



2009

2009 Media Guide

THE BEST 'BUY' AND EXPOSURE IN THE MEDICAL PRODUCTS INDUSTRY

HIDA

HEALTH INDUSTRY DISTRIBUTORS ASSOCIATION
Serving Medical Products Distributors Since 1902

MedSurg Conference & Expo™ Advertising

Make the most of your trade show experience and get the best return for your investment.



2009 Product Preview & Registration Brochure *Pre-show advertising*

Reach and attract attendees to your booth with pre-show advertising in the Product Preview & Registration Brochure. This publication will be mailed to over 20,000 prospects and attendees prior to the 2009 MedSurg Conference & Expo™. Maximize your ability to convert leads into sales by previewing your company and your products for conference attendees. Full-, half-, and quarter page ads are available. (See back cover for specifications and pricing.)

Ad Closing: April 9, 2009



2009 Program and Exhibit Guide *On-site advertising*

Promote your presence by advertising in the Program and Exhibit Guide. This resource is a comprehensive listing of show floor exhibitors, show-only incentives, and in-booth product training that will capture your audience at the start of the show. Make your booth a destination spot for all conference attendees. Full-, half-, and quarter page ads are available. (See back cover for specifications and pricing.)

Ad Closing: July 7, 2009

HIDA Membership Directory & Buyer's Guide



HIDA's best value! *Year long exposure for a small investment.*

Share your message with distributors in the pages of the annual HIDA Membership Directory and Buyer's Guide. Include your ad in a comprehensive listing of distributor members and medical-products manufacturers. This resource serves as a yearly reference for healthcare industry supply chain members to locate contacts, company information and new product opportunities. Full-, half-, and quarter page ads are available. (See back cover for specifications and pricing.)

Ad Closing: January 15, 2009

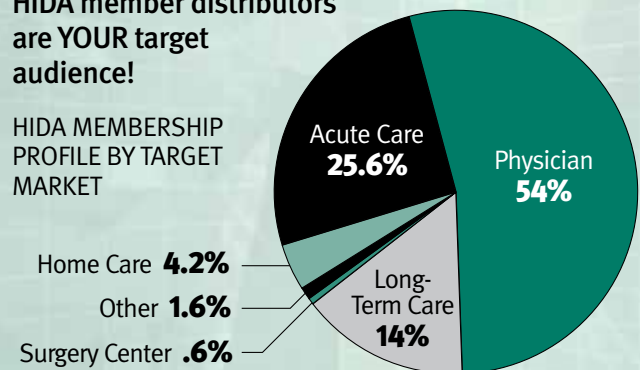
About HIDA...

The Health Industry Distributors Association (HIDA) delivers the best 'buy' and exposure to the medical-surgical products distributors. By advertising or purchasing a sponsorship, you will have inside access to distributors in the physician, long-term care, and acute markets.

Since 1902 HIDA has represented medical products distributors providing networking and leadership forums. Member benefits include regulatory update, strategic information, and quality education which allow member companies to perform profitably within today's complex healthcare supply chain.

HIDA member distributors are YOUR target audience!

HIDA MEMBERSHIP PROFILE BY TARGET MARKET



HIDA IQ e-Newsletter

Target your message to distributors with timely e-newsletter advertising. This is an excellent avenue to promote new products and weekly promotions.



HIDA IQ e-Newsletter *Four e-mail blasts sent per month*

Send your message to over 7,500 members in the HIDA IQ e-Newsletter. The news blast features up-to-date legislation and regulation information, industry trends, and provider news.

Ad packages:

1 Month: Your ad will be included in four e-mails during the month of your choice.

3 Months: Your ad will be included in 12 e-mail blasts during three months of your choice.

(See back cover for specifications and pricing.)

HIDA Web Site



Maximum visibility! *www.HIDA.org*

Place a Web ad directly on HIDA's new web site that will hyperlink to your Web site or product promotion site. With an average of 740,000 hits per month, HIDA's Web site delivers active, qualified customers who move millions of dollars in medical products each year.

Ad packages:

1 Month: Your ad will be included in four e-mails during the month of your choice.

3 Months: Your ad will be included in 12 e-mail blasts during three months of your choice.

(See back cover for specifications and pricing.)

44% of surveyed MedSurg Conference & Expo™ attendees say... they select products from the MedSurg Expo for their company to distribute.

