



Looking to Launch
Your Own
EVENT?

Cambridge
Healthtech Institute
Will Help You

Navigate
the Course!

Cambridge Healthtech Institute

Will Steer You in the Right Direction

With over 20 years of experience in life sciences, Cambridge Healthtech Institute (CHI) offers a highly professional, experienced team dedicated to providing you with the finest services. CHI can manage all of the following functions, or you may select options based on your specific needs:

- Event & Budget Management
- Program Development
- Speaker Recruitment
- Exhibit and Sponsorship Sales
- Graphic Design
- Marketing & Promotion
- Website Construction
- Brochure Development
- Meeting Planning
- Vendor Contract Negotiations
- Registration
- On-site Management
- Poster Coordination
- And More...

CHI offers full-service event planning to meet your needs and fit your company's budget.

Investment Required: One Day Event Management Fee Starting at \$25,000

Begin Your Voyage

- Initial call to identify scope of project, topic, and audience demographics
- CHI mines internal database of 800,000 professionals in the life sciences and extracts appropriate prospects
- CHI develops event agreement and obtains client commitment
- Together we begin developing the event and establish regular calls to monitor progress

CHI offers full-service event planning to meet your needs and fit your company's budget. Our dedication, attention to detail, and experience will exceed your expectations. Our management fee includes the services and benefits listed on the following page. It is based on CHI's standards for conference production, development, and execution.

Custom Event Services Include:

Budget Management

CHI will work with you to develop your event budget. Once the budget has been agreed upon, CHI will manage it and provide you with updates. Suggested pricing strategy will be based on extensive market knowledge and research.

Agenda Development and Speaker Management

At CHI, content is our captain! We realize that the most successful events are those that provide clients with knowledge and generate interest in your product. From developing your agenda, to selecting and managing your speakers, CHI will help you create a customized event. We will develop the event timeline and work closely with you to finalize the agenda. We will create a detailed outline of the event, monitor progress, provide ongoing updates, and communicate with responsible parties.

CHI will work with you to qualify speakers. We will help with recruitment and management from start to finish. CHI will also collect and analyze relevant, actionable feedback from attendees on-site, providing you with valuable insight.

Marketing and Promotion

CHI Marketing and Promotion Manager will help take your event to the next level. They will collaborate with your team to develop and position your product among a targeted audience. They will develop a website and customized promotional pieces as well. But, our efforts don't stop there! We will also track and analyze results, while implementing strategic changes to deliver the optimal amount of qualified prospects.

Event Registration Management

CHI will develop the registration form for your brochure and/or website. We will process registrations, provide pre-registration lists, and respond to all inquiries. From complete customer service for your attendees, to laser printed name badges, and poster coordination, CHI will steer you towards success.

**At CHI, content
is our captain!**

Your Event Will be Smooth Sailing with CHI:

- 20+ years of experience working within life sciences has helped us to perfect the process
- CHI's reputation of producing strong scientific content will provide integrity for your event and deliver a larger audience
- CHI produces 600+ events annually, including conferences, courses, training seminars, and user groups.
- We have built an exceptional roster of speakers who could be engaged for your event
- Extensive life science database – over 800,000 unique prospects
- Experienced marketing team focused on delivering audiences for life sciences events
- Experienced meeting planning team with excellent relationships at multiple venues in the US and abroad

Custom Event Clients Include:

- Accelrys
- Aptiv Solutions
- Berry Consultants
- BD
- GE Healthcare
- Merck
- Molecular Devices
- PerkinElmer
- Tessella
- Thermo Scientific

Contact:

Angela Parsons | VP, Business Development
P. 781-972-5467 | E. aparsons@healthtech.com

www.CHICorporate.com