



Dear Molecular Medicine Tri Conference Exhibitor,

**If you have recently launched or going to launch a new product in early 2010, Molecular Medicine Tri-Conference is the perfect venue.**

**For the first time, the Molecular Medicine Tri-Conference will feature a New Product Pavilion complimentary to all exhibitors. This service includes marketing this pavilion both pre-conference as well as on-site. The New Product Pavilion is located at the entrance of the expo floor which will host 2800 attendees.**

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

CHI will promote the New Product Pavilion as follows:

- One Product Update email campaign to over 100,000 prospects and pre-registered delegates
- Multiple pre-show promotion to our attendee base
- Product description in a press release announcing product launches at the event
- New product listing ad in the program & event guide (distributed onsite)
- Prime location at entrance of 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/services must have been:

- 1) introduced or upgraded with a new release between February 2009 and February 2010 **OR**
- 2) undergone a major upgrade and new release between April 2009 and April 2010

You are responsible for the shipping and delivery costs of the literature to the event, plus re-stocking your literature throughout the event. CHI will provide a specific shipping label for your literature for delivery to the pavilion.

***Space is limited! Deadline to submit application: January 4, 2010***

Questions regarding the New Product Pavilion, details on shipping and deadlines, please contact; Michelle Lifton, Project Manager, Exhibit & Sponsorship Sales, 781-752-8761, [mlifton@healthtech.com](mailto:mlifton@healthtech.com)



## APPLICATION FORM

Please return this form to Michelle Lifton via fax, or scan and send via email: [mlifton@healthtech.com](mailto:mlifton@healthtech.com) Fax: 781-972-5470

**Company Name** \_\_\_\_\_  
(as it is to appear on your signage)

**Product/Service Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Please check all that apply:**

- New Exhibitor
- New Product/Service has been introduced within 12 months of the event date (Feb. 2010) OR undergone a major upgrade and new release between April 2009 and April 2010
- Would you like to be contacted regarding any additional promotional or sponsorship opportunities for the 2010 event?