

# Don Schmid: CTSM Candidate Portfolio



**Manager, Global Experiential Marketing**

**Hospira Corp.**

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### Candidate Profile

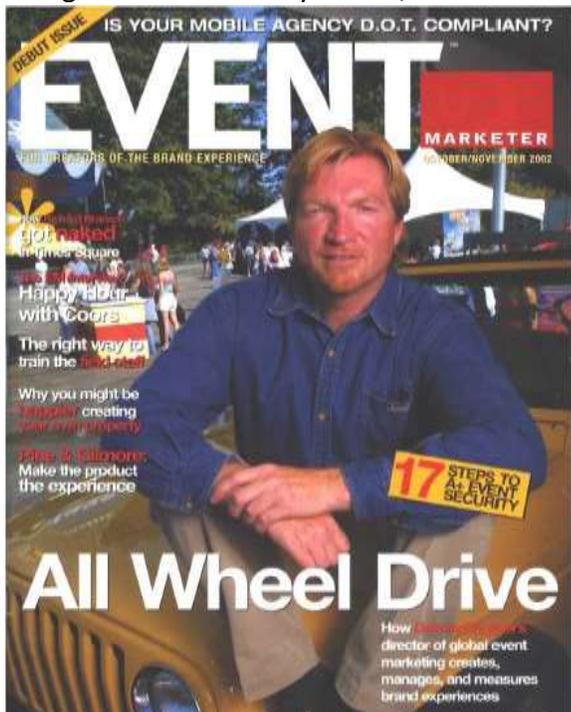
My formal education consists of a BA undergraduate degree from Albion College and an MBA in Marketing from Wayne State University. I also am a Professional Certified Marketer (PCM) as designated by the American Marketing Association. I am a Leadership Detroit graduate and am a Certified Marketer of Exhibits in Healthcare (CME/H) as designated by the Event and Exhibit Marketer's Association. I developed a Scorecard system for evaluating events, which is used by both GE and Hospira and I have conducted seminars on that system. I have taken numerous courses and training programs from various seminars and training programs. I believe that continued education is very important and allows doors to open. Once those doors open, the rest is up to the individual. Now I'm striving to complete my CTSM.

I received my first exposure to event marketing in my management rotation position in 1984 when I was working for Chrysler Corporation. Shortly thereafter I was assigned to Dodge Truck "Merchandising" and assumed responsibility for the truck events. Note: At Chrysler we did not identify these programs "events", but "merchandising" and it was a marketing channel that did not fit in either Advertising (which drove all marketing) or PR. After a short stint in Dodge Truck, I was transferred to Dodge Car Merchandising and found myself running the college campus and spring break exposure programs. While in this position, I was "loaned out" to our "Corporate Merchandising Department", which had overall responsibility of the annual Las Vegas dealer announcement show (with 10,000 attendees). I was to assist with the event planning and logistics and must have made an impression, because I was subsequently requested to be transferred to the department as Show Manager and responsible for 60 auto shows in North America. I was so intrigued with these assignments that I was hooked. I scaled the corporate ladder with increasing responsibilities in my early career and while I had other assignments in areas such as Market Representation, Product Planning and Advertising, I always came back to the Event arena and Event Marketing became my passion. I loved it because in all the other areas, I never had full control over what we did. With events, we were somewhat under the radar and had control over our decisions.

I spent 21 years at Chrysler Corporation ultimately working my way up to the Director of Global Event Marketing, responsible for 1,200 events worldwide as well as all dealer incentive travel programs. I was the highest level executive in the company solely responsible for events. I had an annual budget

of approximately \$120 million, sixteen internal direct reports, another 30 dotted line global reports and about 150 people in various agencies that made a living on our programs. Chrysler Corporation, Chrysler, Dodge and Jeep became the darling of the automotive world as the comeback company and my group gained a reputation as leaders in the event world with our new car introductions, celebrity associations and event programs. The introduction of the Grand Cherokee (portfolio cover photo) was a game changer as it transformed the way new cars were introduced. New car introductions are now theatrical events (see published story in appendix, page 33). I went on to be featured as the cover story of a new magazine that catered to these new professionals that put on events (Event Marketer Magazine October 2002 debut issue, see below):

Things could not be any better, but eventually the bottom fell out in the auto industry. As a



**Cover story of Event Marketer Magazine, October 2002 debut issue.**

background, in 1998 Daimler Benz and Chrysler Corporation enjoyed a “merger of equals” to form DaimlerChrysler (DCX). In December of 2003 my job was eliminated and my group was broken up, with many of our assignments eliminated or handed over to Stuttgart, the new DCX headquarters. I did not stay unemployed long. In February of 2004 I landed the position of President of the Parade Company (TPC) in Detroit. TPC was a non-profit doing major civic events as an event extension of the City of Detroit and we produced such large events as the annual Thanksgiving Day parade, the annual fireworks, sports victory celebration parades, etc. Based upon the political upheaval in Detroit (Mayor Kilpatrick is serving a long sentence in prison) I moved on in February, 2005 to the job as Executive Director of Hot August Nights (HAN) in Reno Nevada. HAN is the largest US registered car event and music festival with over 800,000 attendees over the 10 day event generating \$242 million of economic impact to the Reno area.

After a couple of years of running HAN, I was ready to go back to the corporate event world and in August of 2006 I accepted the position as the Director of Global Exhibits for GE Healthcare. My GE position held similar responsibilities to my Chrysler duties, but with medical tradeshow. My responsibilities included all aspects of running approximately 600 global medical tradeshow as well as various large meetings. In this position I needed to be educated on the strict restrictions that are placed by the FDA on exhibitors, a totally new world from auto shows and doctors as opposed to car dealers. In early 2009, I found myself in the unenviable position of having my position eliminated in an effort to cut cost and events. Again, I readily found employment with my current employer, Hospira Corporation. Hospira is a much smaller company than what I’m use to with \$4.0 billion in sales. My

staff consists of only two and the number of shows is much smaller at approximately 70 in the United States.



## Company Profile

Hospira Corporation is the world's leading provider of injectable drugs and infusion technologies, and a global leader in Biosimilars. Through its broad, integrated portfolio, Hospira is uniquely positioned to Advance Wellness™ by improving patient and caregiver safety while reducing healthcare costs. The company is headquartered in Lake Forest, Illinois and is a result of a 2004 spin off from Abbott Corporation with 17,000 employees globally.

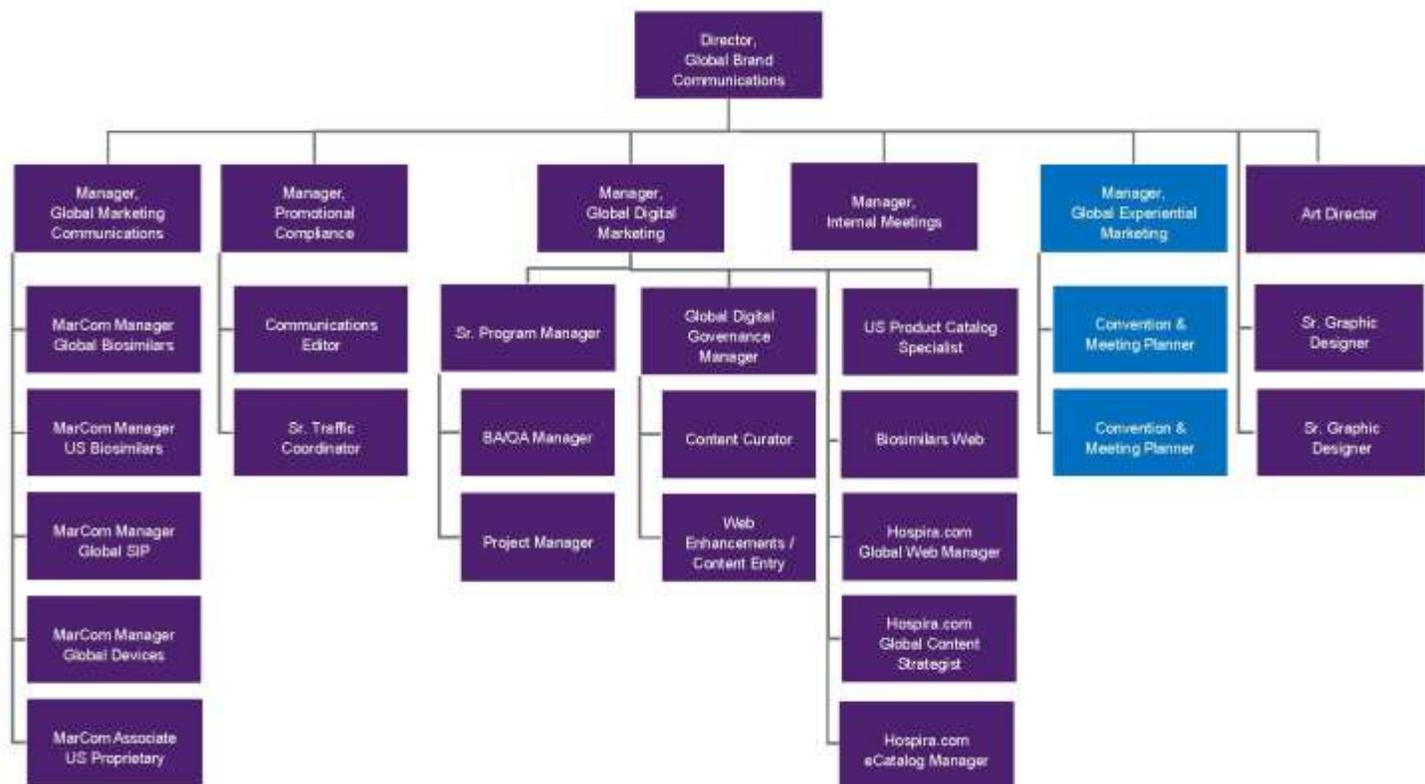
## Hospira Brands:

**Hospira Product Brands**

## Competition:

**Hospira's Key Competitors**

Hospira is the global leader in Generic Injectables with 37% of the market share and # 2 in Devices and Sets with 17% of the global market (CareFusion holds 23%). Biosimilars is an emerging market, not yet available in the US, but Hospira has two of the leading Biosimilars in Europe and hopes to be the first to market in the US. At Hospira, my department is called Global Experiential Marketing and we are a part of the Global Brand Communications group. I have had responsibility for representation at all US medical tradeshow (supporting global shows) corporate branding, the executive briefing center, graphic design and all major internal events. Currently, for the tradeshow, I have two direct reports and oversee the entire process, from bringing in the various internal stakeholders, planning and strategy from process mapping through pre-event execution and post event follow-up. I select the vendors that we work with and have conducted extensive RFPs to find the best supplier partners. Our group supports the various marketing groups (our clients) across the corporation. MMS (Management Medications Systems) is the group responsible for our infusion pumps and safety software. The SIP (Specialty Injectables Portfolio) group is responsible for generic drugs. The Consumables group is responsible for tubing, bags and drug delivery systems. Proprietary Drugs is responsible for Precedex, which is a branded sedation management drug.



**Global Brand Communications Org. Chart (Experiential Marketing in light blue)**

## OVERVIEW

My position as the Manager of Experiential Marketing primary function is to create best-in-class brand experiences. Responsibilities include: the Executive Briefing Center (EBC), medical conventions to enhance market position; sales meetings & incentive travel programs to train and inspire field sales; board of director meetings to promote stewardship of the corporation; strategy development to strengthen Hospira's global brand presence to build customer loyalty. Key responsibilities include: aligning activities with marketing strategies and business priorities; analyzing the competitive landscape and making solid recommendations that provide the highest ROI; and developing brand experiences that result in positive customer satisfaction, conversion, and revenue.

### MAJOR DUTIES AND RESPONSIBILITIES:

1. **Financial Responsibility:** Manage approximate annual spend of \$15 million, convention assets valued at \$2.0 million, & \$1.5 million EBC assets. Lead development of budget planning with marketing teams, senior leadership, sales management, and sales training. Evaluate ROI potential of activities, identify cost-saving opportunities, and innovate new ways to increase overall value.
2. **Strategic Thinking:** Lead strategic event planning, in alignment with corporate brand, marketing, business strategies, and government policy. Set direction, prioritize activities, and continually evaluate the customer experience strategy. Identify future business needs and develop innovative ways to ensure impactful presence at events.
3. **Global Reach and Network:** Lead the development and execution of the corporate brand strategy. Coordinates global activities, with an international team of business and marketing leaders, to effectively promote the corporate brand in all regions.
4. **Relationship Management:** Establish and strengthen relationships between Hospira and key strategic partners to enhance reputation as an industry leader, and a partner of choice. Serve on association advisory boards to guide and influence policy that impacts the overall quality of healthcare conventions and medical meetings. Manage external agency partners to ensure the highest quality and value is received. Identify new partners and lead annual performance evaluation process.
5. **Manage, Train and Coach:** Provide team with long-term vision and goals, evaluate performance, complete annual reviews and establish career development opportunities. Train booth personnel on strategic objectives to ensure compliance with federal, state, county, local laws and Hospira's Procedures for Interactions with Healthcare Professionals (PICs).

