Register by June 30!
chpa-info.org

Get **Carded** at Market Exchange

The only industry event focused exclusively around consumer healthcare issues and opportunities

2010 Market Exchange

September 15-16
New Brunswick, NJ

Reasons to Attend

- Network with established contacts and meet new contacts in the industry
- Access high-level clients and open an exchange of marketing information and ideas
- Gain valuable insight and direction from other CHPA members
- Attend engaging sessions with valuable speaker presentations

"Each year we **walk away with stronger account relationships, business opportunities, and clear signs of an optimistic future** for the consumer healthcare industry."

- 2009 Market Exchange attendee

Get **Carded**... Get Ahead

With headlines vacillating between economic improvements and the challenging economy, one thing remains constant: CHPA members learn and grow their businesses at Market Exchange. Attendees call this a "must attend" and "can't miss" event because it always brings value.

How CHPA's Market Exchange Works

- Table hosts (vendors) select manufacturers they'd like to meet with in advance.
- Manufacturers accept appointment requests and request additional appointments in advance.
- Registrants attend pre-set, 20-minute meetings on site – manufacturers rotate between provider tables to discuss industry trends and challenges, promote the exchange of ideas and information, and generate new opportunities.

Note: Market Exchange features tables, not exhibit booths, and no trade show premiums should be distributed. The only giveaways should be information (printed or electronic) about the company itself.

Make the Most of Your Appointments

There is only one chance each year to meet directly with so many experts all under one roof. Market Exchange attendees are strongly encouraged to make appointment requests based on their organization's specific needs and interests. Requests must include a brief description of the desired discussion topics for each appointment to avoid canned presentations.

Registrants will receive detailed instructions on the appointment scheduling web site in June.

Schedule of Events

Day 1: Wednesday, September 15

2:00 – 5:30 p.m.
Operations/Service Provider Appointments
– 10 appointments
(logistics, packaging, supply chain, retail merchandising, consulting, sales, ingredient suppliers, contract & private label manufacturers, etc.)

5:30 – 8:00 p.m.
Networking Reception/Dinner
(open to all registrants)

Day 2: Thursday, September 16

7:00 – 9:00 a.m.
Breakfast Session – Speaker TBD
(open to all registrants)

9:00 a.m. – 3:30 p.m.
Media/Marketing Provider Appointments
– 14 appointments
(advertising, print media, television, Internet, radio, market consulting, etc.)

12:40 – 2:10 p.m.
Lunch Session – Speaker TBD
(open to all registrants)

CHPA®

How Should I Register?

Day 1 Primary Table Host

Operations and service providers should register as Day 1 Primary Table Hosts.

Day 2 Primary Table Host

Media and marketing providers should register as Day 2 Primary Table Hosts.

Note: Table Host registration fee includes both a Primary and a Secondary table host. Companies represented by more than one Primary and one Secondary Table Host must register those contacts as "Additional Table Hosts" for a nominal fee.

Manufacturer Attendee

Manufacturing representatives should register as Manufacturer Attendees. A Manufacturer Attendee registration form must be filled out for each person attending, including which day (or days) that person will attend.

Note: CHPA members who are manufacturers and provide services to other member companies are encouraged to participate as both a Table Host and a Manufacturer Attendee (e.g., contract or private label manufacturer, manufacturer with packaging division, etc.). Contact CHPA's Phyllis Taylor for more information.

This Year Will Showcase:

- Enhanced sessions with speaker presentations
- Improvements to the online appointment selection process
  - Registrants can participate in the appointment selection process
  - Manufacturers can request appointments with Table Hosts and also specify discussion topics
  - Participants can see appointments online
  - Table Hosts can see who they will be meeting with
- No registration price increase from 2009; lower hotel room rate.

Questions?

Registration Information:
Kass Kassouf
202.429.3544
kkassouf@chpa-info.org

Maria Sarabia
202.429.3545
msarabia@chpa-info.org

Appointments and Sponsorships:
Phyllis Taylor
202.429.3549
ptaylor@chpa-info.org

Hotel Reservations:
Hyatt Regency New Brunswick
732.873.1234
https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=2494346&fromResdesk=true

Dates to Remember

June 30
Deadline for all Table Host and Manufacturer Attendee registrations

July 15
Table Host appointment requests and discussion topics due

July 30
Manufacturer appointment ratification and requests (with discussion topics) due

Week of August 23
Appointment schedules available to registrants

August 26
- Deadline for registration for inclusion in the printed program/attendance book
- Registration cancellation refund deadline
- Hotel room block is released

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2010 Market Exchange

Get **Carded**

September 15-16 • Hyatt Regency New Brunswick • New Brunswick, NJ

How to Register:

Register online or complete and send this form with payment made out to CHPA by fax or mail.

Online: (preferred)
Visit the Meetings section of **chpa-info.org**.

Fax: 202.223.6835

Mail:
MX Registrations
CHPA
900 19th Street, NW, Suite 700
Washington, DC 20006

Refunds and Cancellations:

Written requests for refunds must be received by CHPA by August 26, 2010. Cancellations received after August 26 are not refundable. Substitutions are permitted for this event only. Substitutes must complete a registration form.

Meeting/Hotel Location:

Hyatt Regency New Brunswick
Two Albany Street
New Brunswick, NJ 08901
Tel: 732.873.1234

Hotel Reservations:

Reservations may be made online at https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=2494346&fromResdesk=true

CHPA's group rate at the Hyatt Regency New Brunswick is $159.

Hotel cut-off date for the group rate is August 26, 2010.

FOR OFFICE USE ONLY:

Recd _____ ☐ **Act.**
Ck# _____ ☐ **Assoc.**
Amt. _____ ☐ **Gst.**
Conf _____ ☐ **Board**

CP03/10-2.5K

Online registration is available in the Meetings section of chpa-info.org.

Registration Type

Mark your registration type(s) and indicate which day or days you will attend.

___ **Primary Table Host** ☐ Day 1 - $1,900 (Operations/Services Providers only) ☐ Day 2 - $2,150 (Media/Marketing Providers only) ☐ Both Days - $2,350	___ **Manufacturer Attendee** Fee is for one registrant only. Split registrations between days and attendees are not permitted. ☐ Day 1 - $350 ☐ Day 2 - $350 ☐ Both Days - $350
___ **Secondary Table Host** (one included with primary table host fee)	
___ **Additional Table Host(s)** - $350 each (for tables that require more than two hosts)	**Total Cost $**_____

There is no additional fee for the September 15 Networking Reception/Dinner. Please indicate if you plan to attend this event in the appropriate field below.

Registrant Information

Attach additional contact information sheets as necessary. Confirmations, updates, and registration lists will be sent electronically.

- **Primary Table Host** or
- **Manufacturer Attendee**

Full Name _____ Nickname _____
Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Registrant E-mail _____

☐ I will attend the September 15 Networking Reception (open to all registrants)

- **Secondary Table Host** - one included with primary table host fee

Full Name _____ Nickname _____
Title _____
E-mail _____ Phone _____
Mailing Address (if different from above) _____

☐ I will attend the September 15 Networking Reception (open to all registrants)

- **Additional Table Host(s)** - for tables that require more than two hosts

Full Name _____ Nickname _____
Title _____
E-mail _____ Phone _____
Mailing Address (if different from above) _____

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Payment Options:

☐ VISA ☐ MASTER CARD ☐ AMERICAN EXPRESS ☐ CHECK PAYABLE TO CHPA

CARD # _____ EXP. _____ SIGNATURE _____