

IMDA 2007 Annual Conference & Manufacturers Forum

Working together we do it better.



Network with colleagues.

**Learn about issues affecting your specialty,
your business, your industry.**



**Meet manufacturers who are seeking
specialty representation.**

**Try your luck – and skill –
at the floating green.**

**Come to Coeur d'Alene.
June 3 – 5, 2007**



Medmarc®



Silver Conference Sponsor



Bronze Conference Sponsor



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 Home of the Floating Green. Whether you are a serious golfer or just want to join us for a fabulous morning of golf, the Coeur d'Alene Resort Golf Course offers amazing views nestled in the foothills of the Rocky Mountains on the shores of beautiful Lake Coeur d'Alene in North Idaho. Opening in 1991 to unprecedented reviews and awards, the Coeur d'Alene established itself as a premier destination golf course. It ranks as the #2 resort golf course in the nation, second only to Pebble Beach, while holding the #1 ranking in the category of "Beauty and Esthetics." The registration fee is \$175, which includes a golf cart rental, caddy, unlimited practice balls at the over-the-water driving range and a warm up sports massage.



Hole 14: Coeur d'Alene Resort Golf Course's Floating Green



The Meditation Room at The Spa Coeur d'Alene

Relax surrounded by waterfalls, fountains, and lake views from every window. Recently rated as the number one most romantic spa in the U.S., The Spa at The Coeur d'Alene Resort offers guests an excess of treatments and services that will relax and pamper you.

IMDA conference attendees and their guests will enjoy a ten-percent discount on spa services and treatments (excluding hydrotherapy).

Call 1-800-684-0514 for reservations. Be sure to reference IMDA to receive the group discount.

2:00 – 6:00 p.m. Registration Open

2:30 – 4:00 p.m. First-Time Attendee Orientation

Open to attendees, manufacturers and sponsors

A must-attend session for new members and first-time attendees. It's the perfect opportunity to become acquainted with IMDA and its conference activities. President-Elect Shawn Walker and Membership Committee Chair Kevin Trout will officially welcome you, introduce you to other IMDA Board members and provide you with the tools you need to make your conference experience and IMDA work for you.

3:00 – 4:00 p.m. Working with Specialty Distributors, Rick Pfahl *Breakout session for Manufacturers*

(Breakout held immediately following welcome and introductions at the First-Time Attendee Orientation.)

4:00 – 6:00 p.m. Welcome Reception

Join this social event to kick-off the conference. 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 in Coeur d'Alene.



7:30 – 8:30 a.m.

Continental Breakfast

8:30 – 9:00 a.m.

Conference Welcome

9:00 a.m. – 12:00 p.m.

Keynote Address: Building a World Class Organization

Gerry Layo, Sales Coach International

Want to build the best organization you can? Then start at the beginning – yourself. Acclaimed speaker and business coach Gerry Layo believes that to be effective, leaders have to cultivate the intestinal fortitude to look at their own strengths and weaknesses by creating a positive perception of difference. Only then can they go about the task of changing their companies. Layo has co-founded and run three companies, and served as vice president of sales and marketing for ITEX, Bellevue, Wash., a marketplace for cashless business transactions. His current company, Granite Bay, California-based Sales Coach International, helps executives in the areas of sales, sales leadership and customer service.

12:00 – 2:00 p.m.

Manufacturers Forum (*Lunch in the Exhibit Hall*)

The Manufacturers Forum provides specialty sales and marketing representatives the opportunity to meet manufacturers of innovative technologies, view their products and discuss potential business relationships. Manufacturers will host tabletop exhibits in a relaxed atmosphere.

2:15 – 3:15 p.m.

Breakout Sessions

Differentiating Your Company, David Campbell PhD, Vital/Med Systems, Inc.

IMDA members know all too well the measures that providers have erected to control vendors' access to their facilities, including GPO contracts and "gatekeepers." Many members now face an unending wave of rep certification procedures, background checks, drug testing, product training certificates, physician endorsement, registration fees, etc. etc. Is it possible to turn these barriers into opportunities? The answer is yes. In this breakout, learn about and share proven ways to make your company stand out. Facilitated by Dave Campbell, who has some real-life stories to share.

Smart Selling Through Smarter Coaching, Gerry Layo, Sales Coach International

You know a lot about sales, but are you effectively transferring that knowledge to your salespeople? Keynote speaker Gerry Layo will facilitate a small-group discussion on how to get the best from your sales force. Layo has built sales organizations for three companies he co-founded and managed, and is the creator of the popular "Sales Manager Boot Camp" workshop. Learn how to achieve measurable and sustainable results through better coaching.



3:30 – 5:00 p.m.

General Session: Contract Negotiations – Building Stronger Relations with Your Manufacturers, Shawn Walker, Bay State Anesthesia

Contracts, communication and creativity are three legs of a powerful stool -- effective, profitable manufacturer/distributor relationships. Here's your chance to listen to -- and participate in -- a lively discussion about creating and sustaining such relationships. Topics to be covered in this no-holds-barred session include exit strategies, inventory buy-back, stock options, and plenty more. Come prepared to ask questions, share your experience, and walk away with a \$10,000 idea.