## 2014 Experiential Marketing Accomplishments

- Solution Center events

- 6 customer
- 104 internal
- 19 supplier/partner
- 5 external events



134

- U.S. Conventions

- 713 A & B leads
- >1200 visitors scanned



71

- Global Congress Schedule



323

- Let's Campaign tabletop program



- Convention SOP ISO Training module



**134 Solution Center Events . 71 US Conventions. Support for 323 Global Events**

My department is responsible for a number of events, but this portfolio will review the summation of US Conventions and specifically walk through our largest show, American Association of Hospital Pharmacists (ASHP) Midyear which takes place annually in early December. I selected ASHP because it is a show that has representation of all marketing stakeholders and products in the Hospira show portfolio, whereas most shows are specific to a particular product and target audience. Most of our exhibit initiatives are debuted at ASHP. My focus will specifically discuss some of these new initiatives that I brought to the Hospira exhibit program that coincide with the learnings of the CTSM program.

**ASHP Background:** ASHP's Midyear Clinical Meeting is the largest gathering of pharmacists in the world. With its focus on improving patient care and medication safety, the meeting is attended by more than 20,000 pharmacy professionals from about 100 countries. For decades, The Midyear has provided pharmacy practitioners a value-packed venue for updating their knowledge, networking with colleagues, enhancing their skills, and learning about the latest products and innovations.

**ASHP Target Audience / Demographics:** Among the 20,000+ expected registrants, over half are practicing pharmacists. Nearly one in four is a department or assistant director. Attendees represent every pivotal role in the field, including clinical coordinators, supervisors, university faculty, medication safety officers, staff pharmacists, pharmacy residents, students and technicians. These are the people who lead the field with their knowledge and insights; make the decisions that shape our industry; and use the latest products, services and technologies.

## EVENT SCHEDULE/MEASURABLE OBJECTIVES

### Event Schedule

The Hospira event schedule has changed considerably over the past few years. From a division of Abbott Hospital Supply Group to a startup company (2004) to our current portfolio with over 70 US shows, it has grown considerably. Furthermore, some products and correspondent shows have shrunk while other areas have increased in size and number. Our shows are now strategically planned via meeting our marketing stakeholder objectives, historical data, and Scorecard. **Session 2011 – Selecting the Right Shows: The Critical Decision, ELC #1 (Step One: background analysis)** provided insight into portfolio selection. Below is the December 2014 show schedule, which includes ASHP Midyear, but the full 2014 schedule is provided in the appendix: pages 34-38.

### DEC. 2014 HOSPIRA US CONVENTION SCHEDULE

Exhibit Dates	Acronym	Convention Name	Booth Size (depth x width)	Featured Products	Meeting City, State	Venue	Website
December 6-9	ASH	The American Society of Hematology Annual Meeting	10x10 - may book 20x30	Biosimilars Promotional Education / Medical Information	San Francisco	Moscone Center	<a href="http://www.hematology.org/">www.hematology.org/</a>
December 7-11	ASHP2	American Society of Health-System Pharmacists (ASHP) Midyear Clinical Meeting and Exhibition	30 x 60 comm'l plus 10x10 med info TheraDoc 20x30	Biosimilars; Precedex w/medical; CLAVE Oncology, VisIV; MMS (LifeCare PCA, Sapphire, Plum A+, IV Clinical Integration; Clinically Advanced Drug Delivery Systems, Generic Injectable Portfolio, Onco-tain; Plus TheraDoc booth	Anaheim, CA	Anaheim Convention Center	<a href="http://www.ashp.org">www.ashp.org</a>
December 12-16	NYSSA PGA	New York State Society of Anesthesiologists PostGraduate Assembly in Anesthesiology	10x20	Precedex, Voluven (no Med Info)	New York, NY	New York Marriott Marquis	<a href="http://www.nyssapga.org">www.nyssapga.org</a>

Green Highlight = Event Manager on site.

Hospira products can be separated into five distinct categories: 1) Proprietary Drugs 2) Infusion Pumps (MMS) 3) Generic Injectables (SIP) 4) Consumables 5) Biologics. Each product category has its own marketing groups and each marketing group has its own product manager. As the Manager of Experiential Marketing, we basically are a service organization to all five categories, not belonging to one particular area. Each category has its own objectives in a show and it is up to us to be impartial and ensure that everyone plays nice in the exhibit sandbox. **Session 52311, Communicating with Others: Essentials for Success** helped with communications skills to these groups and achieve “buy in” for a successful program. Therefore, the first thing in planning a large show that incorporates all categories is to learn and understand each group’s objectives and define the goals. This is an essential part of **Session 41612, The Basics of Event Planning and Management**. We start with an “Exhibit Brief” that states each group’s goals and objectives and this document provides the single source of information for the show (see below for 1<sup>st</sup> page of brief, full example in appendix, pages 39-44).

## Exhibit Brief

Hospira Corp. Marcom 275 North Field Drive, H1-4S Lake Forest, IL 60045

<b>Convention Name:</b>	49 <sup>th</sup> American Society of Health-System Pharmacists (ASHP) Midyear Clinical Meeting & Exhibition
<b>Convention Theme:</b>	Pharmacy’s Greatest Adventure
<b>Website:</b>	<a href="http://connect.ashp.org/midyear/home">http://connect.ashp.org/midyear/home</a>
<b>Exhibit Dates:</b>	December 8-10, 2014
<b>Location:</b>	Anaheim Convention Center
<b>Location (City, State):</b>	Anaheim, CA
<b>Booth Size:</b>	70’ x 30’ and 10’ x 10’
<b>Booth Number:</b>	Hospira Booth # 941 70’ x 30’ & # 952 10’ x 10’ (Med Info)
<b>Booth Type:</b>	Custom
<b>Primary Products:</b>	MMS, SIP, Precedex, Consumables, Biosimilars Promotional Education
<b>On-site Leadership (install and pre-con):</b>	Don Schmid, cell 224-515-6949 Jen Christensen, cell 847-257-2185 Kristen Berg, cell 224-595-7776
<b>Booth Install:</b>	Thursday, December 4 - Sunday, December 7
<b>Marketing / Booth Staff Pre-Con Meeting:</b>	Sunday, December 7 Time: 5:00 pm – 8:00 pm Location: Anaheim Hilton, 777 Convention Way, Palisades Room (4th Floor) Light Snacks to be served before and heavy appetizers following.
<b>Exhibit Hours:</b>	Monday, December 8 11:00 am - 3:00 pm Tuesday, December 9 11:00 am - 3:00 pm Wednesday, December 10 11:00 am- 2:00 pm
<b>Booth Space Cost:</b>	Approximately \$85,700
<b>Estimated Logistics Cost:</b>	\$200k
<b>Cost by Business:</b>	100% booth space, logistics & promotion = 5000HQ097J

**Background:** ASHP’s Midyear Clinical Meeting is the largest gathering of pharmacists in the world. With its focus on improving patient care and medication safety, the meeting is attended by more than 20,000 pharmacy professionals from about 100 countries. For decades, The Midyear has provided pharmacy practitioners a value-packed venue for updating their knowledge, networking with colleagues, enhancing their skills, and learning about the latest products and innovations. **Target Audience / Demographics:** Among the 20,000+ expected registrants, over half are practicing pharmacists. Nearly one in four is a department or assistant director. Attendees represent every pivotal role in the field, including clinical coordinators, supervisors, university faculty, medication safety officers, staff pharmacists, pharmacy residents, students and technicians. These are the people who lead the field with their knowledge and insights; make the decisions that shape our industry; and use the latest products, services and technologies.

<b>New Product Introduction / Information:</b> Sapphire, ChemoLock	
<b>Marketing Goals &amp; Objectives</b>	
MMS Objectives:	Introduction of Sapphire + (pending 510k), Sapphire Epidural, Plum 360 (pending 510). Highlight our leadership in IV Clinical Integration. Highlight our Drug Library and reporting capabilities through Hospira MedNet. Feature our infusion pumps: Plum A+ and LifeCare PCA.
SIP Objectives:	Introduction of Twister. Obtain 50 qualified A & B leads for Specialty Pharma; Effectively position SIP as the world’s largest generic Injectables supplier of choice w/greater than 50% of the portfolio in ready to use drug delivery formats.
Consumables Objectives:	Highlight ChemoClave
Precedex	Continue to highlight Precedex Premix
Biosimilars Objectives	Educate audience on Biosimilars (using Biosimilars Challenge, Science of Biosimilars video and Biosimilars Overview PPT)

## Event Objectives (ASHP Midyear)

**Background of Lead Development:** Prior to implementing a new lead system, shows objectives were “fuzzy” in that there was a non-descript definition of exactly what constituted a “lead”. Previous lead counts were simple visitor scans. We redefined the definition of a lead into various categories. We determined that we were only interested in A & B leads in that an “A” lead meant that the attendee scanned needed immediate attention from a company sales rep to contact them for new product interest. A “B” lead was one that the person did not need immediate attention, but was highly interested. Our proprietary lead system that we developed also captured the product of interest, employed health care facility of attendee (to assign sales rep), exhibit booth sales rep and notes. For disclosure of our lead system see appendix pages 51-56. Because this lead system was implemented in 2010, benchmarking of event history before 2010 was mitigated. The following are the show objectives for 2014 ASHP Midyear:

**MMS Objectives:** Introduction of the new Sapphire infusion pump. Highlight our leadership in IV Clinical Integration safety software. Highlight the Drug Library and reporting capabilities through Hospira MedNet. Feature our infusion pumps: Plum A+ and LifeCare PCA. Gain 50 new A & B leads.

**Consumables Objectives:** Introduction of Chemo-Lock. Highlight ChemoClave and VisIV product line.

**SIP Objectives:** Obtain 50 qualified A & B leads for Specialty Pharma; Effectively position SIP as the world's largest generic Injectables supplier of choice w/greater than 50% of the portfolio in ready to use drug delivery formats.

**Precedex Objectives:** Continue to educate pharmacists about Voluven being a synthetic colloid that may help with albumin-sparing initiatives in hospitals. Gain 20 new A and B leads.

**Overall Objectives:** Host 400 visitors (scanned) in the exhibit and promote the Hospira brand to the target audience. Of utmost importance for me, we needed to come within our \$250,000 budget for the exhibits and logistics (not including promotional sponsorships).

## MANAGEMENT OF EXHIBIT DESIGN/PRODUCTION

**In Session 31111 – How to grow your Brand: Incorporating Brand Management into your Exhibiting Program**, we learned about the importance of the trade shows to the overall brand image. Trade shows are a key part of company's overall brand management and in fact takes front seat because they are ultimately a strategic channel to promote to our targeted audience. Hospira does little advertising and recognizes the importance of the trade show impact. We became the brand champion, who represents the brand imagery through our exhibitry. Furthermore, the cost of detailing a physician per year is estimated to be \$8,200. Medical meetings offer the opportunity to meet face to face with HCP's "outside the field" to build relationships, educate and create drug specific preference. Hospitals and healthcare facilities are limiting and in many cases forbidding a sales rep to visit them so the importance of medical trade shows is increasing.

In 2011 we realized the need to have a fresh look of our exhibit and brand promotion. The old look booth was seven years old and looked dated. We needed to depict Hospira as a technically innovative, contemporary company, completely new look graphically for the conference that would not only create a unique touch point for the attendees, but also create buzz on the show floor. We were able to work with our exhibit house partner, Czarnowski, to develop the whole new look that we were after. Czarnowski won the business via an Request for Quote (RFQ, see appendix pages 65-76) so we did not need to repeat a RFP for the new build. Some of our exhibit requirements were: Highlight the Hospira brand, ample room for product demonstration areas, free flow from one demonstration area to another, provide a platform for easily changeable graphics and flexibility for various exhibit space sizes. We developed a capital project for funding and ultimately received approval. It was decided to debut the new property at the ASHP Midyear and use that event to "waterfall" the look and feel to all other shows in the US.

