

DRIVING SUPPLY CHAIN TRANSFORMATION: STRATEGIES AND SOLUTIONS

March 14-17, 2010 | Baltimore Marriott Waterfront | Baltimore, Md.

HDMA 2010
DISTRIBUTION
MANAGEMENT
CONFERENCE
& TECHNOLOGY
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Dear Potential Exhibitor:

We are pleased to invite your company to participate in the annual **HDMA 2010 Distribution Management Conference (DMC) & Technology Expo, March 14-17**, at the **Baltimore Marriott Waterfront** in **Baltimore, Md.**

DMC is the **premier healthcare supply chain event**, where healthcare leaders will come together to learn and develop strategies and solutions to drive supply chain transformation. We expect hundreds of industry executives from operations and logistics, e-business, MIS and IT, contract administration and finance, sales and marketing and trade relations, government relations and compliance to attend. Now, more than ever, healthcare industry executives are looking for innovative solutions that will improve efficiencies and enhance patient safety. This is the most dynamic Expo in the healthcare industry and by exhibiting you will gain exposure to all segments of the healthcare supply chain.

HDMA members attending this conference make significant investments in supply chain management products, services and solutions from organizations like yours, and **sell more than \$253 billion in healthcare products a year**. Approximately 70 percent of executives who attend are from pharmaceutical manufacturing companies, 20 percent are from full service healthcare distributor companies and the remaining 10 percent are from affiliate service providers or vendors. Of all the attendees, approximately 75 percent represent key decision makers and 25 percent represent management executives.

All of the exhibitor information you need is enclosed, including the contract and floor plan. If you have any further questions about exhibiting at this year's conference, contact me at (703) 885-0280 or via e-mail at vlindberg@hdmanet.org. For more information about the conference, including details about the business program, visit our Web site at www.HealthcareDistribution.org.

Valuable sponsorships for this year's conference are available. Gain the competitive edge by supporting the conference, and provide added value and visibility to your company. In addition, **special package deals** and pricing are exclusively offered to all 2010 exhibiting companies. For more information, contact Perry Fri at (703) 885-0222 or via e-mail at pfri@hdmanet.org.

Thank you for your consideration, and we look forward to seeing you in March 2010!

Sincerely,



Vicki Lindberg
Manager, Meetings & Education
(703) 885-0280
vlindberg@hdmanet.org

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Business Opportunities with HDMA Member Companies

HDMA Facts and Statistics:

HDMA members ensure that more than nine million healthcare products are safely and efficiently delivered each day to 165,000 retail pharmacies, hospitals, nursing homes, clinics and other provider sites in all 50 states.

- HDMA distributor companies generate more than \$253 billion in healthcare product sales each year.
- HDMA distributor companies spend 58.4 percent of their capital expenditures budget on information technologies.
- The typical distribution center works with an average of 1400 suppliers.
- 83 percent of HDMA manufacturer companies exchange Advance Ship Notices (ASN) through electronic commerce initiatives.
- 88 percent of manufacturers have inventory management agreements with distributors.
- The average monthly value of chargebacks and debit memos paid by manufacturers is \$39.1 million.

Source: 2009-2010 HDMA Factbook

Exhibitor Information

How to reserve booth space:

Please read, complete and sign the enclosed Exhibitor Contract. This contract **MUST** be received along with your payment by **Friday, February 12, 2010**, to confirm your booth assignment. Upon receipt of your application materials, you will receive a service kit from our exhibit management company.

