

You are invited to exhibit at the . . .

# 2008 Biomedical Research Equipment and Supplies Exhibit at Harvard Medical School

Sponsored by :

**Technical Sales Association**  
A NETWORK FOR ADVANCING TECHNICAL SALES

in cooperation with the  
**New England Scientific  
Manufacturers Association**

**September 24-25, 2008  
Harvard Medical School  
Boston, MA**

As an exhibitor, you'll be among the industry's leading names! Here is a sampling of the 2007 exhibitors. . .

Agilent Technologies	Integrated DNA Technologies
Alert Scientific, Inc.	ISC BioExpress
American Bioanalytical	LabNewEngland
Applied Biosystems	Labrepco
Beckman Coulter	Lentigen
Biodirect	MBL International
BioHit	Miltenyi Biotec
Bio-Rad	National Diagnostics
Boston BioProducts	New England Biolabs
Caliper Life Sciences	OriginLab
Carestream Molecular Imaging	Perkin Elmer
Cell Signaling Technology	Princeton Separations
Charles River Laboratories	Qiagen
Corning Life Sciences	Rainin Instruments
Drummond	Research Products Int'l. Corp.
Eppendorf	Sarstedt
Fitzgerald Industries	Sigma Aldrich
Guava Technologies	Thermo Fisher Scientific
Hamilton Company	USA Scientific
Harlan	VWR International
Idea Scientific	Worthington Biochemicals
Inotech Biosystems	

*For more information and to reserve exhibit space, contact:*

**GTP Management Services  
International, LLC**  
P.O. Box 250355  
Atlanta, GA 30325  
(404) 249-9618  
Fax (404) 249-6414  
E-mail: [exhibits@gtpmgt.com](mailto:exhibits@gtpmgt.com)  
**For available booth locations  
and to register online please  
visit our website at  
[www.gtpmgt.com](http://www.gtpmgt.com)**

## Who Should Exhibit

Companies that provide equipment, supplies and services related to the biomedical research industry, including but not limited to. . .

AIDS research products & services  
Centrifuges  
Cell culture products and services  
Chromatography equipment & supplies  
Computer software systems—data acquisition/networks  
Cryogenic equipment & systems  
DNA synthesis reagent systems  
Diagnostic products  
Dialysis equipment  
Diluting and dispensing equipment  
Electrochemical detectors  
Electrophoresis apparatus  
Fermentation systems  
Freezers, refrigerators, cold rooms  
General laboratory equipment, supplies & chemicals  
Genetic engineering enzymes & reagents  
Glassware & plasticware  
Homogenizers  
Immunological & biological reagents  
Incubators & ovens  
Metering pumps, gas analyzers & humidity monitors  
Microscopes & microtomy equipment  
Molecular biology products & services  
Multiblock heaters  
Protein & peptide synthesis & analysis systems  
Publications & Journals  
Radioactivity detectors  
Shakers  
Specialty chemicals & biochemicals  
Spectrophotometers  
Stirrers  
Support service laboratories  
Training video tapes  
Vacuum pumps  
Video & image analysis systems  
Washers, hoods  
Water purification systems

To reserve your sponsorship, complete this form and return it to GTP Management Services Intl., LLC along with 25% non-refundable deposit by August 1, 2008. Sponsorships will be reserved on a first-come, first-served basis. Sponsors will be invoiced for balance due after confirmation of their sponsorship. Sponsorships not paid by September 1, 2008, will not be honored.

### EXHIBITOR SPONSORSHIP PROGRAM RESERVATION FORM

**SPONSORSHIPS ARE AVAILABLE TO HARVARD 2008 EXHIBITORS ONLY**

COMPANY NAME \_\_\_\_\_  
 MAILING ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 POINT OF CONTACT \_\_\_\_\_  
 CONTACT EMAIL ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_  
 SIGNATURE \_\_\_\_\_

*Please reserve the following sponsorships for my company:*

Sponsorship Category	Price Per Sponsorship	Number of Sponsorships	Total
Registration Tote Bags	\$5,000	One only	\$5,000
Lunch in Exhibit Tent (two available)	\$3,000	One only	\$3,000
Refreshment Breaks (four available)	\$1,000	One only	\$1,000
Aisle Signs	\$1,000	One only	\$1,000