**In Session 61712 Graphics Boot Camp: The Basics Every Event Manager Should Know** we learned the importance of graphic hierarchy for different eye levels and the new booth would utilize this approach. It was also important to provide Czarnowski targeted information on our objectives and let their creativity work around those goals. One of those main goals was to be able to reduce install and dismantel cost as well as drayage, so we needed a lighter exhibit with large, colorful graphics. To this end, we selected a fabric structure over our traditional lamaniate (heavy) structure. We realized that we had some equity in the older design as it provided a preceived large presence being long and narrow, usually selected space parrallel to the main aisle as opposed to square configurations. At the large shows such as ASHP our space is around a 30' x 70' and with this configuration we are able to segment each of our separate marketing groups and product catagories into points of delivery (PODS), which needed to be incorporated into the design. Another item we decided on was the use of digital

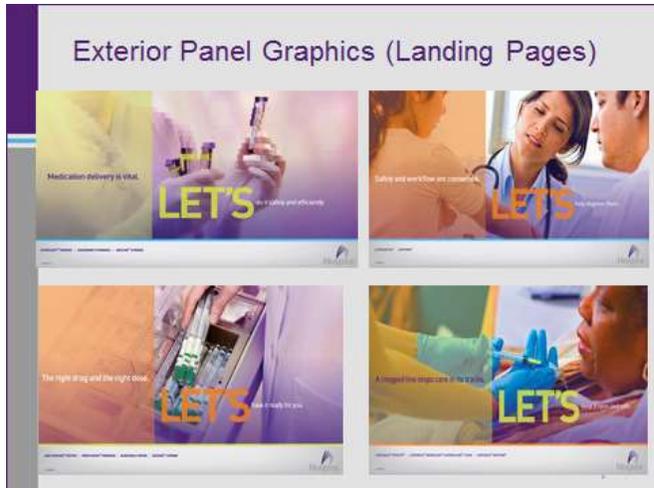
graphics. Prior to the new exhibit build, we utilized mostly print graphics and with the new exhibit we elected to incorporate digital monitors in which the sales rep working the booth can utilize Powerpoints to detail the products. Digital graphics also allow us to easily change messages when needed. Each Powerpoint has a landing page (see below) which depicts the appropriate POD product in format so that the passerby at the show sees the offering. Below is the old look and the new look along with the floorplan:



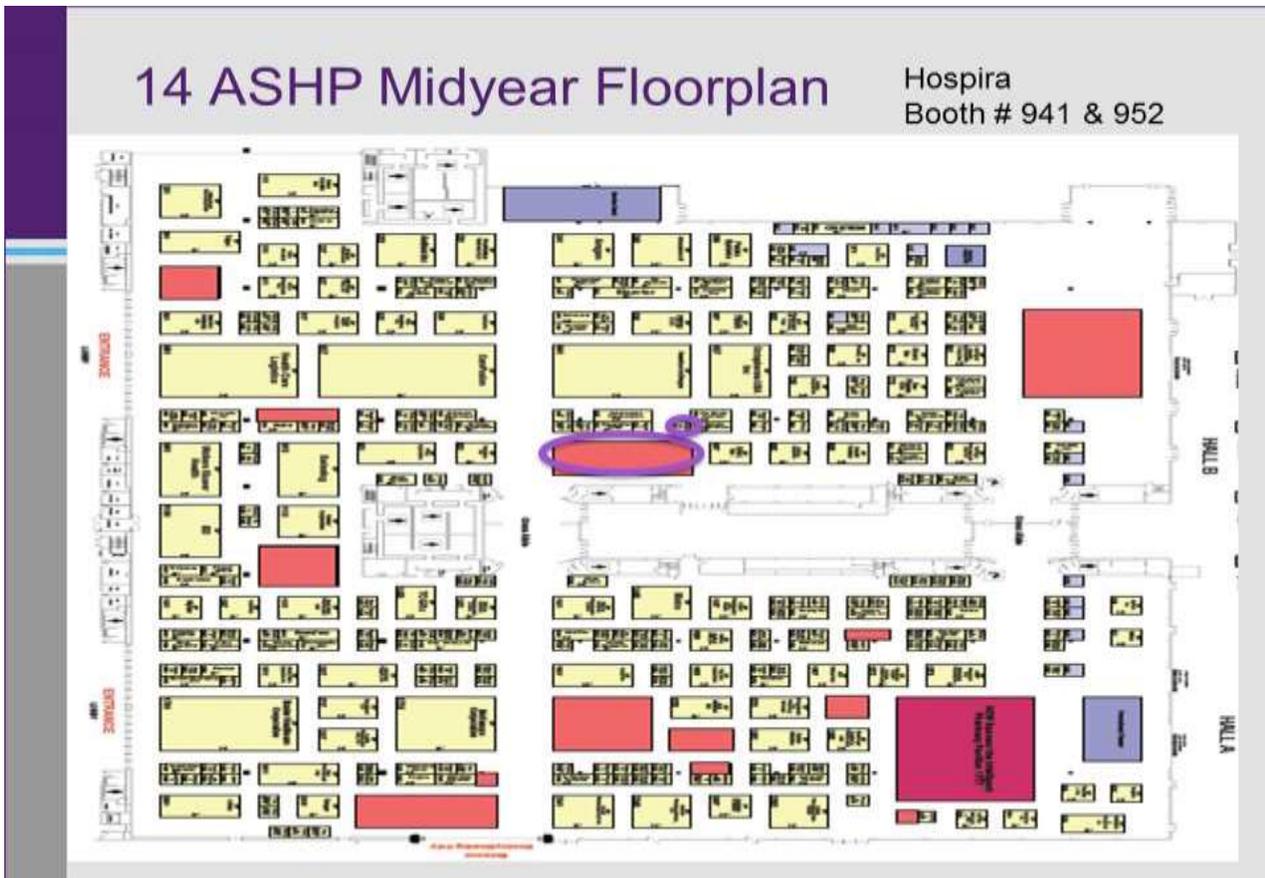
### **ASHP Replaced Exhibits**



**ASHP Midyear New Exhibits With Integrated “Let’s” campaign (2013-15 Hospira US advertising theme)**

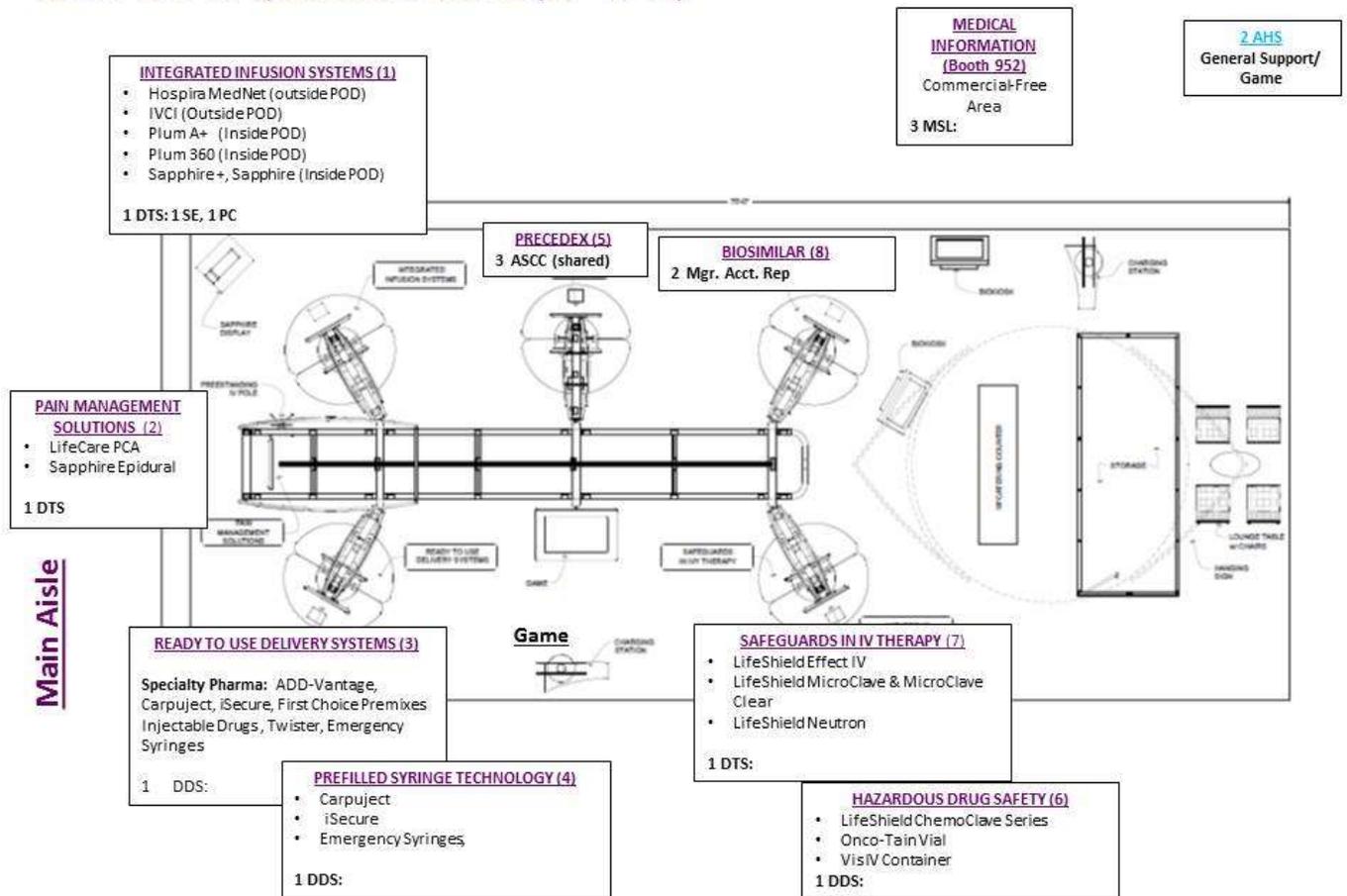


**ASHP Digital Landing Pages**



**ASHP Midyear Overall Floor Layout (Hospira circled)**

# 2014 ASHP Proposed Booth 941 (30' x 70')



## ASHP Midyear Hospira Floor Plan

## Budgeting

Across the portfolio of Hospira shows, we have developed what the typical average cost of a show is for various exhibit spaces. Below is that “guideline”. This was developed based on the history of cost, averaged booth space and show services cost and planned labor rates.

Typical Estimated Show Costs						
Booth Size (feet)		10 X 10	10 x 20	20 x 20	20 x 30	50 x 50
Booth Space		\$ 2,500	\$ 6,000	\$ 12,000	\$ 28,000	\$ 68,919
I & D Labor (Czarnowski)		\$ 1,311	\$ 2,567	\$ 10,655	\$ 17,710	\$ 42,113
<b>Show Services:</b>						
	Drayage		\$ 2,413	\$ 7,538	\$ 5,960	\$ 47,376
	Cleaning		\$ 452	\$ 431	\$ 540	\$ 3,590
	Internet Service		\$ 689	\$ 750	\$ 500	\$ 1,500
	Electricity	\$ 50	\$ 452	\$ 3,212	\$ 1,620	\$ 4,783
	Furniture Rental			\$ 362	\$ 400	\$ 464
	Floral		\$ 64	\$ 345	\$ -	\$ 647
	AV		\$ 275	\$ 765	\$ 600	\$ 10,455
<b>Exhibit House (Czarnowski)</b>						
	Rental	\$ 57	\$ 5,200	\$ 9,650	\$ 11,745	\$ 32,183
	Supervision		\$ 3,052	\$ 3,282	\$ 5,201	\$ 3,750
	Graphics		\$ 2,433	\$ 4,060	\$ 7,500	\$ 29,385
	Transaction fee show services			\$ 297	\$ 172	
Lead Management			\$ 350	\$ 1,100	\$ 600	\$ 2,667
Transportation			\$ 3,536	\$ 20,863	\$ 12,518	\$ 63,281
<b>Total</b>		<b>\$ 3,918</b>	<b>\$ 27,483</b>	<b>\$ 75,309</b>	<b>\$ 93,065</b>	<b>\$ 311,114</b>

### ASHP Midyear Cost (Total Budget for show was \$250,000):

<b>Czarnowski Cost:</b>		
Project Management	\$	4,000.00
Warehousing	\$	5,380.00
Graphics	\$	3,625.00
AV Rentals	\$	30,256.00
Carpet Rental	\$	1,920.00
Furniture	\$	4,825.00
Labor (Standard)	\$	16,350.00
Labor (Overtime)	\$	22,017.00
Materials	\$	3,724.00
Outside Services (Pass Thru)	\$	57,168.00
Shipping	\$	24,576.00
Travel/Lodging	\$	6,000.00
Med Info Booth	\$	3,687.00
<b>Total CZ</b>		<b>\$ 183,528.00</b>
<b>Exhibit Cost</b>		<b>\$ 62,200.00</b>
<b>Total Cost</b>		<b>\$ 245,728.00</b>