Exhibitor booth fees cover the following:

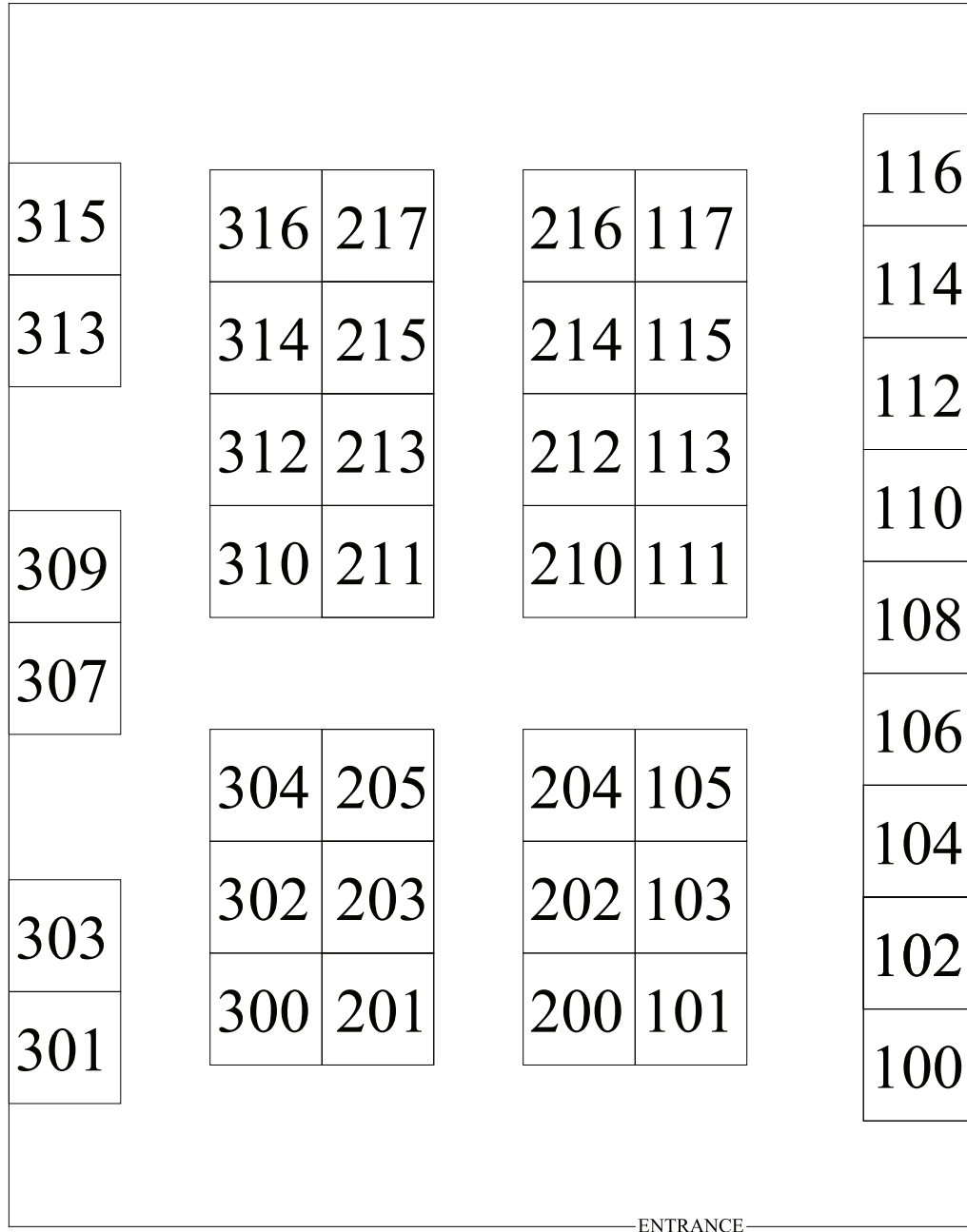
- 10' x 10' booth area with identification sign
- Pipe and draping
- Refreshment breaks and meals in the Technology Expo
- Welcome and networking receptions in the Technology Expo
- Daily cleaning of aisles and common areas (excluding individual booths)
- 1 Full Conference registration, 1 Exhibit-only registration

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2010 Technology Expo Floor Plan



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2009 Attendees

Distributors

AmerisourceBergen Drug Company
Anda, Inc.
Cardinal Health, Inc.
Dik Drug Co.
Genetco, Inc.
H. D. Smith
Henry Schein, Inc.
McKesson Corporation
N.C. Mutual Wholesale Drug Co.
Prescription Supply, Inc.
PSS World Medical, Inc.
Smith Drug Company,
a division of JM Smith Corporation
US Oncology
Value Drug Company

Manufacturers

Abbott Laboratories, Inc.,
Pharmaceutical Products Div.
Abbott Nutrition
Acorda Therapeutics, Inc.
Alaven Pharmaceutical LLC
Allergan Inc.

