



Cardiovascular Management Conference 2004
March 4-6, at the Royal Sonesta Hotel in New Orleans

A Jazzy New Way for you to:

- Build relationships
- Meet top level decision-makers and buyers
- Educate leaders about your products and services
- Learn how leaders view your products and services
- Understand what drives administrators and managers in their buying determinations
- A Return on Investment that provides an outstanding value to you and your organization!

The MC '04 Supplier Program is designed to suppliers with the important networking opportunities combined with valuable display time. This is a new program, though, developed to be more constructive and beneficial than traditional exhibits may offer. Not only do suppliers have a chance to socialize and network with current and potential customers, but will also get a chance to educate and inform, as well as learn and listen. It is only through true partnering that you can gain value for your investment and MC '04 attendees will receive value for their educational dollar!

EDUCATE

Time for you to educate participants about your products and services.

Special Industry Panel

The panel will consist of two representatives from four major cardiovascular supplier sectors:

- pharmacology
- capital equipment
- disposable equipment
- services/consulting

Panel members will be identified from among the supplier members on a first come, first served basis. Panelists will be asked to provide trends, expectations, new technologies and an overall update. Conference calls designed to help prepare panelists will be hosted by the hosts of MC '04. All supplier participants will be invited to provide their input into the development of this important panel presentation.

Supplier Presentations

Suppliers will be asked for powerpoint or video presentation discussing their products and services. The presentations will be presented at the beginning of all concurrent educational sessions and general sessions – the choice is yours.

FACILITATE

Time for you to facilitate an understanding among decision makers, administrators, managers and leaders regarding your products and services.

Cocktail Party – Thursday, March 4

On the first day, immediately following the industry panel, you are invited to move into a relaxed atmosphere with time dedicated to you sharing your knowledge and expertise directly with attendees. This two hour cocktail reception will include food at tables where you are invited to display your products and services in a format designed to entice attendees to visit directly with you.

Lunch – Friday, March 5

Day two, with the concurrent sessions running all day long, this is a chance for you to provide a much needed break on the theoretical, and discuss at lunch, real-world issues while creating real-world solutions. This two hour lunch will provide you with a chance to sit at a table and learn directly from your customers how you can better work towards answers that meet your bottom line and your customer's needs. A moderator will help generate questions and topics to begin the discussion, as well as provide documentation you can use after the meeting for follow-up and planning future directions.

Focus Group

You can schedule a special focus group for your company only. Guaranteed participants taken from a pool of knowledgeable leaders and cardiovascular managers/administrators. This has been highly successful in the past and we are opening it up to all supplier participants in the event they want to use this time to plan for the future and learn about needs and requirements, as it relates specifically to their products and services.

DEMONSTRATE

Table display at the Cocktail Reception

Display your products and services on 6' tables at our Thursday Evening Cocktail Reception. This soiree is dedicated to you, the supplier and as such, attendees are enticed to visit your tables with not only stimulating information but with food! Cocktail hors d'oeuvres will be placed at your display ensuring traffic.

Video/Powerpoint Presentation

Streaming video will be running all day at registration. Supplier members are invited to provide their videos and/or powerpoint presentations so that attendees can visually learn about your company while waiting to register or visiting between sessions.

All supplier participants are also invited to provide video and/or powerpoint in front of concurrent sessions and general sessions. These presentations are a direct way of demonstrating to decision-makers the value of your products and services. It is also a wonderful way to get your company's name in the forefront for decision-makers and leaders.

Table display at sessions you sponsor

Suppliers are invited to provide a table display at sessions sponsored. This is a table either in the front or in the back of the room – the decision is yours – with a captivated audience ready to better view your products and services and understand their features as explained by you.

TIME

You do not have to arrive early, stay late and waste precious time waiting for attendees to come visit you in a booth. The time scheduled for supplier-attendee interaction is dedicated to you providing you with not only quantity but quality!

Friday, March 4

3:00 pm – 5:00 pm Industry Panel
5:00 pm – 7:00 pm Cocktail Reception and Table Displays

Saturday, March 5

11:30 am – 2:00 pm Facilitate Lunch
Evening – focus groups

March 4-6

- In front of each concurrent session – PowerPoint or video presentation
- In front of general sessions – PowerPoint/video presentations
- Streaming video and/or powerpoint at registration providing you with over 6 hours of constant presence with attendees

BENEFITS OF PARTICIPATING

- Discounted accommodations
- Attendees with decision-making and buying power
- No prohibition on sales
- Complimentary mailing list of attendees
- Speaker sponsorships available
- Company name highlighted in host publications
- Registration to all educational sessions for two representatives
- Company name listed and product descriptions in official conference program
- Discount opportunity of your register before December 1, 2003

RETURN ON INVESTMENT

The sponsors of this year's MC '04 recognize that suppliers are faced with many choices regarding how to invest their meeting participation dollars. As part of the determination in creating this new program, the sponsors of MC '04 reviewed supplier return on investment. Without a doubt, this year's program offers you tremendous value for the dollar invested: **more time with attendees at less cost!**

	<u>NEW SUPPLIER PROGRAM</u>	<u>TRADITIONAL EXHIBITS</u>
Participation	\$3500	\$3500
Travel to meeting	\$1500 (2 reps x 2 nights)	\$3800 (4 reps x 3 nights)
Booth costs	\$0	\$3500
Time in participation	\$1200 (\$150/hour x 8 hours)	\$2250 (\$150/hour x 15 hours)
Attendees spoken to5020
Hours of booth time015
Hours educating20
Hours of exclusive time6	4-5
Hours of exposure2215
Hours speaking	6-8	2.5



PARTICIPATION FEES

	<u>MEMBER</u>	<u>NONMEMBER</u>
Full Supplier Package	\$0	\$3500
<i>(Industry Panel, Cocktail Reception, Video/Powerpoint Presentation in front of Concurrent Sessions, Facilitated Lunch)</i>		
Video/Powerpoint – General Session	\$1000	\$2000
Focus Group	\$500	\$1000
A la Carte		
Industry Panel	\$500	\$1000
Cocktail Reception	\$0	\$2000
Video/Powerpoint – Concurrent	\$0	\$500
Facilitated Lunch	\$500	\$1000



* For speaker sponsorships check with the ACVP National Office at (757) 497-1225

REGISTRATION FORM

Name of Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Names of Representatives Attending-Emails: _____

Specialty: _____ Device: _____ Pharmacology: _____

Disposable: _____ Consulting: _____ IT: _____

PAYMENT INFORMATION:

Check Credit Card (MC/Visa/Amex)

Credit Card No. _____ Expiration Date: _____ Signature: _____

Mail Form to: ACVP, 4356 Bonney Rd., Bldg. 2, Suite 103, Virginia Beach, VA 23452 or Fax to (757) 497-0010

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