## MANAGEMENT OF INTEGRATED MARKETING COMMUNICATIONS

Communication Method	Rationale for Use	Targeted Audience	Measurable Objective	Assessment Methods
Integrated theme into exhibit	Tie into campaign	All show attendees and media	Not Measured	Staff Survey
Direct Mail	Tie into Let's Campaign. Drive Booth Traffic	8,000 pre-registered Attendees	Increase visitors to booth: Goal 8000 impressions; 180 leads	# of Booth visitors and Leads Captured
Booth Drop Card	Booth Traffic Raffle entry	Direct Mail Receptients and Exhibit Visitors	Goal of 100 Entries	# of Raffle Entries
Daily "Voices" Advertising	Tie into Let's campaign. 95% of attendees read publication.	All show attendees and media	40,000 impressions	# of distributed publication
Mobile App	Tie into Let's campaign. Depict company as tech savoy	Show attendees with Smart Phones whom downloaded app	6,000 downloads	# of downloads & assessed Hospira pages
Bus Ad Sponsorship	Tie into Let's campaign	Bus communitors from hotel to hall	6,000 daily bus communitors	N/A
Literature Rack Sponsorship	Tie into Let's campaign. Specific product advertising	Show attendees who walk by rack	500 literature pieces distributed	Count number of pieces removed
Game Station in Booth	Promote products in fun way	Exhibit visitors	300 players	Count # of game players

**The Chart above itemizes the 2014 IMC methods into aligned Rationale, Target Audience, Assessment Methods**

**CTSM Learning session 31511, Integrated Marketing Communications (IMC)**, emphasized the importance of a coordinated marketing campaign that incorporated various channels of advertising and sponsorships to achieve your show objectives. Our IMC was themed around our Marketing Group’s “Let’s” campaign. As a part of our IMC, we included a booth draw for an educational item giveaway (Pharma companies can only give approved educational items). The booth attraction included a direct mail distribution to pre-registered attendees and an in-booth drop piece that the booth staff would provide to attendees visiting the booth so that they can register for the raffle. We

also incorporated same theme advertising in the daily newspaper publication, bus signage sponsorship and concourse literature rack sponsorship and a mobile app sponsorship. In addition we gave away Hospira branded M&M candy to booth attendees and incorporated a Hospira branded phone charging station into the exhibit. Another booth attraction was a large touch screen game that we developed in which the attendee learns about Hospira and our products while engaging in one of three interactive game formats. The “Choose your Challenge” game gave the player a choice of a Match Game, Puzzle Game or Question Game. Players were randomly selected to win an educational book.



**Direct mail campaign:** New Let's Campaign. Mailed to 8,000 US and Canadian attendees promoting our education giveaway of the pharmaceutical book “Officer’s Safety Handbook”



**Booth Raffle in-booth Drop Card**



**“Voices” daily publication advertising.** Four days of ads including inside front cover and back cover with rotated ads.



**Mobile App Sponsorship**



**Bus Advertising**



**Concourse Literature Rack**



**Branded Phone Charging Station    M&M Branded Candy.**



**Choose Your Challenge Game.**

## Event Results (ASHP Midyear)

Communication Method	Rationale for Use	Targeted Audience	Measurable Objective	Assessment Methods	Results	Future Recommendations
Integrated theme into exhibit	Tie into campaign	All show attendees and media	Not Measured	Staff Survey	Positive comments from staff survey	Keep for US shows while campaign is in effect
Direct Mail	Tie into Let's Campaign. Drive Booth Traffic	8,000 pre-registered Attendees	Increase visitors to booth: Goal 8000 impressions; 180 leads	# of Booth visitors and Leads Captured	Not Measured	
Booth Drop Card	Booth Traffic Raffle entry	Direct Mail Receptients and Exhibit Visitors	Goal of 100 Entries	# of Raffle Entries	68 Entries	Short of goal, Eliminate for future
Daily "Voices" Advertising	Tie into Let's campaign. 95% of attendees read publication.	All show attendees and media	40,000 impressions	# of distributed publication	Achieved goal	Retain Channel for future
Mobile App	Tie into Let's campaign. Depict company as tech savvy	Show attendees with Smart Phones whom downloaded app	6,000 downloads	# of downloads & assessed Hospira pages	Low Results	Eliminate for future: cost prohibitive
Bus Ad Sponsorship	Tie into Let's campaign	Bus communitors from hotel to hall	6,000 daily bus communitors	N/A	N/A	Possible Retain Channel for future if cost is maintained
Literature Rack Sponsorship	Tie into Let's campaign. Specific product advertising	Show attendees who walk by rack	500 literature pieces distributed	Count number of pieces removed	Achieved goal	Retain Channel for future
Game Station in Booth	Promote products in fun way	Exhibit visitors	300 players	Count # of game players	368 game players	Retain Channel for future

The Chart above itemizes the 2014 IMC methods with Results and Recommendations.

The results for ASHP Midyear were disappointing in terms of “A” or hot leads. This can be attributed to several factors such as lower overall attendance, the economy and the viability of Hospira in general. However, more important to our industry is the fact that there were (and still are) significant drug shortages which hindered interest in our current offerings. Anticipating this issue, one of the POD stations was in fact an “Inventory Support” station whereas the Hospira Sales Rep. would address specific drug shortages and set the expectations for the resolution. Our goal was to decrease the leads at this station to reflect the effectiveness of corporate initiatives addressing drug shortages. As a background, drug shortages are a major industry issue partly due to the Federal Drug Administration (FDA) increase in acceptable standards which shuts down factories. It is an obvious issue as reported by the 560% increase in Inventory Support “leads” as depicted in the chart below. However, Hospira as a company decided to address the issue with honesty and reality head on rather than take the extreme position of not exhibiting as some other drug manufacturers have chosen. Out of this need the “Let’s” campaign was born. It speaks to the fact that the Health Care Professional and Hospira need to

address the issues together...so “Let’s” work together. Unfortunately no measurements specifically addressed the success of the “Let’s” campaign. However, it can be argued that if we had not had the efforts of our integrated marketing communications, the decrease in lead results could have been much worse. Important to our customers is the fact that we are fully transparent and not hiding from our customers as some of our competitors have. We need to have a show presence and be front and center.

	<b>2012</b>	<b>2013</b>	<b>Percent Increase</b>	<b>2014</b>	<b>Percent Increase</b>
<b>A Leads</b>	76	36	-53%	32	-11%
<b>B Leads</b>	22	73	232%	22	-70%
<b>C Leads</b>	36	22	-39%	16	-27%
<b>Inventory Support</b>	10	66	560%	30	-55%
<b>Total Visitors Scanned</b>	234	208	-11%	216	4%
<b>Raffle Cards</b>	102	58	-43%	N/A	
<b>Photo's/Gamers</b>	474	396	-16%	420	6%

### Lead Results from 2012 to 2014 ASHP Midyear Show

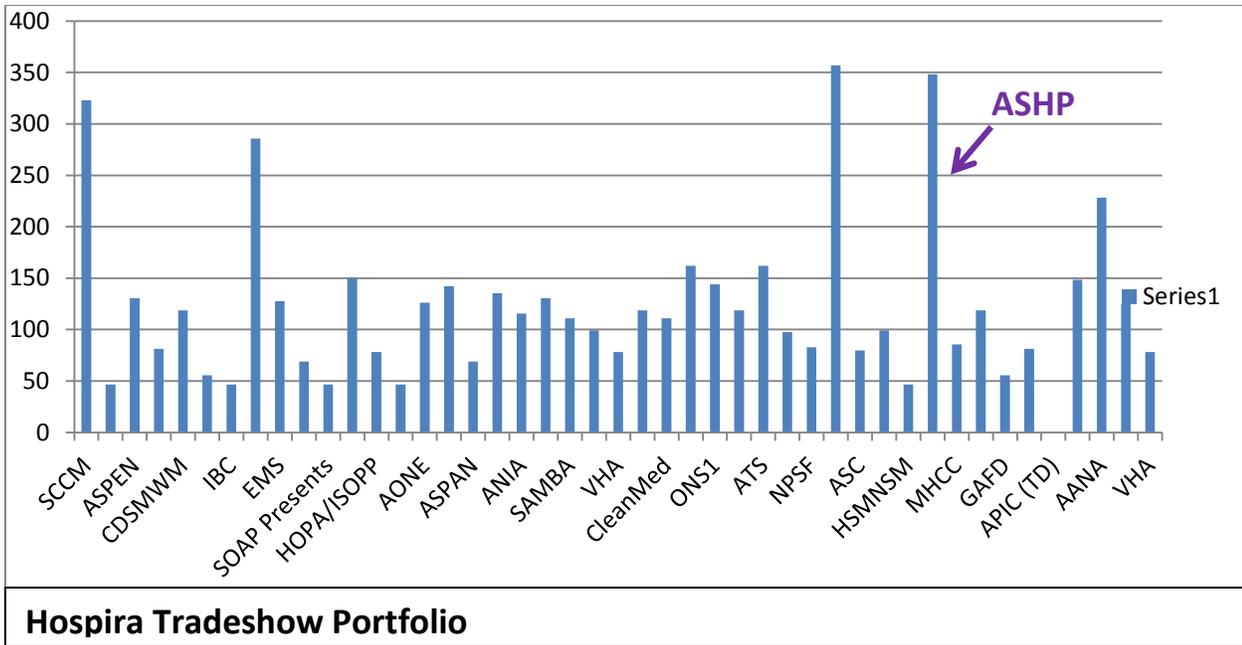
## MANAGEMENT OF RESULTS REPORTING

Effective reporting of results begins with measurements. Measurement offers year to year benchmarking to determine effectiveness of a particular repetitive show. At Hospira, we benchmark Scorecard, Lead Capture, Video Booth Surveillance (new) and Convention Evaluation Report (subjective). One year can be compared to the previous year, hopefully with improvements and one can analyze changes and why those changes occurred. **Session 110: Metrics Matter: Choosing Measurement Tools that will Best Evaluate your program, ELC #1 (what are metrics?)** offered the foundation and validation that what we do needs to have metrics to determine success or failure. Furthermore, while one can evaluate annual show metrics with historical data to determine current year success or failure, one can evaluate each show in comparison to other shows in a total show portfolio to determine the show success against other shows (Scorecard).

### Scorecard

Scorecard is a tool that we use to determine the value of a show in comparison to other shows in the Hospira portfolio. It is not a panacea for doing a show, but offers another show evaluation “tool”. While the details of Scorecard is outlined in the appendix (Scorecard Development and Background, see appendix pages 45-50), the basic premise is that Hospira attends approximately 70 shows a year and budgets are allocated and rolled over from the previous year with limited performance assessment. We needed a standard by which shows can be measured and compared. Therefore we developed “Scorecard” utilizing Six Sigma methodology that utilized seven key metrics for each show. These metrics were developed and weighted by cross business input from Marketing, Marketing Communications, Sales and the Exhibits team via work-out sessions and surveys. Ultimately, the seven metrics concurred upon were show: 1) Number of Professional Attendees, 2) Number of Visitors, 3) Number of New Product Introductions, 4) Number of Products Demonstrated, 5) Number of Qualified Leads, 6) Booth Size, and 7) Cost per Lead. With these inputs and weighted calculations put ASHP Midyear with a “Score” of 348.9 which proves that it is a very good show in our Hospira convention portfolio.

2014 ASHP2		Scorecard					
	Weighting	Low (1)	Medium (3)	High (9)	Show Actual	Show Metric	Subtotal
# of Professional Attendees	9	0 - 2,000	2,001 - 4,000	4,000 +	10,000	9	81
# of Visitors	8.3	0 - 20	21 - 100	101 +	183	9	74.7
# of NPI's	7.9	0	1	2 +	2	9	71.1
# of Demonstration Stations	7.5	0 - 1	2	3 +	9	9	67.5
# of Qualified Leads	5.9	0 - 10	11 - 30	30 +	30	3	17.7
Cost per Lead	4.5	4000 +	2000 - 4000	0 - 2000	\$ 5,333	1	4.5
Size of Booth	3.6	0 - 200	201 - 700	701 +	2,000	9	32.4
<b>Score</b>							<b>348.9</b>
<b>Cost of Booth</b>	\$ 160,000						



## Lead Capture

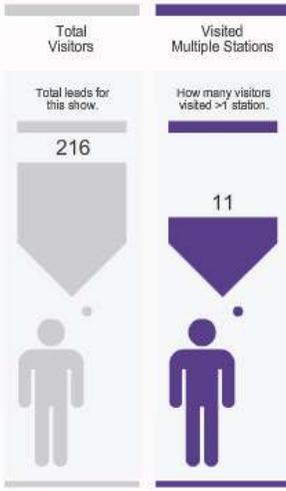
Recapping our 2014 ASHP Results were as follows:

- A Leads: 32
- B Leads: 22
- C Leads: 16

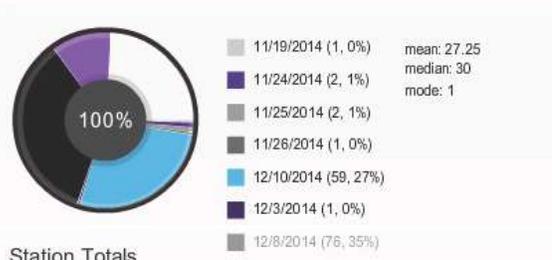
While the A & B leads make the show worthwhile, the performance has decreased from previous years. This represents a continued trend in the industry and we will take a serious look at downsizing our presence at this show. While the convention group is responsible for gathering leads for the sales group, the real ROI is determined by what happens to each lead. By definition, our A and B leads represent the real value of the show in terms of potential sales. Subsequent to the show, these 54 leads are entered into our CRM program for each assigned Sales Representative to follow up on that lead to turn the lead into a Sale. Our CRM program is Sales Force and are ultimately tracked and determined as a “sale” or “no sale” customer. The convention group is not responsible for attendee follow-up and therefore we cannot report the real ROI as we do not have transparency to the ultimate transactions.

