



PEPTALK

January 21-25, 2013

Renaissance Hotel & Palm Springs Convention Center Palm Springs, California

Dear PepTalk Participant,

If you have recently launched or going to launch a new product in 2013, PepTalk is the perfect venue.

Once again, PepTalk will feature a New Product Showcase complimentary to all exhibitors. This service includes marketing this showcase both pre-conference as well as on-site.

As an exhibitor, you have the opportunity to display your literature within the showcase 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 attendees to your booth.

CHI will promote the New Product Showcase 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
- 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 must have been introduced or upgraded with a new release between January 2012 and January 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 October).*

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

Deadline to submit application: [Please send to eeskedal@healthtech.com](mailto:eeskedal@healthtech.com) by November 28, 2012

For questions regarding the New Product Showcase, details on shipping and deadlines, please contact; **Elaine Eskedal 781-972-5430, eeskedal@healthtech.com.**

Opportunity to UPGRADE for an additional \$750:

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

- A larger sign with your corporate logo
- Corporate Logo displayed on 46" flat screen TV!
- Your new product information 1 slide promoting new product (can be Power Point, JPEG or PDF)
- Additional signage with your corporate logo next to the showcase and around the exhibit hall
- Logo with Link and 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.

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APPLICATION FORM PTK 1324

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 (Jan. 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: \$750 **UPGRADE** I would like to upgrade to 1 literature bin which includes below

(Please send an EPS vector format file of your logo for signage) Material/Literature Count = 300-500

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

- A larger (8 1/2 x 11) sign including company name, color logo & booth # listed
- Additional signage including your logo will be placed next to the showcase and around the exhibit hall
- Corporate Logo displayed on 46" flat screen TV!
- Your new product information 1 slide promoting new product (can be Power Point, JPEG or PDF) displayed on 46" flat screen TV!
- Logo displayed with link and New Product Description on the conference website in the New Product Showcase section.
- Logo, Booth #, website address and New Product Name included in the Program Guide

Please complete below for this upgrade.

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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