

WHAT'S STOPPING YOU FROM LAUNCHING YOUR OWN EVENT, USER GROUP MEETING OR ROAD SHOW?

CHI can help.

Your event built upon our experience!

Cambridge Healthtech Institute (CHI) offers a highly professional, experienced team dedicated to providing you with the finest services, including:

- Event & Budget Management
- Program Development
- Speaker Recruitment
- Graphic Design
- Marketing & Promotion
- Website Construction
- Brochure Development
- Meeting Planning
- Vendor Contract Negotiations
- Registration
- On-site Management
- Poster Coordination

Custom event clients include:



CHI CUSTOM EVENT SERVICES & BENEFITS

CHI offers full-service event planning to meet your needs and fit your budget. Our dedication, attention to detail and experience will exceed your expectations!

Our management fee includes the services and benefits listed below based on CHI's standards for conference production, development and execution. Fee excludes costs related to food & beverage, funds to support speaker travel and honoraria, and poster board rentals.

Budget Management:

- CHI will work with client on developing the event budget based on client's specifications
- Once the budget has been agreed upon, CHI will manage it and provide client with updates
- Requests for additional features are welcomed throughout the event timeline and will be priced and proposed to client for approval
- Participant registration fee (if applicable) will be collected and applied toward client's event costs (food & beverage etc)
- We encourage a registration fee (even if a nominal one) to ensure commitment to the event and mitigate the risk of attrition
- Based on extensive market knowledge CHI will recommend pricing strategy

Agenda Development & Speaker Management

- Develop the event timeline
- Work closely with client to finalize the conference agenda and format
- Create a detailed outline of the conference and activities
- Provide ongoing updates of the conference work plan and monitor progress
- Communicate with responsible parties about production agenda and action items
- Coordinate speaker packets and contact speakers once they've been selected
- Work with client on speaker selection and recruitment
- Coordinate and collect papers and abstracts, photos, bios, AV requirements, and presentations for each presenter
- Ensure the website and promotional materials contain all speaker information
- Collect and analyze relevant, actionable feedback from attendees on-site



Marketing & Promotion

- Assign a CHI Marketing Promotion Manager to the project
- CHI's promotional plans will be based on the goal of delivering an agreed upon number of participants (this depends on topic, CHI database)
- Collaborate with your team to develop and position the event
- Develop and implement a promotion plan to attract the event's target audience (print, email, social media)
- CHI will use internal database and client's database (if applicable)
- Implement/create mission with CHI's graphic and web content groups. Create, develop, and manage event website
- Create event brochure
- Coordinate with all marketing vendors on these projects (printer, mail house etc)
- Track and analyze results and implement strategic changes to deliver the target audience



Event Registration Management

- CHI will develop the registration form for brochure and website
- Participants will have access to registration online, fax, mail and phone
- CHI processes registrations and provide client pre-registration lists
- Respond to all registration inquiries
- Provide registration confirmation via email
- Send email notifications to registrants regarding event updates, logistics etc.
- Print (laser) name badges
- Poster Coordination

Logistics

- Research and contract a venue to accommodate your event requirements
- Manage hotel room bookings and cutoff dates
- Manage menu selection and guarantees within the scope of client's budget. Food and beverage is at an extra cost and not included within the management fee
- Meeting room set-up coordination, including audio visual management
- Provide an on-site Meeting Planner to manage the event including managing the registration desk, food & beverage, AV, etc.
- Option to provide a CHI Conference Manager to "manage" inside the session room on-site. Client may choose to manage this function, otherwise CHI will provide help at an extra cost to management fee
- CHI produces, prints and distributes the program guide to be distributed on-site to all participants
- Evaluation form coordination, collection and analysis

Investment Required:

One Day Event Management Fee Starting at: \$25,000

FOR MORE INFORMATION, PLEASE CONTACT:

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WHY SHOULD YOU ENTRUST CHI TO PRODUCE & MANAGE YOUR EVENT?

20 years of experience working
within the life sciences industry!

- CHI's reputation of producing strong scientific content will provide integrity for your event and help deliver a larger audience
- CHI produces over 300 face-to-face events annually, including Barnett's training seminars the number increases to over 600!
- Over the years we have perfected the process
- We have built an extensive roster of speakers who could be engaged for your event
- Extensive life science database – over 800,000 unique prospects in life sciences
- Experienced marketing team focused on delivering audiences for life sciences events
- Experienced meeting planning team with excellent relationships at multiple venues in the US and abroad