In addition to the general Lead Capture system, other show success factor inputs include the number of hosted F & B given away, the literature provided (both electronic and printed), the number of drawing entries and the number of game participants. Below is the ASHP show “Dashboard” with the full results entered into Sales Force.

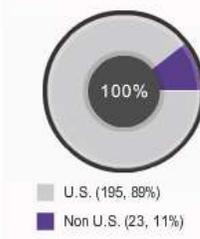
Leads Overview



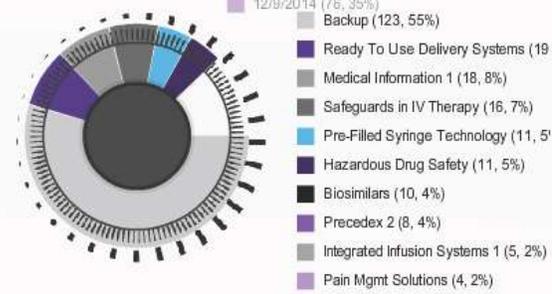
Leads by Day



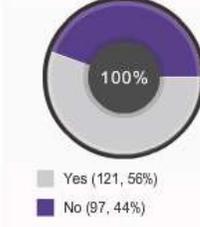
U.S. vs. Non U.S.



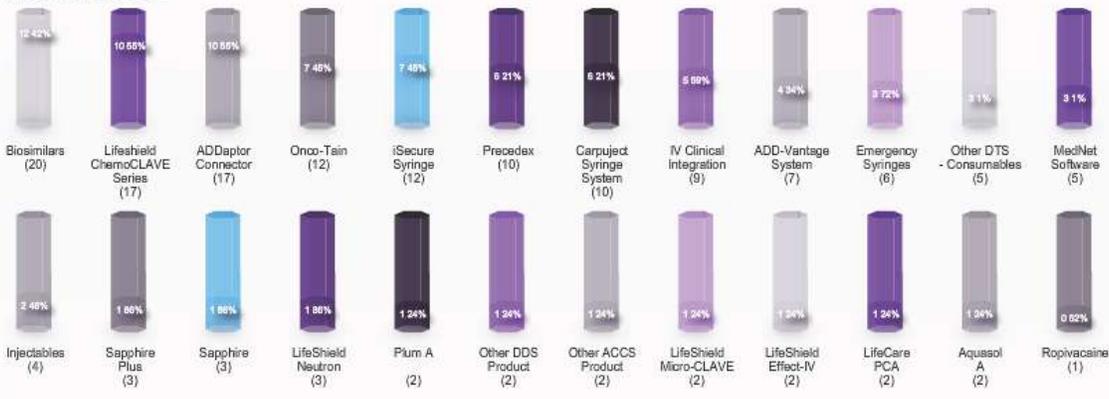
Station Totals



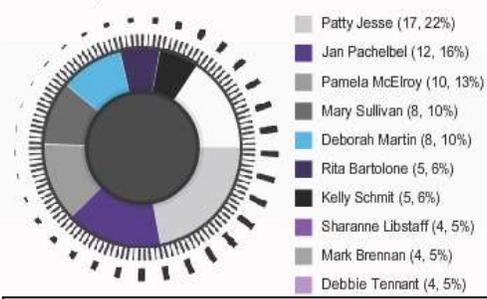
Healthcare Facility Match



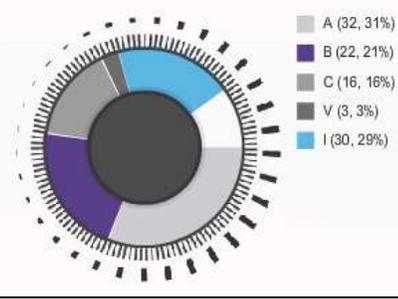
Product Interests



Booth Rep. Breakdown



Interest Classification



2014 ASHP 'Dashboard'

All physician data is consolidated into a dashboard: All data is consolidated onto the dashboard and can be conveyed to management. What it means for Hospira management transparency of effectiveness of shows.

## Video Booth Surveillance

In applying the principles of **10811- How to Measure the Value of Trade Show Participation**, we were able to assess the programs strengths and weaknesses. A 2011 Marketech survey of 2300 US Physicians and Healthcare Professionals across 26 healthcare events over three years show that only 21% of attendees have face-to-face interaction with attendees. Yet a 2009 Ethnometrics Observation Summary of client interaction rates show that across all measured industries 88% of attendees who have active conversations with booth reps ultimately purchase. Our internal observations show that Hospira booth interaction rates were even below the 21%. We saw this as an opportunity and in our

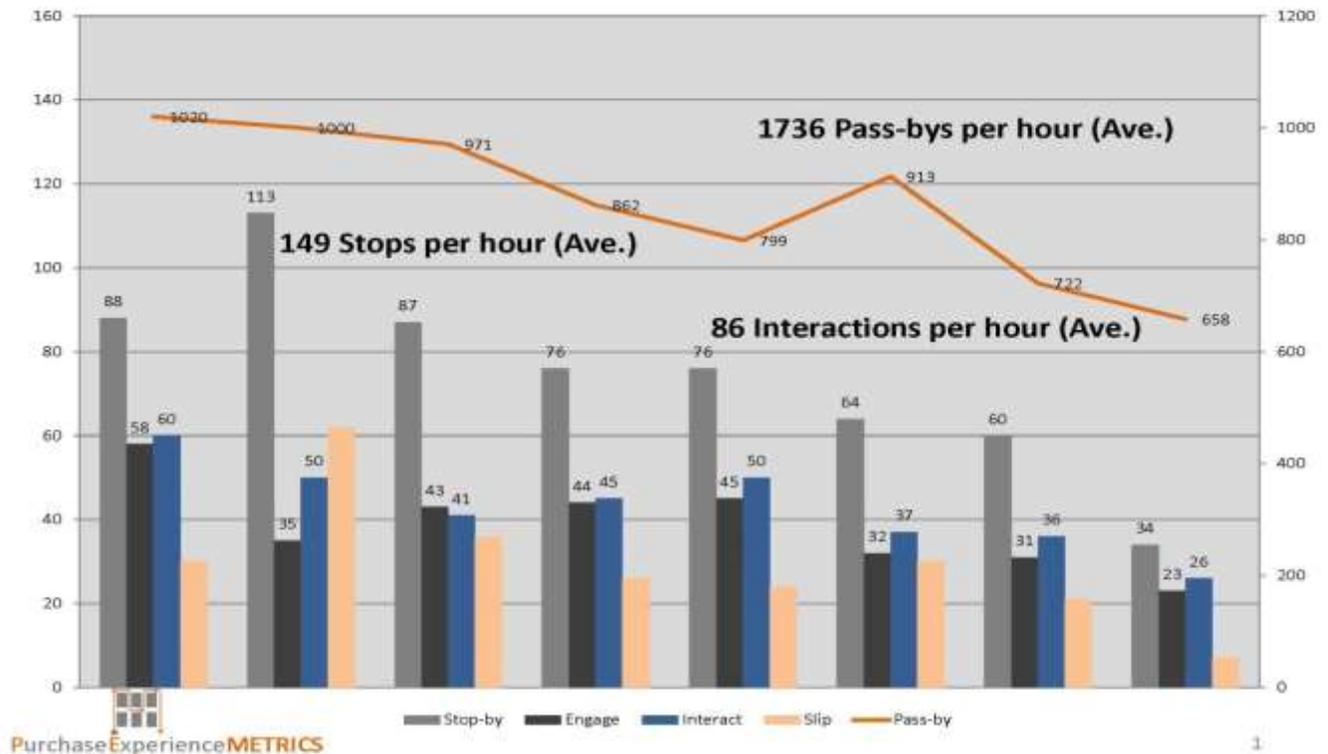


**Video Surveillance Zone**

assessment “tool box” we contracted with “Purchase Experience Metrics” to utilize a video engagement methodology as a first time benchmark to accurately measure rep engagement. Video engagement allows real-time video surveillance of the exhibit via a mobile

phone app and booth traffic can be analyzed subsequent to the show to determine show attendees who entered the exhibit and either spoke to an account exec or interacted with a display in a zone for longer than 10 minutes. It is surmised that those attendees are key interested attendees whom need to have follow up and this should align with our propitiatory lead capture system. With video surveillance we can identify areas of the exhibit visited (zone), time spent at each area, type of engagements and understand how effective the exhibit and staff are in interacting with attendees in order to assist in driving conversion and purchase decisions behavior. We can also measure traffic past booth, show attendees who passed the exhibit while walking in the aisles around the perimeter of the exhibit space.

The exhibit space is segmented by zones so that we know what products in each zone the attendee have shown their interest. This is done for each day of the show and those results assist us to staff future shows and now a primary basis in our PreCon training. Since this is a first time benchmark, we didn't have historical data for comparison. However, I do have to state that with the booth staff knowing that they are “on camera”, their behavior was exemplary as they were on their best behavior and attendee interactions were higher then normal. With video analysis, we were able to bring metrics to both staff and attendee interactions and hypothisize another rational for tradeshow ROI.



## Booth Attendee Metrics

### ASHP Traffic Summary

- 24,548 attendees passed by the Hospira booth over the three day show
- 1,663 stopped in the booth during the three day show (7% Attraction Rate)
- 53% of “stop in’s” had In-Booth Engagement (888)
  - Had photo taken, Demo, Brochure/sample pick up, etc.
- 58% Had In Booth Interaction (970)
  - Attendees in the booth met Face to Face with a Hospira Staff Person
- 39% “Slip Streamed”
- Attendees move through the space without Engaging or Interacting
- 15% Conversion Rate (234 Leads swiped)

Through the above analysis, we learned that there is a major disconnect which drove inefficiencies in execution. The low 7% attraction rate indicated that the target attendees are not being drawn into the booth off of the aisle. The 39% of attendees slipping through indicated that attendees do not feel compelled to consume the booth. New customers entering the booth space should be interacted with because “People buy from people they like” – if they don’t meet someone they don’t typically buy. Purchase Experience Metrics contend that 88% who actually have an interaction with a booth staff ultimately purchase and attendees who actually touch a

product for 30 seconds or longer have a 32% increase in propensity to purchase. These facts precipitated a change to our pre-con training to emphasize the importance of the staff to engage with an attendee and emphasis placed on getting the attendee to touch and hold the product. We also made booth structure placement changes in the booth to mitigate slipstreaming so that it is not as easy to just pass through the exhibit as a thruway. Effective product and exhibit placements were accomplished with the Zone feature of the surveillance program. For example, it was reported that a very small percentage of attendees stopped by the large Sapphire self demonstration exhibit and the product Marketing group concluded that we should eliminate this exhibit from future shows.

## Convention Evaluation Report

One of the most comprehensive measure of exhibit performance is our post-show staff survey as stated in **Session 1057 – Using Surveys in the Trade Show and Event Decision Making Process ELC #4 (Post-show attendee surveys)**. The Convention Evaluation Report provides a great opportunity to help us understand deficiencies and improve what we are doing right to convey our message by using the tools that we employ. Generally, our Sales staff have done numerous shows and know if something is working or not working and they are not shy to convey their thoughts.

### ASHP Staff Survey Summary

#### Assessments Measures:

- Traffic Flow
- Top Three Questions by Attendees
- Changes that they would like to see
- Booth Traffic Builders Effectiveness
- PreCon Meeting Rating
- Lead Capture System Ease of Use
- Campaign Theme Relevance
- Sponsorship Effectiveness
- Competitive Booth Comparisons

This survey summary information is distributed among the Exhibit Staff and provides useful information for future show improvement planning. See appendix for ASHP Survey Summary, see appendix pages 58-64).