EXHIBITOR SPECIAL!
Exhibitors receive 10% off all tradeshow print advertising rates!

If you are interested in event sponsorship, contact Ian Fardy at (703) 838-6131 or fardy@hida.org.



Have you joined HIDA's P365 program?

HIDA's P365 program is a unique opportunity for huge savings on event sponsorships, advertising, show floor banners and more. Not to mention the added exposure at every HIDA event and in several HIDA marketing materials. Join today and start saving!

Call Ian Fardy at (703) 838-6131.



OUR PASSION IS PREVENTION™

makers of QuickVue®

Advertising Specifications

Submitting PRINT Advertising:

A high-resolution PDF (PDF/X-1a) is the recommended format. Acceptable formats include Adobe InDesign, EPSs and TIFFs. ALL fonts must be converted to outlines and ALL colors must be converted to CMYK. Images must be at least 300dpi in resolution. Supplied native files (Adobe InDesign) must include all fonts and images. PDF files must include bleed and crop/registration marks. Extend bleeds at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.

Send artwork to: HIDA, c/o Vanessa Mayo, 310 Montgomery Street, Alexandria, Virginia, 22314-1516. Large, stuffed files (up to 250 MB) can be e-mailed via www.megaupload.com or www.yousendit.com, or contact Vanessa Mayo for HIDA's FTP site instructions.

Submitting ELECTRONIC Advertising:

Please submit all electronic ads in animated .GIF or .JPEG formats / RGB color mode / 72 dpi to, mayo@hida.org.

Questions regarding artwork should be directed to Vanessa Mayo, HIDA Marketing Coordinator at (703) 838-6106 or mayo@hida.org.

Any cancellation of/or change to this contract must be submitted in writing five days prior to issue closing date. Publisher reserves the right to reject any advertisement.



310 Montgomery Street
Alexandria, VA 22314-1516
Ph: (800) 549-HIDA (4432)
Fax: (703) 549-6495

www.HIDA.org

RESERVE YOUR AD SPACE.

Please complete the form below and fax to Vanessa Mayo at (703) 838-6495.

PRINT Advertising

2009 Membership Directory & Buyer's Guide

Ad Closing: January 15, 2009

- Full pg (Trim: 8.5" W x 11" H; Add .125" bleed on all sides) \$2,999*
- 1/2 pg (Horizontal only: 7.5" W x 4.875" H) \$2,499*
- 1/4 pg (Vertical only: 3.5" W x 4.875" H) \$1,699*

2009 Product Preview & Registration Brochure

Ad Closing: April 9, 2009

- Full pg (Trim: 8.5" W x 11" H; Add .125" bleed on all sides) \$2,999*
- 1/2 pg (Horizontal only: 7.5" W x 4.875" H) \$2,499*
- 1/4 pg (Vertical only: 3.5" W x 4.875" H) \$1,699*

2009 Program & Exhibit Guide

Ad Closing: July 7, 2009

- Full pg (Trim: 8.5" W x 11" H; Add .125" bleed on all sides) \$2,999*
- 1/2 pg (Horizontal only: 7.5" W x 4.875" H) \$2,499*
- 1/4 pg (Vertical only: 3.5" W x 4.875" H) \$1,699*

*Non-members: Add an additional \$500 to prices shown.

*Premium and Cover Positions: Add an additional \$1000 to prices shown.

- MedSurg Conference & Expo™ Exhibitors:**
Check here to SAVE 10% on tradeshow print advertising.

TOTAL: \$ _____

ELECTRONIC Advertising

Electronic Specifications: 150 pixels wide x 170 pixels high. Animated .GIF files are accepted.

HIDA IQ e-Newsletter

- 1 Month: \$1,050
Your ad will be included in four e-mail blasts during the month of your choice
- 3 Months: \$2,650
Your ad will be included in 12 e-mail blasts during three months of your choice

HIDA Web Site www.HIDA.org

Please provide URL to which you wish your ad to link.

Hyperlink:

- 1 Month: \$1,050
- 3 Months: \$2,650

TOTAL: \$ _____

Company Name _____ Date _____

Contact Name _____

Phone _____ E-Mail _____

Signature (Your signature above serves as authorization to publish advertising as described on this form.) _____