



MANUFACTURERS FORUM

June 24, 2004 • 5:00 pm - 7:00 pm

Marco Island Marriott • Marco Island, Florida

WHO IS IMDA?

IMDA is the association for specialty sales, marketing, and education companies. IMDA members bring innovative technologies to healthcare providers.

WHAT IS THE MANUFACTURERS FORUM?

Unique to the industry since it was introduced five years ago, the Manufacturers Forum provides a captive audience of 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. In addition, manufacturers can attend valuable business seminars. It is held in conjunction with IMDA's 24th Annual Management Conference, June 23-26, 2004.

WHAT SPECIALTIES WILL BE REPRESENTED?

IMDA members represent approximately 25 specialties including:

- 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

HOW MANY SPECIALTY SALES AND MARKETING ORGANIZATIONS CAN I EXPECT TO MEET?

Anticipate meeting nearly **30 of the best-networked** specialty sales and marketing organizations in the country.

WHAT IS NEW ABOUT THIS YEAR'S CONFERENCE?

Manufacturers Workshop

"More Effective Selling: Working with Medical Specialty Sales and Marketing Organizations"

Wednesday, June 23, 2004 (1:00 pm - 5:00 pm)

Rick Davies, Managing Partner, Vector Resources

Chris Davies, Esq., Partner, Vector Resources

Panel of IMDA Board Members

This practical, highly interactive seminar is designed for sales, marketing and other key business managers who want to work more effectively with independent medical specialty distributors and reps - or, are considering doing so. Learn how to hone skills, increase productivity and make better use of this well-proven channel for the distribution of specialty medical products. There is an additional registration fee of \$295 (for IMDA members) or \$395 (for non-members) that includes workshop handouts and a CD highlighting key points. You may register on the Manufacturers Forum Application.

You may attend this workshop even if you are not hosting a tabletop product display at the Manufacturers Forum.

WHERE IS IT BEING HELD?

At the beautiful, relaxing Marco Island Marriott Resort in Marco Island, Florida. Call 800-438-4373 or 239-394-2511 by May 26, 2004 to reserve your room at the IMDA discounted room rate of \$149 for Pool/Gulf View or \$120 for Non-View.

SPONSORSHIPS

Refer to the Sponsorship Brochure for details on additional opportunities to announce your presence with tremendous impact!

Don't miss this opportunity to meet and network with representatives from specialty sales and marketing organizations who bring innovative products to market!

IMDA MANUFACTURERS FORUM APPLICATION INFORMATION

Complete each section of the application and return to IMDA with the appropriate payment. All applications are subject to review by the conference committee. Confirmations will be sent to all who sign up before June 16, 2004. Options include:

Manufacturers Forum (includes full conference registration)

IMDA Members = \$995

Non-members = \$1095 *

- Tabletop product display including a complete product listing in the conference materials.
- One full conference registration, which includes all registration materials, educational sessions and materials, three refreshment breaks, three continental breakfasts, one luncheon, the Welcome Reception, and the Reception & Awards Banquet.

FOR ADDITIONAL ATTENDEES FROM THE SAME COMPANY:

Manufacturers Forum (includes second full conference registration)

IMDA Members = \$425

Non-members = \$525 *

- Admission to Manufacturers Forum to assist with tabletop product display.
- Second full conference registration, which includes all registration materials, educational sessions and materials, three refreshment breaks, three continental breakfasts, one luncheon, the Welcome Reception, and the Reception & Awards Banquet.

OR

Manufacturers Forum ONLY

IMDA Members = \$50

Non-members = \$50

- Admission to Manufacturers Forum to assist with tabletop product display only.

Manufacturers Workshop

IMDA Members = \$295

Non-members = \$395 *

- Admission to the Manufacturers Workshop on Wednesday, June 23, 2004 including handouts and CD.
- You may attend this workshop even if you are not hosting a tabletop product display at the Manufacturers Forum.

OTHER

To register for the Golf Tournament, spouse participation or the optional tours, please see the registration form included in the conference brochure.

QUESTIONS?

Contact Carole Kulinski, Forum Coordinator at IMDA Headquarters.

Phone: 866.IMDA.YES (866.463.2937) • Fax: 630.655.0391 • Email: ckulinski@asihq.com

** Non-members joining IMDA by July 26, 2004 will receive a credit of the difference between member and non-member registration fees applied towards their first year of membership dues. Call 866.IMDA.YES (866.463.2937) or visit www.imda.org for an application.*

IMDA MANUFACTURERS FORUM APPLICATION

APPLICATIONS FOR A TABLETOP DISPLAY MUST BE SUBMITTED WITH PAYMENT BY MONDAY, MAY 31, 2004 IN ORDER TO BE INCLUDED IN THE FINAL PROGRAM.

FORWARD THIS COMPLETED FORM TO:

IMDA • 414 Plaza Drive, Suite 209 • Westmont, IL 60559 • Phone: 866.IMDA.YES (866.463.2937) • Fax: 630.655.0391

1.) Exhibitor Information (as it should appear in the final program)

Company _____
 Street _____
 City _____ State/Province _____ Zip/Postal Code _____
 Phone _____ Fax _____ Web Address _____
 Key Contact _____ Email _____

2.) Please provide contact information for the individual coordinating the tabletop display, if it is different from above.

Name _____
 Street _____
 City _____ State/Province _____ Zip/Postal Code _____
 Phone _____ Fax _____ Email _____

3.) Registration

	IMDA Member	Non-Member
Manufacturers Forum Tabletop Product Display (includes full conference registration)	\$995	\$1095
Please register me for the Manufacturers Workshop, "More Effective Selling"	\$295	\$395

Name _____

Additional attendee from the same company.

Manufacturers Forum (with second full conference registration) OR	\$425	\$525
Manufacturers Forum ONLY	\$50	\$50
Please register me for the Manufacturers Workshop, "More Effective Selling"	\$295	\$395

Name _____

Additional attendee from the same company. (Please photocopy for any additional attendees.)

Manufacturers Forum (with second full conference registration) OR	\$425	\$525
Manufacturers Forum ONLY	\$50	\$50
Please register me for the Manufacturers Workshop, "More Effective Selling"	\$295	\$395

Name _____

TOTAL DUE \$ _____

To register for the Golf Tournament, spouse participation or the optional tours, please see the registration form included in the conference brochure.

Cancellation Policy

Cancellations must be submitted in writing and received by Wednesday, May 19, 2004 in order to receive a 50% refund of the registration fee. **No refunds will be given after May 19, 2004.**

Payment Information *(All payments must be in US funds.)*

Enclosed is my Check (payable to IMDA) Visa MasterCard American Express

Account # _____ Expiration _____

Signature _____

Indicates authorization to charge card.

For the latest update on the 2004 Conference, go to:
http://www.imda.org/meetings/2004_annual_conference.html

IMDA MANUFACTURERS FORUM

Product Information

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Please submit this form with your Manufacturers Forum Application. Attach a separate sheet if necessary.

EXHIBITOR INFORMATION

Company _____ Key Contact _____

PRODUCT AND/OR PRODUCT LINE TO BE DISPLAYED:

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

TARGETED SPECIALTY MARKETS OR CLINICAL DEPARTMENTS:

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:

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:

PLEASE COMPLETE AND RETURN THIS FORM TO:

Carole Kulinski, Forum Coordinator
IMDA Headquarters • 414 Plaza Drive, Suite 209 • Westmont, Illinois 60559
Fax: 630.655.0391 • Email: ckulinski@asihq.com

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