## CONCLUSION

I have had a long, engaging and rewarding career in Event Marketing. When I started in what ultimately became known as Event Marketing back in 1986, there were not any formal educational programs for such a discipline. In my keynote speech to the very first Event Marketing Summit back in 2003 in Chicago, I stated that “we are on the precipice of an emerging marketing channel.” There were more than 450 people in the audience that day and each one was there to formally learn about Event Marketing and network with others that have found themselves in this crazy business. Back then very few seminars could be taken on the subject and while the CTSM program started in 1992, I wasn’t aware of it. I did not realize back then that someone could work toward a University backed formal certification. Now I understand that over 400 have graduated with their CTSM and over 3,000 are enrolled in the program. I’m looking forward to formally being a part of that fraternity.

What CTSM has meant to me is validation for things that I experienced and openness to new ideas that I have not tried. I consider myself an expert in the Event Marketing arena and CTSM offers solidification of that expertise. I have learned the value of measuring success and how important it is to utilize those metrics to justify a program whether it be to internal product marketing or senior leadership for budgets.

We Event Marketings are busy people and my CTSM pursuit has taken a number of years to bring me to this point of portfolio submission. I suspect that I’d be at least a gold level CTSM if I had submitted my portfolio a few years back with all the classes that I’ve taken without counting toward further credit. However, I believe in both continued “sharpening of the saw” and networking and counting toward a further certification is secondary to what I receive in attending ExhibitorLive. One can always find new and more efficient ways to meet the challenges incurred in the Event Marketing arena. I know what to do and what not to do. A great example of this is with what I learned in **Session 41910 – Liquor Liability and the Law: What you need to Know, ELC #5**. We now basically do not provide liquor to show attendees and are more conservative in this regard for internal events. I feel confident that further attendance of classes and networking offered with ExhibitorLive and other such programs such as Health Care Exhibitors Association, will allow me to be my best.

My career has taken me to several large corporations and the future is uncertain because Pfizer has bought out Hospira for \$18 billion. I have previously experienced and know that the most vulnerable in any consolidation organization restructuring is those areas that are not germane to the product such as marketing and specifically redundancy in Event Marketing. I will either have a great opportunity with Pfizer or I’ll have to dust off my resume and offer my services to another organization in need. However, I’m not concerned in that there are plenty of companies that don’t understand the basic principles of Event Marketing and I have the confidence that I can be of help to a company in need. Having my CTSM will help to get my foot in the door to prove it.

## REFERENCES

<b>Course #</b>	<b>Course Title</b>	<b>Page</b>
20111	Selecting the Right Shows: The Critical Decision, ELC #1 (Step One: background analysis)	9
52311	Communicating with Others: Essentials for Success	10
41612	The Basics of Event Planning and Management	10
31111	How to Grow Your Brand: incorporating Brand Management into your Exhibiting Program	13
61712	Graphics Boot Camp: The Basics Every Event Manager Should Know	14
31511	Integrated Marketing Communications	19
110	Metrics Matter: Choosing Measurement Tools that will Best Evaluate your Program ELC#1 (What are Metrics)	25
10811	How to Measure the Value of Trade Show Participation	28
1057	Using Surveys in the Trade Show and Event Decision Making Process. ELC #4 (Post show attendee survey)	30
41910	Liquor Liability and the Law: What you need to Know. ELC #5.	31



## I KNEW I WAS AN EVENT MARKETER WHEN...

**By Don Schmid**  
 Director-Global Exhibits  
 GE Healthcare

**E**vent marketing is the best job in the world for people like me. I love it when a plan falls into place. I've coordinated so many shows in a row that I've had four separate suitcases crossing the country in trucks to meet me when I arrived. I helped host Lee Iacocca's retirement party in Las Vegas, making arrangements with

entertainers from Frank Sinatra to the McGuire Sisters. But it's not all fun and games, and it's certainly not for everyone. It also includes major stress, sleepless nights, havoc on family life, and being available 24-7.

I was a good student, but I never could really find my passion and niche. I worked in a factory at 18 (a good motivation to finish my education), I've been in sales for Fuller Brush, and I've run a ski shop. My journey took a lot of turns until I accidentally found what I really liked.

Near the end of grad school, I interviewed at Chrysler and was excited about the possibility of joining the "comeback company." But the company had a hiring freeze, so I went to work for Pepsi and then back to the ski shop before Chrysler started hiring again. In February 1983, when ski season was over, I became a Chrysler sales trainee—at a salary less than what I had been making at the ski shop.

As a trainee, I spent two years rotating through various positions. While working in Dodge Truck promotions, I was told to buy some cowboy boots and head to the rodeo in Denver and the Farm Progress show in Illinois. I don't know if it was because of the Wrangler Country Showdown music contest or the pig races, but I loved my new job. I had no idea that work could be so much fun. It hadn't been tagged as "experiential marketing" yet, but something about this business had me hooked.

The next move was running collegiate events and rock and roll sponsorships for Dodge Car. Life couldn't have been better. Back then I could still pass as a college student, so I stayed in that position for three years. Then I found myself in advertising, which I thought would be the next logical step up, but I missed those grassroots promotions and working with the car dealers. Ultimately, corporate merchandising hired me as a sales promotion manager,

with responsibility for auto shows and dealer announcement shows. I felt like I finally had a home again.

Chrysler was starting to roll. We were media darlings, and the new vehicle designs were hugely popular. But the new car introductions were boring—talking heads and stagehands pulling off car covers. My mentor, Bud Liebler, who was vp-marketing and communications, wanted to do something exciting for the press introduction of the new Jeep Grand Cherokee at the North American International Auto Show. He called on Tony Cervone (now vp-communications at GM) and me to come up with something.

We came up with the now-famous Grand Cherokee introduction. We telecast a Jeep coming off of an assembly plant three miles away and driving to Cobo Hall, up the entry steps, through the massive glass window, and onto the convention center floor, as 4,000 media representatives watched. The stunt cost \$180,000 and I thought if it didn't work, we were sure to be fired. But it was such a hit that Iacocca, who was in Tokyo that day, saw it on TV and was ecstatic with the positive press. That promotion forever changed the way vehicles are introduced. Now, press introductions are multimillion-dollar productions. Jeep even resurrected that same stunt for the introduction of the 2006 Jeep Wrangler. With the success of that one event on January 4, 1992, I knew I was a bona fide event marketer.

I worked for Chrysler and then Daimler-Chrysler for a total of 21 years. When I left, our department was responsible for 1,200 events annually, including stockholder meetings, financial tours, and plant open houses. And now I am fortunate to be at GE Healthcare, where I am proud that I promote products that improve the quality of life for mankind. Remember, life is an event. Plan it. **EM**

**The happy hour crew may be rock at hearing your endless war stories, but we're not. Send your craziest event tale (650 words, and agencies are invited) and what you learned from it to sbrenner@red7media.com.**

## 2014 HOSPIRA US CONVENTION SCHEDULE

Exhibit Dates	Acronym	Convention Name	Booth Size (depth x width)	Featured Products	Meeting City, State
January 10-12	SCCM	Society of Critical Care Medicine (SCCM) 43rd Critical Care Congress	20x40	Precedex w/Medical & Voluven	San Francisco, CA
January 18-20	ASPEN	American Society for Parenteral and Enteral Nutrition (ASPEN) Clinical Nutrition Week	10x20	Sapphire, Pediatric MVI and Amino acid solutions	Savannah, GA
January 21-24	HCEA	HCEA Summit/BOD Meeting			Philadelphia, PA
January 27-31	HIMSS IHE	IHE North American Connectathon 2014 (CAT14)	n/a	MedNet, IVCI	Chicago, IL
January 28-29	OCTWC	Outsourcing in Clinical Trials West Coast 2014	Tabletop	Contract Manufacturing Services	San Francisco, CA
January 30-31	BMS	6th Annual Biomanufacturing Summit 2014	10x10	Contract Manufacturing Services	San Diego, CA
February 3-5	NSM	National Sales Meeting			Tuscon
February 24-26	HIMSS	HIMSS (Health Information Management Systems Society) Annual Conference & Exhibition	20x20	IVCI, MedNet, Asset Tracking (Stanley Partnership)	Orlando, FL
March?	WACCR	(Duke University) Annual Winter Anesthesia and Critical Care Review	Tabletop - NO Lead Machine	Precedex (comm'l only) - add Voluven bag	
March 10-13	DCAT	DCAT Week '14 (Drug, Chemical & Associated Technologies Association)	Table	Contract Manufacturing Services	New York, NY
March 12-14	NCCN	NCCN Annual Conference: Advancing the Standard of Cancer Care™	10x20	Biosimilars Promotional Education / Medical Info	Hollywood, FL
March 17-19	EXHIBITOR	EXHIBITOR			Las Vegas, NV
March 18-20	INTERPHEX	INTERPHEX Conference & Exhibition (International Pharmaceutical Industry)	20x30	Contract Manufacturing Services	New York, NY
March 19-20	MHA	MHA Business Summit	10x10		Las Vegas, NV
March 24-27	SHM	Society of Hospital Medicine (SHM) Hospital Medicine 2014	10x10	Precedex (Commercial Only - No Med Info) ChemoCLAVE, Generic Oncology Portfolio, Onco-Tain (no medical/biosimilars this year)	Las Vegas, NV
March 26-28	HOPA	Hematology/Oncology Pharmacy Association (HOPA) 10th Annual Conference	10x10		New Orleans, LA
March 28-30	HSM	Henry Schein Medical <b>National</b> Sales Meeting	10x20	Surgicenter Products	Kissimmee, FL

March 30- April 1	SCA	Society of Cardiovascular Anesthesiologists (SCA) 36th Annual Meeting & Workshops	10x10	Precedex (no med info, no Voluven)	New Orleans, LA
March 31-April 2	NHIA	National Home Infusion Association (NHIA) Annual Conference & Exposition	20x20	GemStar, Injectables, Nutritionals, Hospira Service Station	Orlando, FL
March 31-April 2	Novation	Novation's Supplier Summit 2014	10x10 Tabletop	Product on contract (SIP, S&C, MMS)	Las Vegas, NV
April	DaVita	DaVita Villagewide Meeting	10x10 Tabletop	Heparin, Vanco, eCatalog	
April 7-8	PDA	PDA Annual Meeting	10x10	One 2 One Contract Manufacturing	San Antonio, TX
10-Apr	HCEA	HCEA BOD MTG			Atlanta
April 11	CBOF	Annual Chicago Business Opportunity Fair	10x10	Procurement Diversity	Chicago, IL
April 11-13	TSHP	Texas Society of Health-System Pharmacists Annual Seminar & Exhibit	10x10	All DDS: iSecure , Carpuject, Chemo CLAVE, ADD Vantage, Premixes, Oncotain vial, SIP breadth of line	Houston, TX
April 12	ANNA	American Nephrology Nurses' Association (ANNA) Annual Meeting	no booth	No booth / Epo Advisory Board	Anaheim, CA
April 22-24	MedAssets	MedAssets Healthcare Business Summit	10x10	Product on contract (SIP, S&C, MMS)	Las Vegas, NV
April 24-26	SAMBA	Society for Ambulatory Anesthesia (SAMBA) Annual Meeting	10x10	Precedex (Commercial Only, No Med Info) Consumables: Antimicrobial CLAVE, CLAVE	Baltimore, MD
May 1-3	ONS1	Oncology Nursing Society (ONS) Annual Congress	10x20	Oncology, TKO; ALT SITE: Generics, Plum A+, Sapphire?, Onco-Tain, VisIV	Anaheim, CA
May 4-6	DDW	Digestive Disease Week	10x10	Medical Information	Chicago, IL
May 5-7	INS	Infusion Nurses Society (INS) Annual Meeting and Industrial Exhibition	10x10	Neutron, CLAVE, MicroCLAVE Clear, CLAVE Oncology, Effect-IV Cap	Phoenix, AZ
May 14-16	NPSF	National Patient Safety Foundation	NOT A BOOTH	Send Devices, sets/bags and IV poles only	Orlando, FL
May 14-16	BIOTech	BIOTech 2014 (State of Illinois pavilion)	Kiosk	Contract Manufacturing Services	Tokyo, Japan
May 17-19	IARS	International Anesthesia Research Society (IARS) Annual Meeting	Tabletop	Voluven, Precedex to share one tabletop; no medical information	Montréal, Canada
May 20-22	BIOMED	Israel Advanced Technologies & Biomed Week	10x10	Contract Manufacturing Services	Tel Aviv, Israel

