



MISSION: POSSIBLE

2016 IMDA Conference & Manufacturers Forum

IMDA Conference & Manufacturers Forum

May 1-3, 2016 • Loews Vanderbilt Hotel • Nashville, TN

We all know the challenges facing specialty distributors today. After all, we hear and read about them every day. But how about the possibilities? Find out for yourself at the 2016 IMDA Annual Conference and Manufacturers Forum in Nashville, Tennessee in May.

The Theme: *“Mission: Possible”*

Your Mission, should you choose to accept it: To learn from experts and peers how to turn challenges into opportunities and growth.

Come to the Annual Conference. Learn. Share. Make the impossible probable.

Sunday, May 1

7:00 am – 1:00 pm: Golf Tournament

3:00 pm - 4:30 pm: Challenger Sale

*Debbie Sizemore, Mercury Medical
Griff Overturf, CoMedical, Inc.*

Do you know how to challenge your sales reps to be great? Do your reps know how to challenge their customers with unique insights about how they can save money and improve patient care and satisfaction? If you want to learn how to train, manage and get the most out of your salespeople – and get them to love you for it – don't miss this session.

4:30 pm - 6:30 pm: **Manufacturers' Forum Reception**
(Exhibit area open)

Monday, May 2

7:00 am – 8:00 am: Continental Breakfast
(Exhibit Area Open)

8:00 am - 8:45 am: **Diversity: It's Important to Your Customers, It's Important to You**

A provider's perspective on how and why providers are pursuing diversity, and how medical specialty dealers fit into the equation.

8:45 am - 9:30 am: **Navigating National Accounts**

IDNs, regional purchasing coalitions and GPOs don't have to represent a roadblock to specialty sales. Rather, they can spell opportunity to IMDA members who know how to approach these entities strategically. Learn how.

9:30 am - 9:45 am: **Refreshment Break** (Exhibit area open)

9:45 am - 10:30 am: **21st Century Cures/Act 2**

George Howe, Mercury Medical

George Howe of Mercury Medical shares the latest from Washington, including legislation that would require med/surg distributors to register with the FDA, as well as what you need to know about product recalls.

10:30 am - 11:00 am: **Value Analysis for the 21st Century**

The value analysis professional can be the IMDA member's new best friend, if you know what he or she is looking for, and how your products and services can help.

Monday's agenda continued on next page



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Monday, May 2 Continued

11:00 am - Noon: You and Your Manufacturer Partner
Robert Messer, Maxtec

Innovative technologies are the lifeblood of IMDA members, and a productive relationship with manufacturers keeps them flowing. Learn and share techniques to help you build and sustain such relationships.

Noon - 2:00 pm: Lunch, Annual Business Meeting, Awards Ceremony & Manufacturers Forum
(Exhibit area open)

2:00 pm – 3:00 pm: How to Attract, Hire and Keep the Best – Everytime!

Kevin Trout and Eric Guy, Predictive Synergistic Systems
Ever find yourself, 90 days after someone's start date, saying; "You aren't the person I thought I hired"? Happens all the time, in every role, especially with sales reps! Join consultants Kevin Trout and Eric Guy, of Predictive Synergistic Systems, and come away with proven methods you can use for decoding human behavior, predicting workplace performance, and ultimately making the right hiring decisions!

3:00 pm - 3:30 pm: Refreshment Break (Exhibit Area Open)

3:30 pm - 4:30 pm: Selling IMDA
Don Sizemore, D&D Medical

When your reps walk into an account, they don't just represent your company and vendors. They are part of a larger organization – IMDA -- that can lend them credibility, knowledge and professionalism. Tips on how to make the most of your membership.

4:30 pm – 5:30 pm: When Things Go Wrong (and they always do)

Panel Discussion

Lost a major account? Has your best rep left to join a competitor? Got an employee with a drug problem? Sustained water damage or a catastrophic computer crash at your facility? Who hasn't tasted the bitter fruit of adversity? Panel members share their experiences and solutions, and invite you to do the same.

5:30 pm – 6:30 pm: Manufacturers Forum Reception
(Exhibit Area Open)

Tuesday, May 3

8:00 am – 8:30 am: Continental Breakfast

8:30 am – 9:30 am: Don Sizemore, The Technology Guy
Leave IMDA smarter than you came, as technophile – and IMDA President – Don Sizemore shares technologies that can make you and your reps more productive, efficient, and successful. Topics will include: Excel and dashboards, cloud storage, 3D printers for personal use, CRM applications, and much, much more.