Amylin Pharmaceuticals, Inc.
Arena Pharmaceuticals, Inc.
Astellas Pharma US, Inc.
AstraZeneca Pharmaceuticals LP
Auxilium Pharmaceuticals, Inc.
Bayer Healthcare Pharmaceuticals Inc.
Boehringer Ingelheim Pharmaceuticals, Inc.
Bracco Diagnostics, Inc.
BTA Pharmaceuticals, Inc.
Cangene Corporation
Cephalon Inc.
Covidien - Mallinckrodt
Eisai Inc.
Eli Lilly and Company
EMD Serono, Inc.
Endo Pharmaceuticals, Inc.
Ferring Pharmaceuticals Inc.
Forest Pharmaceuticals, Inc.
Fougera, a division of Nycomed US, Inc.
GE Medical Healthcare Medical Diagnostics
Genentech USA
GlaxoSmithKline
Hi-Tech Pharmacal Co., Inc.
Hospira Worldwide, Inc.

JHP Pharmaceuticals, Inc.
King Pharmaceuticals, Inc.
Meda Pharmaceuticals Inc.
Millennium Pharmaceuticals, Inc.
Mylan Pharmaceuticals Inc.
Novartis Pharmaceuticals Corporation
Ortho-McNeil Janssen Pharmaceutical, Inc.
Paddock Laboratories, Inc.
Pharmaceutical Associates, Inc.,
a division of Beach Products, Inc.
Prasco Laboratories
Procter & Gamble Pharmaceuticals
Purdue Pharma L.P.
Ranbaxy Pharmaceuticals Inc.
Roche Diagnostics Corporation
Roxane Laboratories, Inc.
sanofi-aventis
Schering-Plough HealthCare Products
Sciele Pharma
TEVA Pharmaceuticals USA
UCB Pharma, Inc.
Valeant Pharmaceuticals International
Vertex Pharmaceuticals, Inc.

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Technology Expo Schedule*

| | | | | |
|------------------------------|------------------------------|---------|---|---------|
| SUNDAY 3/14 | Exhibitor Move-in and Set Up | 1:00 PM | – | 5:00 PM |
| | Show Management Walk-Through | 5:30 PM | – | 6:00 PM |

| | | | | |
|------------------------------|--|----------|---|---------|
| MONDAY 3/15 | Technology Expo Open and Lunch Served | 12:15 PM | – | 2:00 PM |
| | Welcome Reception & Technology Expo Open | 4:30 PM | – | 6:30 PM |

| | | | | |
|-------------------------------|---|----------|---|----------|
| TUESDAY 3/16 | Technology Expo Open and Lunch Served | 12:00 PM | – | 1:30 PM |
| | Networking Reception and Technology Expo Raffle | 4:00 PM | – | 6:00 PM |
| | Technology Expo Dismantle | 6:00 PM | – | 11:00 PM |