May 20-22	AACN	AACN National Teaching Institute & Critical Care Exposition (American Association of Critical-Care Nurses)	70x30	Precedex, Med Info, Consumables, SIP, MMS	Denver, CO
May 20-23	AmeriNet	Amerinet Member Conference	10x10	Products on contract (SIP, S&C, MMS) SIP Generic Injectables,	Las Vegas, NV
May 31-June 4	ASHP1	American Society of Health-System Pharmacists (ASHP) Summer Meeting & Exhibition	10x10	Advanced Drug Delivery Systems, iSecure	Las Vegas, NV
May 31-June 2	ASCO	American Society of Clinical Oncology (ASCO) Annual Meeting	20x30	Biosimilars Promotional Education / Medical Info	Chicago, IL
May 31-June 2	AAMI	IHE Patient Care Device demonstration at the Association of Medical Instrumentation (AAMI) 2014 Conference & Expo	no Hsp booth, in IHE	MMS Devices	Philadelphia, PA
June	Moore	Moore Medical Edcon Sales Training and Education Conference	Tabletop	Propofol	
June 7-9	APIC	Association for Professionals in Infection Control and Epidemiology (APIC) Annual Conference	10x20 Consumables; ***30x30 TheraDoc	MicroCLAVE and MicroCLAVE CLEAR, Neutron and Effect IV	Anaheim, CA
June 10-14	GAFD	Annual Emerging Technologies in the OR and Great Fluid Debate (Duke University School of Medicine and The Department of Anesthesiology)	Tabletop	Voluven (no med info)	
June 11-12	Premier	Premier Breakthroughs	10x10	All products on Premier contract	San Antonio, TX
June 11-12	POPS	Pharma Outsourcing and Procurement Summit 2014	10x10	Contract Manufacturing Services	Berlin, Germany
June 12	ECMCG-BOS cmc	Biotech Outsourcing Strategies cmc 2014	10x10	Contract Manufacturing Services	Copenhagen, Denmark
June 21-24	HCEA	HCEA Annual Mtg/BOD Meeting			Cleveland, OH
June 24-26	BIO	BIO International Convention (Biotechnology Industry Organization)	20x20	Contract Manufacturing Services	San Diego, CA
June 26-28	MASCC/ISOO	Multinational Association of Supportive Care in Cancer / International Symposium on Supportive Care In Cancer	10x10	Medical Information	Miami, FL
July	McKesson	McKesson Medical-Surgical National Sales Meeting	10x20	Products on contract (Non-DEHP Sets & Propofol)	
July 28-29	HTUC	HealthTrust University Conference & Vendor Fair	10x20	All products on HPG contract	Nashville, TN
August 8-10	FSHP	Florida Society of Health-System Pharmacists Annual	10x10,	IVCI, Plum A+, PCA, Consumables, Drug	Orlando, FL

		Meeting		Delivery Systems	
August 19-20	NPPA	Annual National Pharmacy Purchasing Association (NPPA) Conference	10x20	Specialty Injectables and Drug Delivery Systems / iSecure	Las Vegas, NV
September	AOCA	American Osteopathic College of Anesthesiologists (AOCA) Annual Conference	Tabletop	Precedex Comm'l Only	
SEPT. TBD	HCEA	HCEA BOD MTG>			
September 7-10	AVA	Association for Vascular Access (AVA) Annual Conference	10x20	Neutron, MicroCLAVE Clear, CLAVE line, Effect-IV	National Harbor, MD
September 13-16	AANA	American Association of Nurse Anesthetists (AANA) Annual Meeting	10x20	Precedex, Voluven (NO Med Info)	Orlando, FL
September 17	WBDC	Women's Business Development Center (WBDC) Annual Entrepreneurial Woman's Conference, Women's Business & Buyers Mart	10x10	Procurement Diversity	Chicago, IL
September 18-19	Contract Pharma	Contract Pharma's Annual Contracting and Outsourcing Conference and Exhibition	Tabletop	Contract Manufacturing Services	New Brunswick, NJ
Sep 26-30	ESMO	European Society for Medical Oncology			Madrid, Spain
October	NCS	Annual Neurocritical Care Society Meeting	Tabletop	Precedex (comm'l only)	
October	CHC	Cerner Health Conference	10x20	IV Clinical Integration	
October 6-7	PDA	Parental Drug Association (PDA) The Pre-filled Syringes Conference 2014	10x10	Contract Manufacturing Services	Huntington Beach, CA
October 7-9	ICSE	The International Contract Services Expo (ICSE)	88.95 sqm (island)	Contract Manufacturing Services <b>MMS:</b> IVCI, Plum A+, LC PCA, Sapphire; <b>SIP:</b> breadth of line; <b>Consumables:</b>	Paris, France
October 8-10	ANCC NMC	American Nurses Credentialing Center (ANCC) National Magnet Conference™	20x20	Neutron, MicroCLAVE, MicroCLAVE Clear, CLAVE Family, ChemoCLAVE and Effect IV	Dallas, TX
October 10	SOCCA	Society of Critical Care Anesthesiologists (SOCCA) Annual Meeting and Critical Care Update	Tabletop	Precedex (comm'l only) - add Voluven bag	
October 10	SAMBA	Society for Ambulatory Anesthesia (SAMBA) Mid Year Meeting	Tabletop	Precedex (comm'l only)	
October 10	SNACC	Society of Neurosurgical Anesthesia & Critical Care (SNACC) Annual Meeting	Tabletop	Precedex (comm'l only)	

October 10	SASM	Society of Anesthesia and Sleep Medicine (SASM)	Tabletop	Precedex (comm'l only)	
October 11-13	ASA	American Society of Anesthesiologists (ASA) Annual Meeting and Technical Exhibit	20x20	1) Precedex	New Orleans, LA
October 25-30	ACCP CHEST	American College of Chest Physicians CHEST 2014	10 x 30 Portable	Acute Care Proprietary Pharma	Austin, TX
October 30- November 2	CSHP	California Society of Health-System Pharmacists (CSHP) Seminar	10x10 and	DDS, DTS *check with TheraDoc!	San Francisco, CA
November	BioE	BIO-Europe	3mx3m (10x10)	Contract Manufacturing Services	
November 3-5	AAPS	American Association of Pharmaceutical Scientists (AAPS) Annual Meeting & Exposition	20x30	Contract Manufacturing Services	San Diego, CA
November 13-15	ASN	American Society of Nephrology (ASN) Kidney Week 2014	20x30	Biosimilars Promotional Education / Medical Info	Philadelphia, PA
November 16-18	ACR	American College of Rheumatology (ACR) Association of Rheumatology Health Professionals (ARHP) Annual Meeting	10x10 - may book 20x30	10x10 = Med Info Only 20x30 = Biosimilars Promotional Education / Medical Information	Boston, MA
December 6-9	ASH	The American Society of Hematology Annual Meeting	10x10 - may book 20x30	Biosimilars Promotional Education / Medical Information	San Francisco, CA
DEC TBD	HCEA	HCEA BOD MTG>			
December 7-11	ASHP2	American Society of Health-System Pharmacists (ASHP) Midyear Clinical Meeting and Exhibition	30 x 60 comm'l plus 10x10 med info TheraDoc 20x30	Biosimilars; Precedex w/medical; CLAVE Oncology, VisIV; MMS (LifeCare PCA, Sapphire, Plum A+, IV Clinical Integration; Clinically Advanced Drug Delivery Systems, Generic Injectable Portfolio, Onco-tain; Plus TheraDoc booth	Anaheim, CA
December 12-16	NYSSA PGA	New York State Society of Anesthesiologists PostGraduate Assembly in Anesthesiology	10x20	Precedex, Voluven (no Med Info)	New York, NY

Green Highlight depicts: Requires Event Exec. Attendance

# Exhibit Brief

<b>Convention Name:</b>	49 <sup>th</sup> American Society of Health-System Pharmacists (ASHP) Midyear Clinical Meeting & Exhibition
<b>Convention Theme:</b>	Pharmacy's Greatest Adventure
<b>Website:</b>	http://connect.ashp.org/midyear/home
<b>Exhibit Dates:</b>	December 8-10, 2014
<b>Location:</b>	Anaheim Convention Center
<b>Location (City, State):</b>	Anaheim, CA
<b>Booth Size:</b>	70' x 30' and 10' x 10'
<b>Booth Number:</b>	Hospira Booth # 941 70' x 30' & # 952 10' x 10' (Med Info)
<b>Booth Type:</b>	Custom
<b>Primary Products:</b>	MMS, SIP, Precedex, Consumables, Biosimilars Promotional Education
<b>On-site Leadership (install and pre-con):</b>	Don Schmid, cell 224-515-6949 Jen Christensen, cell 847-257-2185 Kristen Berg, cell 224-595-7776
<b>Booth Install:</b>	Thursday, December 4 - Sunday, December 7
<b>Marketing / Booth Staff Pre-Con Meeting:</b>	Sunday, December 7 Time: 5:00 pm – 8:00 pm Location: Anaheim Hilton, 777 Convention Way, Palisades Room (4th Floor) Light Snacks to be served before and heavy appetizers following.
<b>Exhibit Hours:</b>	Monday, December 8 11:00 am - 3:00 pm Tuesday, December 9 11:00 am - 3:00 pm Wednesday, December 10 11:00 am- 2:00 pm
<b>Booth Space Cost:</b>	Approximately \$85,700
<b>Estimated Logistics Cost:</b>	\$200k
<b>Cost by Business:</b>	100% booth space, logistics & promotion = 5000HQ097J

**Background:** ASHP's Midyear Clinical Meeting is the largest gathering of pharmacists in the world. With its focus on improving patient care and medication safety, the meeting is attended by more than 20,000 pharmacy professionals from about 100 countries. For decades, The Midyear has provided pharmacy practitioners a value-packed venue for updating their knowledge, networking with colleagues, enhancing their skills, and learning about the latest products and innovations.

**Target Audience / Demographics:** Among the 20,000+ expected registrants, over half are practicing pharmacists. Nearly one in four is a department or assistant director. Attendees represent every pivotal role in the field, including clinical coordinators, supervisors, university faculty, medication safety officers, staff pharmacists, pharmacy residents, students and technicians. These are the people who lead the field with their knowledge and insights; make the decisions that shape our industry; and use the latest products, services and technologies.

**New Product Introduction / Information:** Sapphire, ChemoLock

## Marketing Goals & Objectives

MMS Objectives:	Introduction of Sapphire + (pending 510k), Sapphire Epidural, Plum 360 (pending 510). Highlight our leadership in IV Clinical Integration. Highlight our Drug Library and reporting capabilities through Hospira MedNet. Feature our infusion pumps: Plum A+ and LifeCare PCA.
SIP Objectives:	Introduction of Twister. Obtain 50 qualified A & B leads for Specialty Pharma; Effectively position SIP as the world's largest generic Injectables supplier of choice w/greater than 50% of the portfolio in ready to use drug delivery formats.
Consumables Objectives:	Highlight ChemoClave
Precedex	Continue to highlight Precedex Premix

Biosimilars Objectives	Educate audience on Biosimilars (using Biosimilars Challenge, Science of Biosimilars video and Biosimilars Overview PPT)
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**Corporate Key Messaging:** Hospira is the world’s leading provider of injectable drugs and infusion technologies. Through its broad, integrated portfolio, Hospira is uniquely positioned to Advance Wellness™ by improving patient and caregiver safety while reducing healthcare costs. The company is headquartered in Lake Forest, Ill., and has approximately 16,000 employees. Learn more at [www.hospira.com](http://www.hospira.com).