Grand Total \_\_\_\_\_  
 - 25% Deposit \_\_\_\_\_  
 Total Amount Due \_\_\_\_\_

Return Completed form by August 1, 2008 to: George Griffin, GTP Management Services Intl., LLC

P.O. Box 250355 • Atlanta, GA 30325  
 Phone: (404) 249-9618 • Fax: (404) 249-6414 • Email: [ggriffin@gtpmgt.com](mailto:ggriffin@gtpmgt.com)

## The 2008 Biomedical Research Equipment and Supplies Exhibit at Harvard Medical School

*The single most effective forum to reach the Harvard research community.*

The Technical Sales Association, a nationwide member-led organization in cooperation with the New England Scientific Manufacturers Association, invites you to exhibit in the 2008 Biomedical Research Equipment and Supplies Exhibit at Harvard Medical School.

This outstanding event hosted every year by Harvard Medical School and Harvard University Office of Procurement offers you a unique opportunity to meet decision-makers from the Harvard scientific community and surrounding research institutions. The central location of the courtyard at Countway Plaza behind the Warren Alpert Research Building affords maximum visibility and convenient access for the more than 1,000 purchasing agents, primary investigators and the laboratory staffs from over 18 teaching hospitals and 50 clinical departments who are expected to attend. These decision-makers from numerous disciplines will come from the area's most prestigious research institutions including: Harvard University and its Medical School, Dental School and School of Public Health, as well as affiliate hospitals, including Brigham and Women's Hospital, Dana-Farber Cancer Institute, Beth Israel Hospital and Children's Hospital. Researchers and health-care related professionals from area educational institutions including MIT, Tufts, and Boston University will also be invited.

In fiscal year 2007, total sponsored research and training dollars total \$238 million. The 2008 Biomedical Research Equipment Exhibit at Harvard Medical School is your most direct and cost-effective way to gain a share of this valuable market.

Participation is limited. With high vendor demand to exhibit, each participating firm will be limited to a maximum of 2 booths. Tremendous interest from both TSA and NESMA members promises another sell-out event. **Wide-reaching promotion throughout the Harvard campus and neighboring facilities will ensure an equally tremendous attendance. To enhance the quantity and quality of attendees in 2008, we will introduce a premium gift to be distributed to the first 1,000 registered attendees and we will purchase mailing lists so that we can send a personal invitation to attend. In addition, we are planning new sponsorship opportunities for 2008 exhibiting companies.**

Don't miss this valuable opportunity to reach the entire Harvard research community in only 2 days – a marketing event unmatched in the New England area.

## Exposition Facts

### Location:

Exhibit Tent at Countway Plaza  
Harvard University Medical School  
Boston, MA

### Installation:

Tuesday, September 23  
10:00 a.m. - 7:00 p.m.

**NOTE: THERE WILL BE NO FREIGHT OFFLOADING ON WEDNESDAY, SEPTEMBER 24, PRIOR TO THE EXHIBIT'S OPENING AND NO DIRECT SHIPMENTS WILL BE ALLOWED ON-SITE. ALL SHIPMENTS MUST BE SENT TO OUR EXPOSITION CONTRACTOR.**

## Exposition Hours\*

### Wednesday, September 24

9:30 a.m. - 3:30 p.m.

### Thursday, September 25

9:30 a.m. - 3:30 p.m.

Refreshments available to all exhibitors and attendees during exhibit hours each day.

### Dismantle:

Thursday, September 25  
3:30 p.m. - 6:30 p.m.

\*Exhibit schedule preliminary, subject to change.

### Booth Size:

5' x 8'

### Booth Rate:

\$750 for Corner Booth;  
\$725 for Non-Corner Booth. Space is limited. Multiple booths are based on single unit booth rate. Multiply single booth rate by total number of booths requested.