9:30 am - 10:00 am: Refreshment Break

10:00 am - 11:00 am: Legal Update
Mitchell Kramer, Kramer & Kramer, LLP

Question: Who understands the legal implications of the work you do better than IMDA legal counsel Mitchell Kramer? Answer: Nobody. Don't miss Mitchell's presentation on how you can use the law to protect yourself and your company, and make your business profitable.

11:00 am - 11:15 am: Closing Remarks

Additional Conference Offerings

IMDA Legal Counsel: Mitchell A. Kramer, Esq.,

IMDA's general counsel will be available during the conference to hold 30-minute sessions with members to discuss legal, business or other issues as a membership benefit. These meetings are attorney-client privileged and confidential.

Appointments can be made on-site, first-come first-served basis. To schedule early, call IMDA at 866-463-2937, or the offices of Kramer & Kramer, LLP at 800-451-7466.

Manufacturer Meetings

Manufacturers exhibiting at the conference can access a private meeting room to set up time to meet one-on-one with distributors at no extra cost. Meetings space and times are available on a first-come first-served basis.



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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 April 22, 2016. The initial and additional registrant(s) (same company) will receive all registration and conference materials, admittance to all general and breakout sessions, breakfasts, breaks, lunches, receptions and the Manufacturers Forum. Spouse/Guest registration includes breakfasts, receptions, and a special breakfast.

Early-Bird Registration Discount: All registrations postmarked and paid before April 8th, 2016 will receive the early-bird discount. Registrations postmarked after April 8th will be assessed an additional \$100.

Spouse/Guest Registration: Includes breakfasts, receptions and an invite to a special breakfast on Monday, May 2nd at 9:00 am at the hotel.

Accommodations: The IMDA Annual Conference and Manufacturers Forum will be held at Loews Vanderbilt Hotel in Nashville, TN. The IMDA room rate is \$209 per night plus tax. To make a reservation, call (800) 336-3335 and tell the reservation representative you are with the IMDA Annual Conference. The conference rate will be offered three days prior and three days after the IMDA conference. The cutoff date for making reservations is Friday, April 8, 2016 .

Travel: The Loews Vanderbilt Hotel is located 15 minutes from the Nashville International Airport and offers convenient and accessible Nashville travel. Driving directions can be found on the Loews Vanderbilt Hotel website, <https://www.loewshotels.com/vanderbilt-hotel/>.

Weather: The weather in late April/early May in Nashville is beautiful! The average high temperature is 77 degrees with evening lows in the mid-50s.

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.

Non-Member Registration: Non-members may attend the IMDA conference at the member rate – ONE TIME ONLY. Or if a non-member decides to join IMDA by April 22, 2016, they 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 April 8, 2016, 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 2016 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.

Questions: IMDA
500 W. Wilson Bridge Rd., Ste 125
Worthington, OH 43085
P: 1-866-463-2937
F: 614-467-2071
Email: imda@imda.org



**Early Registration Deadline:
April 8th**

**Hotel Reservation Cut-Off :
April 8th**



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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 April 8, 2016 will be included in the registration list.

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

Spouse/Guest (if attending): _____

Company: _____

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 Mentoring Program: IMDA connects first-time attendees and new members to current IMDA members at the conference. IMDA Sponsors will meet with conference attendees during the Manufacturers Reception 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 Mentor. I would like to be paired up with an IMDA Mentor.

| Registration | On or before 4/8/2016 | After 4/8/2016 | Amount Due |
|-----------------------------------|-----------------------|------------------|------------|
| Initial Member Registrant | \$925 | \$1025 | _____ |
| Additional Member Registrant | \$485 | \$585 | _____ |
| *Non-member Registrant | *\$1325 | *\$1425 | _____ |
| *Additional Non-member Registrant | *\$825 | *\$925 | _____ |
| Spouse/Guest Registrant | \$199 | \$199 | _____ |
| Golf Tournament | \$125 | \$125 | _____ |
| Golf Hole Sponsor | \$250 | \$250 | _____ |
| | | Total Due | _____ |

**First-time non-member conference attendees may attend the IMDA event at the member rate ONE TIME ONLY.*

Golf Outing

Handicap

I would like transportation to the golf course. (Fee included in golf tournament registration fee.) Male _____ Female _____

Payment - Payments must be in U.S. funds and accompany registration

Method of Payment: Check enclosed made payable to IMDA, or please charge my Visa MasterCard AMEX

Card # | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ | Cardholder Name _____

Exp. Date (mm/yy) | _ | _ | _ | _ | Security Code | _ | _ | _ | _ | Signature _____

FAX with credit card information to: 614.467.2071 • **Mail** check to: IMDA, 500 W. Wilson Bridge Rd., Ste 125, Worthington, OH 43085
Questions? Contact Nichole Glenn at 866.463.2937 or imda@imda.org.