Schedule of Events*

| | | | | |
|------------------------------|--------------------------------|---------|---|---------|
| SUNDAY 3/14 | Registration and Internet Cafe | 7:00 AM | – | 6:00 PM |
|------------------------------|--------------------------------|---------|---|---------|

| | | | | |
|------------------------------|---|----------|---|----------|
| MONDAY 3/15 | Registration and Internet Cafe | 7:00 AM | – | 6:00 PM |
| | Continental Breakfast | 7:00 AM | – | 8:15 AM |
| | Opening General Session | 8:30 AM | – | 9:45 AM |
| | Concurrent Business, Policy and Technology Sessions | 10:00 AM | – | 11:00 AM |
| | Concurrent Business, Policy and Technology Sessions | 11:15 AM | – | 12:15 PM |
| | Technology Expo Open and Lunch Served | 12:15 PM | – | 2:00 PM |
| | Concurrent Business, Policy and Technology Sessions | 2:15 PM | – | 3:15 PM |
| | Concurrent Business, Policy and Technology Sessions | 3:30 PM | – | 4:30 PM |
| | Welcome Reception and Technology Expo Open | 4:30 PM | – | 6:30 PM |
| | Open Evening | 6:30 PM | | |

| | | | | | |
|-------------------------------|---|----------|---|----------|--|
| TUESDAY 3/16 | Registration and Internet Cafe | 7:00 AM | – | 6:00 PM | |
| | Continental Breakfast | 7:00 AM | – | 8:15 AM | |
| | General Session and Awards Presentation | 8:30 AM | – | 9:45 AM | |
| | Concurrent Business, Policy and Technology Sessions | 10:00 AM | – | 12:00 PM | |
| | Technology Expo Open and Lunch Served | 12:00 PM | – | 1:30 PM | |
| | Concurrent Business, Policy and Technology Sessions | 1:45 PM | – | 2:45 PM | |
| | Afternoon General Session | 3:00 PM | – | 4:00 PM | |
| | Networking Reception and Technology Expo Raffle | 4:00 PM | – | 6:00 PM | |
| | Open Evening | 6:00 PM | | | |

| | | | | | |
|---------------------------------|--------------------------------|----------|---|----------|--|
| WEDNESDAY 3/17 | Registration and Internet Cafe | 7:00 AM | – | 11:00 AM | |
| | Continental Breakfast | 7:00 AM | – | 8:15 AM | |
| | Morning General Session | 8:30 AM | – | 9:30 AM | |
| | Closing General Session | 9:45 AM | – | 11:00 AM | |
| | Conference Adjournment | 11:00 AM | | | |

*Schedule is subject to change.

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Exhibitor Registration & Contract

Please read, complete and sign both sides of this application and the Terms of Agreement on the next page. **THIS CONTRACT MUST be received along with your payment by Friday, February 12, 2010, to confirm your booth assignment.** One full conference registration and one Expo-only registration are included per booth. Upon receipt of your application materials, you will receive a service kit from our exhibit management company.

COMPANY INFORMATION (This information will be printed in conference materials)

Company name _____
Mailing address _____
City _____ State _____ Zip _____
E-mail _____ Business phone _____ Fax _____
Brief description of products/services to be exhibited: _____
Booth type: Member booth: \$4,000
Non-member booth: \$6,000
Number of booths requested _____ Booth location: 1st choice _____ 2nd choice _____ 3rd choice _____
Our booth Should Should not be adjacent to _____

BOOTH LOGISTICS COORDINATOR Please provide the name of your company's Booth Logistics Coordinator. This person is responsible for Booth Logistics (e.g., shipping, set-up, move-out, booth amenities) and is the individual who should receive the exhibitor service kit. List only an employee of your company. I&D companies may receive duplicate information if requested separately.

Name _____ Title _____
Mailing address (if different than above) _____
City _____ State _____ Zip _____ Fax _____
E-mail _____ Business phone _____ Cell phone _____

Is this the permanent address of the Booth Logistics Coordinator? Yes No The Booth Logistics Coordinator Will Will Not be attending the conference.

EXHIBITOR REGISTRATIONS One full conference registration and one exhibits-only registration are included per 10' x 10' booth.

