



Dear Exhibitor,

As we prepare for **Healthcare Facilities Symposium & Expo** in Chicago in September, we've developed several **complimentary marketing opportunities** for you to help drive additional traffic to your booth and promote your brand, products and services!

Several of these creative (and FREE!) opportunities are listed below. For more details and to participate, please contact Liz Miller, liz@jdevents.com or 203-371-6322.

1. Invite Your VIPs and Prospects: Email liz@jdevents.com for an electronic VIP Expo Ticket that you can send to your clients and prospects inviting them to attend the Expo with your compliments! Doing a mailing? You will receive package of approximately 100 printed tickets the week of June 28, 2010. A limited number of additional printed tickets can be sent to you upon request. Please email liz@jdevents.com with the number of tickets you would like to receive and the shipping address to which they should be sent. Requests for printed tickets can only be taken until August 13, 2010. VIP Passes include admission on September 15, 2010 to the Keynote, the Exhibit Hall, sessions in the Learning Lounge, and afternoon reception.

2. Offer Qualified Attendees* Free Full Conference Passes: Email us a list of your top customers, prospects, and ideal buyers, along with their contact information. Those who qualify* will receive an email invitation from us indicating they have been specially selected and you have arranged for them to receive a free full conference pass to Healthcare Facilities Symposium & Expo. The email they receive will contain your company name and booth number and will request that they visit your booth when they arrive at the event. **Complete the attached form with your list of candidates and email it to dawn@jdevents.com no later than August 13, 2010.** (Please note: In order to avoid confusion, please do not mention that you have arranged for the free pass until you receive notification from us that they have been approved.)

3. Customize - and Track - Your Invitations: Take advantage of an online tool that generates an invitation email for your customers to get a free expo pass with your compliments. Create and distribute your own **unique priority code**, send a personal invitation, **register your clients** yourself or invite a group all at once by pasting your own **unique registration link** into a broadcast email. You can also **keep track in real time** of clients who have registered! This can all be done with just a few clicks within your Exhibitor Registration system (where you register your booth personnel). Visit this link and log in for more information: <https://www.xpressreg.net/register/hfsx090/exhibitor/login.asp> If you have any questions, please contact dawn@jdevents.com.

4. Alert the Media: Vollmer Public Relations is the official media relations firm for Healthcare Facilities Symposium & Expo. Work with them to get the word out new products and services and indicate who, at your

booth, the press can contact should they have follow-up questions. Contact Rupa Patel at rupa@vollmerpr.com for more information. Also, post your company profile in our Virtual Press Office, courtesy of BusinessWire, the official news wire service for Healthcare Facilities Symposium & Expo. For more information go to <http://www.jdevents.com/Uploads/HFSE2010/HFS2010BusinessWire.pdf>

6. Virtual Networking: Take advantage of social media outlets set up for the Healthcare Facilities Symposium & Expo! Become a fan on Facebook and follow us on Twitter (@hcarefacilities) and give us something to tweet about! Questions? Email rupa@vollmerpr.com

ALL NEW!! Connect with Attendees Pre-Show: As an exhibitor, you have access to the **Healthcare Facilities Symposium & Expo Event Planner** – a brand new custom-developed and proprietary platform that allows you to build your company's profile, connect with attendees, post press releases and announcements, link attendees to your social networking pages, set up meetings in advance and continue the dialogue long after the event concludes!

Receive a message in your Event Planner inbox each time an attendee adds your company to their list of exhibitors to visit! Visit <http://hcarefacilities.com/scheduler/exhibitor/login.asp> to log in! If you have not yet received your login information, please contact joelle@jdevents.com.

These are just some of the creative marketing opportunities we've designed to drive traffic to you - our valued exhibitors. If you have additional marketing ideas that you would like us to consider, please do not hesitate to let us know! Please contact Liz Miller with any questions about the above programs at liz@jdevents.com or 203-371-6322.

We look forward to working with you towards an extremely successful event.

* Qualified individuals for complimentary conference passes are architects, interior designers, construction managers, and representatives from healthcare facilities. Product manufacturers, services providers and consultants do not qualify for the complimentary conference invitation program.

