____ Total Amt: _____

(Signifies authorization to charge account.)

Payment may be deducted as an ordinary and necessary business expense. Consult your tax advisor for further advice.