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**Exhibitor & Sponsor Kit**



**2010 IMDA 30<sup>th</sup> Anniversary  
Annual Conference &  
Manufacturers Forum**

**May 16 – 18, 2010**

**Keystone Resort & Conference Center**

*Keystone, Colorado*

[www.IMDA.org](http://www.IMDA.org)

The IMDA Manufacturers Forum is a tradeshow that provides an audience of **the best-networked specialty sales and marketing companies** in the medical industry.

### **Sponsors and Exhibitors:**

- ✓ Network with specialty distributors eager to pick up new lines to bring to market
- ✓ Explore business relationships
- ✓ Attend valuable business seminars
- ✓ Have 6 hours of non-compete time to demo their products
- ✓ Host tabletop exhibits in a relaxed atmosphere
- ✓ Breakfasts, breaks, lunch and receptions will be held in the Exhibit Hall

### **Specialties represented by IMDA Members include:**

Anesthesia ♦ Blood Bank ♦ Cardiovascular ♦ Critical Care  
Emergency Room ♦ ENT ♦ Equipment Rental  
Gastroenterology ♦ IV Therapy ♦ Leasing & Service  
Neonatology ♦ Neuro Medicine ♦ OB/GYN ♦ Orthopedics  
Radiology ♦ Respiratory Therapy ♦ Surgery ♦ Urology

# Sponsorship Opportunities

\$5,000 Gold ♦ \$3,500 Silver ♦ \$2,500 Bronze

## Exhibitor Information

### IMDA Member

\$1,295 (*Early-Bird*) ♦ \$1,795 (*after 4/1/10*)

### Non-Members

\$1,995 (*Early-Bird*) ♦ \$2,495 (*After 4/1/10*)

## All Sponsor and Exhibitor packages include:

- Complete company description and product listing in the conference materials
- Company literature included in attendee registration packets
- One full conference registration, including all registration and educational materials
- Non-conflict show times
- Breakfasts, breaks, lunch and receptions will be held in the Exhibit Hall
- Pre-registration list emailed to you in Excel format two weeks prior to the meeting
- Complimentary attendee list emailed to you after the show
- Admittance for one to the educational sessions, refreshment breaks, continental breakfasts, luncheon, receptions and dinner
- Table-top package includes one draped 6-foot table and two chairs
- Name and logo printed on conference final program

## Additional Opportunities

### Manufacturers Forum Spotlight ♦ \$450

Ten minute time slots are available to exhibitors to introduce their company and product to all IMDA attendees during a general session on Monday, May 17<sup>th</sup>. This opportunity has limited enrollment.

**IMDA Golf Tournament, Hole Sponsorships ♦ \$350/hole**

# Sponsor & Exhibitor Benefits

Sponsor Benefits	Gold \$5,000	Silver \$3,500	Bronze \$2,500	Exhibit Only (see pricing sheet)
Exhibitor Table Package	✓	✓	✓	✓
Name and logo printed on conference marketing materials	✓	✓	✓	✓
Complimentary attendee lists (pre- and post-conference)	✓	✓	✓	✓
Name and logo printed on conference final program	✓	✓	✓	✓
One complimentary conference registration	✓	✓	✓	✓
Company literature included in attendee registration packets	✓	✓	✓	✓
Name and logo on IMDA Website with link to company Website	✓	✓	✓	
Acknowledgement in <i>IMDA Update</i>	12x	6x	3x	
Banner Advertisement on IMDA Website for one year	Homepage	Member Page		
Mini-commercial during IMDA conference (not to exceed 5 minutes)	✓	✓		
Two tickets to the IMDA Awards Dinner	✓			
One additional full conference registration	✓			

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## Conference Agenda

# 2009 Program

<b>SUNDAY, JUNE 14, 2009</b>	
10:30 am – 3:30 pm	Golf Tournament
12:00 pm – 5:00 pm	Exhibitor Set-Up
3:00 pm – 4:00 pm	“Meet Your IMDA Sponsor” for first time attendees
4:00 pm – 5:00 pm	2009 IMDA Opening Session
5:00 pm – 7:00 pm	Manufacturers Forum Opening Night Reception
<b>MONDAY, JUNE 15, 2009</b>	
7:00 am – 8:00 am	Manufacturers Forum & Continental Breakfast
8:00 am – 12:00 pm	Keynote Address: Selling Into a Value-Based Healthcare System
12:00 pm – 2:00 pm	Manufacturers Forum & Lunch ( <i>Buffet lunch in the Exhibit Hall</i> )
2:00 pm – 3:30 pm Breakout Sessions ( <i>Select one</i> )	Virtual Prospecting and Non-Traditional Sales Methods
	Compensation for Sales Reps
	Breakout for Manufacturers: Working with Specialty Distributors in the Medical Market
3:30 pm – 3:45 pm	Mini-Break
3:45 pm – 5:30 pm	General Session: Your Customers’ Financial Health & What to Ask Yourself Before Taking on a New Line?
5:30 pm – 6:00 pm	Break
6:00 pm – 7:30 pm	Manufacturers Forum & Reception
7:30 pm – 10:00 pm	IMDA Awards Dinner
<b>TUESDAY, JUNE 16, 2009</b>	
7:30 am – 8:00 am	Continental Breakfast
7:30 am – 12:00 pm	Exhibitor Tear-Down
8:00 am – 10:00 am Breakout Sessions ( <i>Select one</i> )	Virtual Prospecting and Non-Traditional Sales Methods
	Compensation for Sales Reps
	IMDA’s Code of Ethics
10:00 am – 10:15 am	Mini-Break
10:15 am – 12:00 pm	Closing Session: Update on Vendor Credentialing

