

REVERSE EXHIBIT

New!

Friday, September 14, 2012
8:00 AM — 10:00 AM

Held in conjunction with the ICHP Annual Meeting
September 13 - 15 • Drury Lane • Oakbrook Terrace, IL

SOLVING THE HEALTHCARE PUZZLE:

WHERE DOES PHARMACY FIT?

Illinois Council of Health-System Pharmacists
Annual Meeting



An
innovative
way to
network

Where Do You Fit in Illinois' Most Prestigious Hospitals and Health-Systems?

The Reverse Exhibit is exactly what the name suggests: a reversal of the traditional tradeshow format. Hospital pharmacy decision makers (pharmacy directors, clinical managers, drug information specialists, and buyers) will host exhibit booths while vendors walk the floor.

How It Works

In practice, the Reverse Exhibit concept is very similar to speed dating. Suppliers, vendors, and manufacturers, will have up to 5 minutes of one-on-one time with a hospital pharmacy decision maker before moving to the next pharmacy decision maker of their choice.

Five minutes should be an ample amount of time for a vendor to identify a viable business opportunity, and also for a hospital pharmacy decision maker to recognize whether the product or solution will meet their needs. If you feel you need more time, you have the opportunity to finish your conversation during the Annual Meeting Exhibit Program.

During the Reverse Exhibit, each hospital pharmacy or health-system will have an ID sign on their table -- clearly marking their facility, city and state, their name, and job title. Maps will be available to facilitate easy navigation.

The Reverse Exhibit is available to confirmed Annual Meeting Exhibitors* for \$495.

Why You'll Want to Fit the ICHP Annual Meeting Reverse Exhibit into Your Schedule

- ▶ **ONE-ON-ONE TIME** with hospital and health-system pharmacy directors and other key decision makers from Illinois
- ▶ **OPPORTUNITY** to build relationships and promote your products and services with **REAL DECISION MAKERS** who you may not otherwise have access to.
- ▶ **MORE EXPOSURE AND VISIBILITY** beyond the Annual Meeting Exhibitor Showcase

***THE REVERSE EXHIBIT IS ONLY AVAILABLE TO ANNUAL MEETING EXHIBITORS**

If you have not already registered for the Annual Meeting Exhibit Showcase, go to www.ichpnet.org/annual for the Annual Meeting Exhibitor Brochure and Registration Form.

Reverse Exhibit Registration for Confirmed Annual Meeting Exhibitors Only!

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One representative per registered Annual Meeting exhibit booth may attend for \$495.

September 13 - 15, 2012 ■ Oakbrook Terrace, Illinois

Please Print Clearly

Company Name _____

Full Name _____
Name of representative that will be attending reverse exhibit

Job Title _____

Mailing Address _____

City, State, Zip _____

Phone/Fax _____

E-Mail _____
Required to receive important meeting information

Correspondence Regarding This Exhibit Should be Sent To

Contact Person _____

Job Title _____

Mailing Address _____

City, State, Zip _____

Phone/Fax _____

E-Mail _____
Required to receive important meeting information

Method of Payment

(ICHP's Federal Tax ID #: 36-2887899)

Credit card

Credit card payments may be faxed to (815) 227-9294

Account #: _____

Billing Zip Code: _____ Expir Date: _____

CVV2 Security Code #: _____

Cardholder Name _____

Authorized Signature _____

Check or money order

*Mail check or money order payable to ICHP:
4055 N. Perryville Rd, Loves Park, IL 61111-8653*

Invoice the company

Mailing Address _____

City/State/Zip _____

Phone/Fax _____

Send payment and registration form to:

ICHP Annual Meeting
4055 N. Perryville Road • Loves Park, IL 61111-8653
Phone: (815) 227-9292 • Fax: (815) 227-9294

**Questions? Contact Jan Mark, Exhibitor Liaison
(815) 227-9292 • JanM@ichpnet.org**

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