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 pm

Awards Dinner

Join your colleagues for an evening of camaraderie and recognition. The Ernie Douglass Award – named after IMDA's co-founder – will be given to an IMDA member who has been shown to exhibit support and encouragement of associates, a willingness to share his or her business and distribution knowledge, and professional salesmanship and ethics in business. In addition, IMDA will give the first annual Manufacturers Partnership Award to an outstanding manufacturer. Reinforce bonds with your colleagues and establish new ones with others, at the IMDA Awards Dinner. Dress is Sport Coats for gentlemen and similar attire for ladies.



The Coeur d'Alene Resort

11:15 a.m. – 12:15 p.m.

Breakout Sessions

Differentiating Your Company, David Campbell PhD, Vital/Med Systems, Inc. *(repeated from Monday)*

Protecting Your Resources, Mitchell Kramer, IMDA General Counsel

It happens: you lose a line or a valuable sales rep. But that's not the end of the story. You can recover quickly...if you're prepared. By paying attention upfront to such matters as non-compete clauses, non-solicitation agreements and non-disclosure agreements, you invest in the future of your company, your employees, your customers and, ultimately, the patients who benefit from the technologies you sell. Join IMDA legal counsel Mitchell Kramer in this give-and-take discussion about how to protect your resources.

12:15 – 1:15 p.m.

Luncheon / Annual Business Meeting

1:30 – 2:30 p.m.

Working Together, Rick Davies, Vector Resources

Success in the market is a two-way street. For specialty sales and marketing organizations, that translates to a close working relationship with manufacturers. In this closing session, you will learn why and how to cultivate the kinds of relationships that can spell success for you and your manufacturer partners. Walk away with a renewed sense of commitment and urgency about this most important aspect of your business.

8:00 – 8:30 a.m.

Continental Breakfast

8:30 – 9:30 a.m.

Specialty Breakouts for Distributors

9:30 – 11:00 a.m.

General Session: Healthcare Policy and Practice in 2007 and Beyond, Moderated by David Campbell, PhD, Vital/Med Systems, Inc.

The Dems control Congress – for now. What does that mean for your customers, their patients, and you? And what happens in 2008, when elections are held again? You can't afford to miss this important session on the most important issues affecting your industry. Megan Ivory, executive vice president of government affairs for Washington, DC-based AdvaMed (an association of medical products manufacturers), will discuss a variety of topics, including the clamor for universal healthcare, monitoring the effectiveness of new devices, concerns about fraudulent selling techniques, rising barriers to vendors' access to customers, and the impact of new diagnostic tests on the market.



The Coeur d'Alene Resort Golf Course

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 (at no charge) with IMDA members. 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. Kramer has served as IMDA's legal counsel since the association was founded, and understands the issues facing specialty sales and marketing organizations and manufacturers of medical devices. Call him at 1-800-451-7466 or sign up at the conference to schedule an appointment.

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 25, 2007. 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, 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 15, 2007 receive the early-bird discount. Registrations postmarked after May 15th will be assessed an additional \$100.

Accommodations

The IMDA Annual Conference and Manufacturers Forum will be held at The Coeur d'Alene Resort in Coeur d'Alene, Idaho. Coeur d'Alene boasts idyllic landscapes and year-round activities, all within view of one of America's most beautiful lakes.

The IMDA room rate is \$189 per night. To make a reservation, call 1-800-688-5253. Please reference the IMDA room block to receive the discounted rate. The cutoff date for making reservations is May 12, 2007. After that date, reservations may be made at the group rate based upon availability. Check-in time is 4:00 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 Coeur d'Alene Resort is located 40 minutes east of the Spokane International Airport, offering non-stop or one-stop access from most major US and Canadian cities. (Major carriers include: Northwest Airlines, US Airways, Delta Airlines and United Airlines.) The Coeur d'Alene Air Terminal is available for corporate and private aircraft.

Airport limousine service is available from both the Spokane and Coeur d'Alene facilities with advance reservations. A 24-hour notice is requested for all transportation needs. Contact The Resort's transportation department for scheduling at 1-800-688-5253 ext 29. A roundtrip shuttle from the airport to the hotel is \$49.

Traveling by Car

The Coeur d'Alene Resort is easy to reach by automobile via Interstate 90 (Exit 11) or Highway 95 (Northwest Blvd). From the exit, follow the directions to downtown and watch for The Resort on your right. Parking is complimentary.

Weather

Coeur d'Alene offers a very mild climate in June. Temperatures range from the mid-70s during the day to the mid-40s at night.

Non-Member Registration

Non-members joining IMDA by July 15, 2007 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 21, 2007 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 2007 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 casual unless otherwise noted.

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 25, 2007 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: This year IMDA will connect first-time attendees and new members to current IMDA members at the conference. IMDA Ambassadors will meet with conference attendees during the orientation 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 5/15/07)	Non-Member Early-Bird	Non-Member (after 5/15/07)
<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	\$ 295	\$ 295	\$ 295	\$ 295
<input type="checkbox"/> 6/3 Golf Tournament	\$ 175	\$ 175	\$ 175	\$ 175

TOTAL: _____

_____ Indicate the number of people who will attend the Tuesday Business Luncheon (included in registration fee.)

_____ 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"/>

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.