**Limit two booths per company.**

## Booth Rate Includes

- Aluminum frame booth with flame retardant backwall and sidewall drapes and standard booth identification sign
- (1) 6' table covered with white vinyl top and skirting
- Electricity (if required) - 1.5 amp **maximum per booth\* – only essential to product demonstration\*** (does not include extension cords or outlets)
- Overnight general security guard service
- Booth personnel identification badges
- Product/service listing in official program
- Coffee, soft drinks & snacks during exhibit hours
- Exhibitor Service Manual with operational information and order forms for additional rental items/services.

*\*Electrical power is limited. Maximum 1.5 amps available to each booth. No auxiliary generators permitted.*

### NOTE:

**Space is allocated on a first-come, first-served basis. Applications not accompanied by full payment will not be assigned space. If requesting two spaces, full payment must be enclosed. To exhibit, at least one individual from each exhibiting firm must be a member of TSA or NESMA.**

**Applications may be submitted online with Visa, MasterCard, or AMEX. Please visit our website to take advantage of this opportunity.**

[www.gtpmgt.com](http://www.gtpmgt.com)

Official Exposition Contractor:  
Freeman Decorating Company  
1515 Washington Street  
Braintree, MA 02184

## Sponsorship Program:

Would you like to boost your company's visibility and impact at the 2008 Biomedical Research Equipment and Supplies Exhibit at Harvard Medical School? The 2008 Sponsorship Program provides strategic opportunities for exhibiting companies to make a significant impact on this annual TSA sponsored event. Our sponsor benefits increase corporate visibility (both pre-exhibit and on-site), and provide exceptional return on investment. When you invest in the 2008 Harvard Medical School Exhibit, you are investing in your company's success because you will gain the undivided attention of key decision makers. Sponsorship provides the ideal forum to deliver your message to more buyers, enabling you to market your company's products and services more effectively.

In addition to sponsorship-specific benefits, each sponsorship package includes the following important benefits:

- Mailing labels for pre-publicity to previous year attendees
- Complimentary full page ads in exhibit show guide and directory
- Complimentary corporate logo placement in exhibit show guide and directory
- Acknowledgement in exhibit show guide and directory
- Acknowledgement on "Thanks to our Sponsors" signs placed throughout the exhibit tent
- Your company's name, logo, interactive website and booth number listed on the Sponsorship Page on the 2008 Harvard Medical Exhibit website to be pushed to all attendees

### Our sponsorship opportunities include:

- Registration Tote Bags
- Refreshment Breaks in the exhibit tent
- Lunch in the exhibit tent
- Aisle Signs
- Poster Sessions

**Registration Tote Bags \$5,000**

This is an exceptional corporate promotional opportunity at the 2008 Harvard Medical School Exhibit. Your corporate logo is strategically placed on approximately 1,000 meeting tote bags and will yield maximum visibility for the entire event and beyond. A one page product or promotional flyer may be stuffed in the bag as well. An excellent opportunity for one lucky exhibiting company.

**Lunch in Exhibit Tent \$3,000**

Sponsor a lunch in the exhibit tent on Wednesday or Thursday and we will feature your company's logo and booth # on signage at each table. We can also distribute a one page product or promotional flyer at each table. This is another excellent opportunity for your company to gain added exposure while also building traffic to your booth. This is an exclusive opportunity to reach thousands of attendees over the two day exhibit!

**Refreshment Breaks in the Exhibit Tent \$1,000 each**

Sponsor one of four refreshment breaks in the exhibit hall and in addition to the benefits listed above, we will strategically place the refreshment areas as close to your booth as possible. Your company's logo and booth number will be featured prominently on signage at each refreshment area.

**Aisle Signs \$1,000**

Increase awareness of your company by exclusively displaying your company logo and booth number on all aisle signs throughout the exhibit tent.

### Policy and Procedures:

- All sponsorships are available to all exhibitors; however, a company that sponsors an activity will have the first right of refusal the following year on that same sponsorship opportunity.
- To secure a sponsorship, a completed application form, accompanied by a 25% non-refundable deposit, must be sent in by August 1, 2008. The balance will be due September 1, 2008. If the balance is not paid in full on 9/1/2008, the company will forfeit the sponsorship.
- Sponsorships will be assigned on a first-come, first-served basis.
- Payments can be made in the form of check or credit card (VISA, Master Card and American Express only).