

PepTalk 2014 will host 1,200+ attendees and will feature a **New Product Showcase (NPS)** in the main exhibit hall! If you have recently launched, or are planning to launch, a new product, the NPS is an ideal opportunity. CHI will promote the NPS with the following:

- NPS displayed in prime location in the exhibit hall
- Your company logo, booth number, website, and product name included in the Program Guide
- Multiple pre-show marketing campaigns sent to our targeted database (including one overall product update campaign emailed to 100,000+ prospects and pre-registered delegates)
- Product/service description (30 words) in a press release announcing product launches at the event



**REQUIREMENTS:** Eligible products must have been introduced or upgraded with a new release between January 2013 and January 2014.

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

Product/Service Name: \_\_\_\_\_

30 Word Product/Service Description: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone #: \_\_\_\_\_

Are you a New Exhibitor/Sponsor? Yes \_\_\_ No \_\_\_ Product Release Date: \_\_\_\_\_

**CHECK SELECTION BELOW:**

NEW PRODUCT SIGN (\$500) \_\_\_\_\_

*PLEASE NOTE:* A sign (24"W x 18"H) with your new product information will be displayed. We encourage you to list your booth # within your sign artwork as it will drive attendees to your exhibit space. File required: *Adobe Acrobat "High Resolution" PDF—All images must be 300 dpi and use the CMYK color mode.*

ADDITIONAL NEW PRODUCT SIGN (\$400) \_\_\_\_\_

**COMPLETE PAYMENT INFORMATION BELOW:**

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: \_\_\_\_\_

**CONTRACT SUBJECT TO FOLLOWING TERMS AND CONDITIONS:**

1.) Full payment within 30 days of contract date.

2.) Signature Required: Once signed, it is agreed that this is a binding contract with a 100% cancellation fee.

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: \_\_\_\_\_