

| TRADE SECRETS™ |



TRADE SECRETS™ - highlighted opportunity to visit the Exhibition

The "Trade Secrets" session is over lunch on Thursday – a less pressured format, and merges in with the extended lunch. We call it "Trade Secrets" to encourage people to attend the session - with the thought that they might miss out on detailed and important "tidbits" if not there! The Hunter Meeting attendees are the PI's in the field (they will probably also ask you important questions and give some clues for product development!)

There will be time for you to present several PowerPoint or other presentations at your table, with questions - delegates' questions can be answered at your exhibition table in the tea break, as well. This opportunity has been put into the program in response to requests from Exhibitors in previous years. We usually say a 10 minute presentation, including questions – so 5 minutes presentation + 5 minutes questions. With the luncheon time-slot, there is more time as delegates will browse and eat and talk – and if you are having an intense conversation, you will of course, extend beyond 10 minutes or schedule more time during the poster sessions.

Since we appreciate that a presentation-format does not suit every type of business exhibiting at the Hunter Meetings, this session is advertised and high-lighted as an opportunity to visit the Exhibition. Exhibitors are also encouraged to browse the scientific posters, to see whose research is aligned with their product range, for a more direct approach with delegates.

FLYER

A one-sheet flyer of "One-Liners" - logo + short descriptor of the product that you are particularly exhibiting at the Hunter Meeting is created and given to each delegate the session before TRADE SECRETS™ If you could include that in the abstract box at registration or have your marketing department send me these cryptic details, that would be most helpful! PLEASE KEEP IT SHORT AND PITHY.

YOUR EXHIBITION

The most compelling thing to a scientist is a scientific poster. The backdrop to your stand will be magnetically attractive when festooned with scientific data – i.e. *how they use/the results of what you market*. Pictures of the box don't have the same effect...

PLEASE BE SURE THAT WE HAVE...

1. Current company logo
2. Correct URL for link to your company website
3. Your one-liner for inclusion in the program/Flyer