Full Conference Registration

Name _____
Nickname for badge _____
Title _____
Mailing address _____
City _____ State _____ Zip _____
Business phone _____ Fax _____
E-mail _____

Expo-Only Registration

Name _____
Nickname for badge _____
Title _____
Mailing address _____
City _____ State _____ Zip _____
Business phone _____ Fax _____
E-mail _____

PAYMENT INFORMATION

____ # of booths @ \$4,000 (member)
____ # of booths @ \$6,000 (non-member)
TOTAL _____

Check made payable to HDMA and mailed to:
HDMA, P.O. Box 79462,
Baltimore, MD 21279-0462

No priority/overnight mail can be accepted at this address.

Credit card: Fax this form to HDMA at
(703) 812-0539.

MasterCard Visa American Express
Credit card # _____
Exp. date _____
Signature _____

Credit card holder's name and billing address
if different from registrant:

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Terms of Agreement

Use of Exhibit Booth Space

- No booth should be set up so its arrangement or manner of presentation obstructs or interferes with the general view or rights of any other exhibitor. Verbal announcements, recordings, radios, video equipment, sound/slide talking devices and other attention-getting devices are prohibited if objectionable to adjacent exhibits.
- A conference name badge is required for admission to the Technology Expo and all HDMA 2010 Distribution Management Conference (DMC) functions.
- Exhibitors are required to have their booths staffed and open during all show hours. **All booths must remain intact and staffed until Tuesday, March 16 at 6:00 PM and may not be dismantled or removed before that time. No two companies may share a booth.**
- As a safety precaution, no portion of any machine, skid, furniture, sign or display may be closer than one foot from any aisle.

General Rules & Regulations

- Non-member service providers must exhibit to attend the DMC & Technology Expo.
- HDMA may restrict the right to exhibit if an exhibitor does not maintain the tone of this show, as decided by HDMA.
- HDMA requires that all show attendees refrain from scheduling any activity that conflicts with official HDMA 2010 DMC functions.
- No music is allowed to be played in the exhibit hall.
- Only full Conference Attendees may attend the educational sessions or any DMC events held outside the expo floor.
- Exhibitors must comply with all facets of the Americans with Disabilities Act.
- Registrations cannot be shared.

Contractor Services

- Exhibitors that intend to use a non-HDMA designated contractor for installation and dismantling services must ensure the outside contractor complies with HDMA exhibitor rules and regulations. Any outside contractor must provide HDMA with a certificate of insurance of liability and written permission from the exhibitor for the outside contractor to perform the work. All outside contractors must report to HDMA's Registration Desk for a pass before entering the Technology Expo.

Liability

- Perimeter security service is provided by HDMA in the exhibit hall as a visible theft deterrent and for access control. Even with this service, it remains the sole responsibility of the exhibitor to protect his or her own property against theft and/or damage to full value.
- Neither HDMA nor the Baltimore Marriott Waterfront assumes any responsibility for protection and safety of exhibitors, their representatives, agents, employees, exhibits, or property of exhibitors or their representatives. Any guard service, security room or other protective measures that HDMA may take shall be deemed to be purely gratuitous on its part, and HDMA shall have no responsibility for effectiveness or failure of such measures, or for conduct of personnel involved in therein.
- Each exhibitor agrees to indemnify and hold harmless HDMA, including its officers, directors, agents, employees, contractors, assignees, and insurers (hereafter "HDMA") and other exhibitors at the conference from and against any and all claims, losses, damages, liabilities and expenses, including attorneys' and consultants' fees and expenses and court costs, incurred by HDMA or such other exhibitors in defending against, satisfying or compromising any such claim arising out of any injury to persons or property caused by any act or omission of the exhibitor or its representatives, agents, employees or contractors.
- Further, the exhibitor shall indemnify and hold harmless HDMA and such other exhibitors from and against any and all claims, losses, damages or expenses arising out of any failure by the exhibitor in any respect to comply with and perform all requirements and provisions of these rules and regulations.
- The exhibitor shall procure and continue in force general liability insurance of not less than \$1,000,000 covering any and all claims for injuries to persons in or upon the assigned booth space, including all injuries or damages from booths, signs or other appurtenances now or hereafter erected on such space, and ensuring the insurance policies required hereunder shall name HDMA as an additional insured, and exhibitor shall furnish HDMA with evidence of such insurance upon request.