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# IMDA MANUFACTURERS FORUM REGISTRATION FORM

May 16 - 18, 2010 ♦ Keystone Resort ♦ Keystone, Colorado

Applications for a tabletop exhibit must be **submitted with payment by Friday, April 30, 2010** in order to be included in the final program.

## 1.) Exhibitor Information (as it should appear in the Final Program)

Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Web Address \_\_\_\_\_  
Badge Name \_\_\_\_\_ Email \_\_\_\_\_

## 2.) Please provide contact information for the individual who will be onsite, if it is different from above.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
Signature \_\_\_\_\_

*Indicates acceptance of the details outlined in the sponsor/exhibitor information.*

## 3.) Registration

	<u>Sponsors</u>	<u>Member</u>	<u>Non-Member</u>
<input type="checkbox"/> Gold Sponsorship	\$5,000		
<input type="checkbox"/> Silver Sponsorship	\$3,500		
<input type="checkbox"/> Bronze Sponsorship	\$2,500		
<input type="checkbox"/> Tabletop Exhibit (Early-Bird)		\$1,295	\$1,995
<input type="checkbox"/> Tabletop Exhibit (AFTER April 1, 2010)		\$1,795	\$2,495
<input type="checkbox"/> Golf Hole Sponsorship	\$350		
<input type="checkbox"/> Manufacturers Forum Spotlight		\$450	\$450
<b>Additional personnel from the same company</b>			
<input type="checkbox"/> Full conference registration		\$455	\$655
<input type="checkbox"/> Exhibit assistance only		\$200	\$200

Name: \_\_\_\_\_

**TOTAL DUE \$** \_\_\_\_\_

### Payment Information

Enclosed:  Check (payable to IMDA)  Visa  MasterCard  American Express  
(All payments must be in US funds.)

Account # \_\_\_\_\_ Expiration \_\_\_\_\_  
Signature \_\_\_\_\_

*Indicates authorization to charge card.*

### REFUNDS/CANCELLATIONS

- Exhibitor cancellations must be submitted in writing and received by Monday, May 3, 2010 in order to receive a 50% refund of the registration fee. No refunds will be given after May 3, 2010.
- No refunds will be issued to sponsors after acceptance of reservation form and payment.
- If IMDA should be prevented from holding the 2010 Annual Conference by reason of any cause beyond its control (such as, but not limited to: damage to building; riots; labor disputes; acts of government; acts of God), then IMDA has the right to cancel the 2010 Annual Conference with no further liability to the sponsor and/or exhibitor other than a refund of the sponsorship/exhibitor amount less proportionate share of sponsorship and/or exhibitor expenses.

**PLEASE COMPLETE AND RETURN THIS FORM WITH PAYMENT TO:**

**Katie Swartz, Executive Director • kswartz@asihq.com**  
**IMDA Headquarters • 5204 Fairmount Avenue • Downers Grove, IL 60515**  
**P: 866.IMDA.YES or 866.463.2937 F: 630.493.0798 • www.IMDA.org**

# IMDA MANUFACTURERS FORUM PRODUCT INFORMATION

May 16 – 18, 2010 ♦ Keystone Resort ♦ Keystone, Colorado

Please **submit this form with your Manufacturers Forum Application by Friday, April 30, 2010** in order to be included in the final program. (Attach a separate sheet if necessary.)

## EXHIBITOR INFORMATION

Company \_\_\_\_\_ Key Contact \_\_\_\_\_

## PRODUCT AND/OR PRODUCT LINE TO BE DISPLAYED:

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## DESCRIPTION OF PRODUCT AND/OR PRODUCT LINE (100 WORDS):

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## TARGETED SPECIALTY MARKETS OR CLINICAL DEPARTMENTS:

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## HAS THE PRODUCT LINE RECEIVED MARKETING CLEARANCE FROM THE FDA?

Yes     No     Pending Date submitted to FDA \_\_\_\_\_

## DATE COMPANY FIRST SOLD PRODUCT(S) IN THE US OR CANADA:

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## IF PRODUCT IS BEING SOLD IN US OR CANADA, PLEASE INDICATE CURRENT METHOD OF SALES:

Distributor     Direct     Mail Order     Other \_\_\_\_\_

## HAVE PATENTS BEEN FILED ON THE TECHNOLOGY? Yes No

DO YOU:  Manufacture product(s), or  Act as a master distributor?

## TERRITORIES FOR WHICH YOU SEEK SPECIALTY SALES AND MARKETING SUPPORT:

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**PLEASE COMPLETE AND RETURN THIS FORM WITH PAYMENT TO:**

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