



Molecular Med TRI-CON 2013

February 11-15 • Moscone North Convention Center • San Francisco, CA

www.tri-conference.com

Dear Molecular Med TRI-CON Participant,

If you have recently launched or going to launch a new product in early 2013, Molecular Med TRI-CON is the perfect venue.

Once again, the Molecular Med TRI-CON, which will host 3,000+ attendees, will feature a New Product Showcase complimentary to all exhibitors and sponsors. The New Product Showcase is highly promoted before and during the conference and is located on the left side end of the exhibit hall next to the food and beverage section.

As an exhibitor/sponsor, you have the opportunity to display your literature within the showcase at no additional cost. Each participating exhibitor/sponsor will receive one literature bin to display your collateral. This is an ideal opportunity to highlight your product and drive attendees to your booth.

CHI will promote the New Product Showcase with the following:

- Multiple pre-show promotions to our attendee base which includes **One Overall** Product Update email campaign to over 100,000 prospects and pre-registered delegates
- Product description (30 words) in a press release announcing product launches at the event
- Prime location in the exhibit hall
- Your literature bin will be outfitted with signage listing your company name and booth number to help drive additional traffic to your booth

Requirements:

Eligible products must have been introduced or upgraded with a new release between February 2012 and February 2013.

*****SHIPPING:** *Please ship your materials with your exhibit or you may carry onsite. Please place your materials in your bin in the designated New Product Showcase onsite. Please view exhibit kit for shipping details (Kit expected to be available Mid November).*

Space is limited, and based on a first come, first served basis!

Deadline to submit application: [Please send to eeskedal@healthtech.com](mailto:eeskedal@healthtech.com) by December 19, 2012

Opportunity to UPGRADE for an additional \$950:

In addition to the benefits associated with Level 1 (Free) you will receive:

- A larger sign with your company name, color corporate logo and booth#
- Your new product information displayed on 46" flat screen TV!
- Corporate Logo displayed on 46" flat screen TV!
- Additional signage with your corporate logo next to the showcase and in the exhibit hall
- Logo with New Product description displayed on the conference website in the New Product Showcase section.
- Logo, Booth #, website address and New Product Name included in the Program Guide

Please see next page for details

For questions regarding the New Product Showcase, details on shipping and deadlines, please contact;

Elaine Eskedal, 781-972-5430, eeskedal@healthtech.com



APPLICATION FORM

MOLECULAR MED TRI-CON

February 11 – 15, 2013

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Please complete and return this form via email to: eeskedal@healthtech.com

Company Name: _____ Booth # _____ (as it is to appear on your signage)

Product/Service Name: _____

30 Word Product/Service Description _____

Contact Name: _____

Title: _____

Address: _____

City/Prov/Zip: _____ Country: _____

Email Address: _____ Phone #: _____

Are you a New Exhibitor/Sponsor? Yes _____ No _____

Has your New Product/Service been introduced within 12 months of the event date (Feb. 2013)? Yes _____ No _____

PLEASE CHOOSE YOUR LEVEL

____ LEVEL 1: FREE Includes:

- 1 Literature bin with small sign where company name and booth # is listed in black and white (same as last year)
- Company listing with link and New Product Description listed on website in the New Product Showcase section
- Company listing with link and New Product Name listed in the Program Guide in the New Product Showcase section

Material/Literature Count = 300-500

____ LEVEL 2: \$950 **UPGRADE** I would like to upgrade to 1 literature bin which includes below
-Flatscreen TV Dimensions are: 46" Flatscreen - Material/Literature Count=300-500 - Please send an EPS vector format file of your logo for signage

In addition to the benefits associated with Level 1 (Free) you will receive:

- A larger (8 ½ x 11) sign with your company name, color corporate logo and booth#
- Your new product information 1 slide promoting new product (can be Power Point, JPEG or PDF) displayed on 46" flat screen TV!
- Corporate Logo displayed on 46" flat screen TV!
- Additional signage with your corporate logo next to the showcase and in the exhibit hall
- Logo with New Product description displayed on the conference website in the New Product Showcase section.
- Logo, Booth #, website address and New Product Name included in the Program Guide

____ \$250 **ADDITIONAL PRODUCT BIN:** you would receive an additional bin, listing on the website with description and have your 2 products listed in the guide.

Please complete below for upgrades and/or additional bins. **TOTAL AMOUNT DUE** _____

☐ Enclosed is a check or money order payable to Cambridge Healthtech Institute drawn on an U.S. Bank in U.S. Currency.

☐ Charge to credit card (check one): ☐ Visa ☐ MasterCard ☐ American Express

Card Holders Name: _____

Signature: _____

Card #: _____ Exp. Date: _____

This contract is subject to the following terms and conditions:

- 1.) Full payment within 30 days of contract date.
- 2.) Once signed, it is agreed that this is a binding contract with a 100% cancellation fee.

Signature required: I, (print name) _____, reviewed and agree to the payment terms stated above. I understand that this contract is legally binding between CHI and my company. I am authorized to approve the terms of this contract.

Authorized Signature: _____ Date: _____

Print Name: _____

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