Agreement

By signing here, I agree to the terms and conditions listed in the Exhibitor Registration and Contract.

Signature _____

Print name _____ Date _____

Cancellation

Cancellation requests must be made in writing and postmarked no later than **Friday, February 5, 2010**, for a partial refund. A non-refundable \$500 processing fee applies to cancellations postmarked by **Friday, February 5, 2010**. **NO REFUNDS will be made for cancellations after Friday, February 5, 2010.**

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Exhibitor Categories

Please select up to five (5) categories that best describe your company. These descriptive categories will help potential trading partners identify your company in the Technology Expo and the services and offerings provided.

- | | | |
|--|---|--|
| <input type="checkbox"/> Accounts Payable/Receivable (APR) | <input type="checkbox"/> Materials Handling (MAT) | <input type="checkbox"/> Regulatory - State (RGS) |
| <input type="checkbox"/> Advertising Agency (ADV) | <input type="checkbox"/> New Product Introduction (NPI) | <input type="checkbox"/> Returns Processing (RXI) |
| <input type="checkbox"/> Bar Coding Products (BCD) | <input type="checkbox"/> Operations (OPS) | <input type="checkbox"/> Rx Information (RXI) |
| <input type="checkbox"/> Chargebacks (CHG) | <input type="checkbox"/> Pharmaceutical Repackaging (PHR) | <input type="checkbox"/> Sales & Marketing (SAM) |
| <input type="checkbox"/> Cold Chain (CCN) | <input type="checkbox"/> Pharmacy Management Services (PMS) | <input type="checkbox"/> Security Services/Equipment (SSE) |
| <input type="checkbox"/> Contract Administration (CAN) | <input type="checkbox"/> Planograms (PLN) | <input type="checkbox"/> Shipping (SHP) |
| <input type="checkbox"/> Credit Management (CRM) | <input type="checkbox"/> Point of Sale Services (POS) | <input type="checkbox"/> Systems Hardware (HRD) |
| <input type="checkbox"/> Customer Service (CSS) | <input type="checkbox"/> Price Change Notifications (PCN) | <input type="checkbox"/> Systems Networks (NET) |
| <input type="checkbox"/> Electronic Data Interchange (EDI) | <input type="checkbox"/> Private/Control/Store Labels (LAB) | <input type="checkbox"/> Systems Software (SFT) |
| <input type="checkbox"/> Emergency Preparedness (EMP) | <input type="checkbox"/> Product Management (PDM) | <input type="checkbox"/> Telemarketing (TEL) |
| <input type="checkbox"/> e-Pedigree (EPG) | <input type="checkbox"/> Promotions (PRS) | <input type="checkbox"/> Trade Press (TRP) |
| <input type="checkbox"/> Human Resources Services (HRS) | <input type="checkbox"/> Public Relations (PBR) | <input type="checkbox"/> Trade Relations (TRR) |
| <input type="checkbox"/> Legislative - State (LGS) | <input type="checkbox"/> Purchasing (PUR) | <input type="checkbox"/> Training (TRN) |
| <input type="checkbox"/> Legislative - Local (LGL) | <input type="checkbox"/> Recalls/Withdrawals (REW) | <input type="checkbox"/> Warehouse Design (WHD) |
| <input type="checkbox"/> Logistics (LOG) | <input type="checkbox"/> Receiving (REC) | <input type="checkbox"/> Warehouse Management (WMG) |
| <input type="checkbox"/> Management Consultant (MGC) | <input type="checkbox"/> Regulatory - Federal (RGF) | <input type="checkbox"/> Warehouse Systems (WSY) |
| <input type="checkbox"/> Market Research (MKR) | <input type="checkbox"/> Regulatory - Local (RGL) | <input type="checkbox"/> Other Services (OTS) |