- Program Measurement:**
- Sales: Number of badges scanned
  - Marketing / Communications: Booth staff / marketing evaluation
  - Marketing / Communications: Increased brand awareness
  - Marketing / Communications: Competitive intelligence (booth size, activities, new product launches)
  - Marketing / Communications: Digital camera overview of customer visitor counts

**Medical Education:** Hospira Department of Medical Education & Grants will be supporting four (4) symposia this year at the ASHP. They will be scheduled for M-W, 12/8-10. The titles are tentative until the faculty is chosen and they select the exact titles:

- Biosimilars in the U.S.: Updates and Outlook (Mid-Day)
- Key Considerations in the Pursuit of Asepsis (Mid-Day)
- IV Integration and a Culture of Safety: Reducing Complexity and Its Consequences (Breakfast)
- A Trifecta of Overlooked IV Medication Risks (Mid-Day)

For additional information on Symposia, go to <http://www.ashp.org/midyear/Symposia.aspx>. Hospira employees who attend symposia must follow the guidelines which will be covered in detail at the Pre-con meeting. During the symposia, Hospira employees:

- Must take direction from the ASHP Advantage and ProCE personnel managing the registration tables (announce that you’re a Hospira Rep)
- Must wear a sport jacket/blazer to cover purple shirt
- May not “show” Hospira badges within BR
- Must relinquish seats to full paid attendees if necessary
- Must depart at conclusion of program
- May not meet guests within the BR at conclusion of program

- Tactics**  
*What related marketing materials should be integrated?*
- Advertising: Full page Ads in daily News&Views:  
Sec A, Cov 2: P14-0398-3 Precedex all days  
Sec B, Cov 4:  
Day 1 & 5: P14-0481-2 Carpuject  
Day 2: P14-0481 Recovery  
Day 3: P13-4108 IV-EMR  
Day 4: P14-0481-3 Let’s iSecure
  - Hosted Sunshine smoothie bar in booth (Nonfat yogurt based smoothie with fresh orange juice, carrot juice and banana w/Kale) = \$15,615.02 for unlimited service
  - Sponsorship: Billboards/Literature Rack, recharging stations & column racks (all sponsored by SIP)
  - Cheers Award Program – **By Invite Only**, Dec 9 reception 6pm, dinner 7pm at the Astor Classics Event Center. Program Ad P14-0463
  - Direct mail P14-0437 to all US pre-registered attendees
  - Product Game in Booth / Book Prize is Medication Safety Officer’s Handbook; Individual sized Hospira branded M&M candy bag for participants
  - Web initiative (eCatalog / [www.hospira.com](http://www.hospira.com))

- Marketing Services Required**  
*What marketing and experience services are required?*
- Electronic Badges
  - Pre-Conference Meeting Room
  - SIP Exhibitor Suite (#ES1) on the Exhibit Floor  
Monday December 8 – 8am-5pm (exhibit hrs 11am-3pm)  
Tuesday December 9 – 8am-5pm (exhibit hrs 11am-3pm)  
Wednesday December 10 – 8am-2pm (exhibit hrs 11am- 2pm)
    - Freda Clark managing the schedule
    - For meetings before/after exhibit hours: guests need a meeting badge to enter the hall and a Hospira representative will need to escort the guest from the entrance of the exhibits to the suite & then back to the entrance.
  - Customer Dinner, SIP Team

<input checked="" type="checkbox"/> Literature / Product Demo <input checked="" type="checkbox"/> e-Literature on lead machines <input checked="" type="checkbox"/> Digital Sales Aids at each station (Keynote files on flatscreen with touchpad) <input checked="" type="checkbox"/> Biosimilars station will feature the <a href="#">Science of Biosimilars</a> video, Biosimilars Overview PowerPoint P14-0283-8 and Biosimilars Challenge game <input checked="" type="checkbox"/> Candy w/Dove Chocolates on counter in Med Info booth	
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<b>Design &amp; Experience Tactics:</b> <i>What key customer experiences &amp; features need to be accommodated in the design? Please make sure there is clear rationale.</i>
Objective 1: Eight (8) commercial Business Line product demo stations <i>Rationale: For on-label product discussions and demonstrations</i>
Objective 2: Medical Information Area in separate booth across the aisle <i>Rationale: For off-label discussions</i>

Business Line	Products Demo'd	Booth Staff	Rep. Assignments (see Staff Schedule)
<b>Integrated Infusion Systems</b>	Hospira MedNet™ IV Clinical Integration Plum A+™ (for current customer only) Plum 360 Sapphire Sapphire +	Sales Engineer (1) Pharmacy Consultant (1) DTS Acct. Manager (1)	B. Puckett D. Hum D. Lee S. Libstaff R. Rueth B. Mattle
<b>Pain Management Solutions (End Cap)</b>	LifeCare PCA™ (for current customer only) Sapphire™ Epidural	DTS Acct. Manager (1)	R. McGinnis B. Mattle R. Metz
<b>Safeguards in IV Therapy (shared)</b>	LifeShield™ EffectIV™ LifeShield™ MicroClave™ & MicroClave™ Clear LifeShield™ Neutron™	DTS Acct. Manager (1)	J. Apt  R. McGinnis
<b>Hazardous Drug Safety (shared)</b>	LifeShield ChemoClave Series  Onco-Tain Vial  VisIV Container	DDS Acct. Manager (1)	P. Jesse  J. Pachelbel K. Schmit D. Martin
<b>Ready to Use Delivery Systems (Shared)</b>	ADD-Vantage™ System  iSecure™ Syringe  FirstChoice™ Premixes Injectable Drugs Twister	DDS Acct. Manager (1)	D. Martin  J. Pachelbel K. Schmit
<b>Prefilled Syringe Technology (Shared)</b>	Carpject  Emergency Syringe iSecure™ Syringe	DDS Acct. Manager (1)	K. Schmit D. Martin J. Pachelbel
<b>Precedex</b>	Precedex	Anesthesia & CC Specialists (3)	B. Hoban L. Hill D. Hong S. Minick
<b>Biosimilar Promotional Education</b>	Biosimilars Promotional Education	Major Account Reps (2)	R. Bartolone M. Brennan
<b>Medical Information Area</b>	Unsolicited Off-label Questions	Two (2) Medical Science Liaisons	L. Min P. McElroy D. Tennant C. Selema

AHS	Lead Capture, Game, General	AHS (2)	H. Reilly M. Sullivan
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**Booth Staffing Recap:**

- 3 ea Drug Delivery System (DTS) Account Managers
- 3 ea Device Technology Specialist (DDS) Account Managers
- 1 ea Sales Engineers
- 1 ea Pharmacy Consultant
- 3 ea Anesthesia and CC Specialists
- 2 ea Medical Science Liaisons
- 2 ea Major Account Execs.
- 2 ea AHS Reps.

**Booth Staff Attire:**

Purple Hospira Long Sleeve Button Down Shirts with black pants & black comfortable shoes. If you don't already have these shirts, e-mail [Kristen.berg@hospira.com](mailto:Kristen.berg@hospira.com) with shirt size.



Those attending this meeting and not working the booth should wear business.

**Exhibitor Badges:**

- For those attending the pre-con meeting, badges and lanyards will be provided at the meeting.
- If you are not attending the pre-con meeting or need your badge prior to Sunday night, pick up your badge at the Exhibitor Registration Desk located in the Convention Center. Be prepared to show a Photo ID.
- Badges are non-transferable – be prepared to pay a \$75 fee for all changes and additions made on-site.
- Exhibitor badges will permit access to the exhibit hall, education sessions and the Opening Session. If you need CE eligibility, be sure to request it when you submit your hotel/badge request.

**Travel:** Airline and ground transportation are the responsibility of each Hospira employee attending the meeting. All expenses, except for hotel deposit, are expensed through the Concur Expense Reporting System. Since this meeting is one of our four corporate meetings, expenses incurred are the responsibility of each sales/marketing/medical area. For those working the booth, hotel/travel expenses will be reimbursed by marketing. In the Concur Expense Reporting System, this will automatically be forwarded to your Manager for approval. Your Manager will then forward to the appropriate Marketing Manager for secondary approval. If you have any questions on travel, please contact your manager or refer to the travel Web site: <http://www.ourhospira.corp/sites/tra/default.aspx>. *Managers – for any questions regarding forwarding for marketing budget approval, please contact the Concur HOTLine at 1-877-330-4677.*

<b>Hospira Hotel Block:</b>	Limited number of rooms (20 each) at: Anaheim Marriott: 700 West Convention Way, Anaheim, CA 92802 (\$202/night) Anaheim Hilton: 777 West Convention Way, Anaheim, CA 92802 (\$204/night) Sheraton Park: 1855 S. Harbor Blvd., Anaheim, CA 92802 (\$198/night)
<b>Area Airport Information:</b>	John Wayne Airport / Orange County (SNA) – 11.8 miles Long Beach/Daugherty Field Airport (LGB) – 17.9 miles Ontario International Airport (ONT) – 33.6 miles Los Angeles International Airport (LAX) 34.2 miles
<b>Safety:</b>	Your safety at the conference is a top priority. Please review the following safety tips prior to your trip: <ul style="list-style-type: none"> <li>• Use well-traveled and well-lit streets and paths.</li> <li>• Plan your route in advance to avoid isolated areas.</li> </ul>

	<ul style="list-style-type: none"> <li>• Always travel with a buddy or a group—never walk alone.</li> <li>• Remove your conference name badge whenever you leave the conference center.</li> <li>• Be mindful of your valuables.</li> <li>• Reduce the amount of money you carry and take only what is necessary with you.</li> <li>• Stay alert by avoiding cell phone or text message conversations while walking, especially at night.</li> <li>• If you feel uncomfortable walking at night, always take a taxi.</li> </ul>
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<b>Program Deadlines</b>	
First Planning Meeting	7/31/14
Open Graphic Jobs & meet with Ad Manager:	9/15/14
Hotel & Badge Requests Due:	9/30/14
Daily News Ad Due:	11/6/14
Med/Reg Approved Graphic Files Due:	11/18/14
Literature / Demo Product Orders Due:	11/18/14
Estimated Booth Ship Date:	12/2/14

<b>Additional Protocol:</b>
Unless you have purchased a full conference registration without Hospira's name on the badge, stay out of competitors' booths – it is unprofessional and reflects poorly on Hospira. We don't want competitors in our booth and expect that our employees adhere to the same rules.
Do not take photographs or video tape in the exhibit hall. It is against exhibitor policy and could result in Hospira's booth being shut down on-site or not being able to exhibit at future meetings.
You are allowed to observe competitors/partners from the aisles – but be careful not to solicit attendees in the aisles and start promoting our products. If you meet someone who really wants to know about one of our products, escort him to Hospira's booth and make an introduction to a booth staff representative.
Your badge shows that you are with Hospira. Assume anything you say in a public place will appear in the Wall Street Journal. This includes being heard in an elevator, washroom, restaurant, talking on your cell, etc.
If you are not booth staff, stay out of Hospira's booth if there are customers/potential customers in the area. The Hospira booth staff team needs to focus on attendee needs.

<b>Contact Information</b>		
Czarnowski On-Site Booth Installation & Dismantle Lead	Scott Marshall, Project Manager	Cell: 404-915-5960
Czarnowski Booth Shipment/Install	Tisha Dojcsak, Account Manager Stephanie Capaldi, Account Manager Mike Cassidy, Sr. Account Executive	Office: 720-407-7732; Cell: 720-301-6553 Direct: 720-407-7738; Cell: 303-435-4792 Office 773-920-5039; Cell: 312-320-3334
Hospira Literature	Iron Mountain	Office: 630-406-1189
Hospira Demonstration Product	Hospira Customer Care (Delta Program) Carrie Domerchie Brenda Hernandez Chris Weiland	Office: 262-577-6270 Office: 262-577-6261 Office: 262-577-6282
Hospira Convention Dept.	Don Schmid Dept. Manager, Experiential Marketing	Direct: 224-212-2559; Cell: 224-515-6949
Hospira Convention Dept.	Kristen Berg Meeting & Convention Planner	Direct: 224-212-2447; Cell 224-595-7776
Hospira Convention Dept.	Jennifer Christensen Meeting & Convention Planner	Direct: 224.212.2730; Cell 847.257.2185

**Attention Non-US Hospira employees: All Hospira employees that are in the commercial area of the Hospira booth may only have conversations on US label for any drug being discussed.**

Convention Name:	2014 ASHP Midyear		
Participating Business	Primary Product		On-Site Leadership
<input checked="" type="checkbox"/> MMS	<input checked="" type="checkbox"/> Plum A+ <input checked="" type="checkbox"/> Plum 360 <input checked="" type="checkbox"/> LifeCare PCA <input checked="" type="checkbox"/> MedNet, Reports, IVCI	<input checked="" type="checkbox"/> Sapphire <input checked="" type="checkbox"/> Sapphire + <input checked="" type="checkbox"/> Sapphire Epidural	<input type="checkbox"/> Joan Stern <input checked="" type="checkbox"/> Aaron Stronberg (MedNet) <input checked="" type="checkbox"/> Jodi Perez <input type="checkbox"/> D. Ryan Lee (Plum A+) <input type="checkbox"/> Zoe Flintham (Sapphire) <input checked="" type="checkbox"/> Bill Manganaro (LifeCare PCA)
<input checked="" type="checkbox"/> Consumables, VisIV, Nutritionals	<input checked="" type="checkbox"/> LifeShield CLAVE <input checked="" type="checkbox"/> Antimicrobial CLAVE <input checked="" type="checkbox"/> ChemoCLAVE <input checked="" type="checkbox"/> MicroCLAVE / MicroCLAVE Clear <input checked="" type="checkbox"/> Effect IV Cap	<input checked="" type="checkbox"/> VisIV <input checked="" type="checkbox"/> Non-DEHP Sets <input type="checkbox"/> MVI / Nutritionals <input checked="" type="checkbox"/> Neutron	<input type="checkbox"/> Dan Wenger <input type="checkbox"/> Matt Verden (LifeShield) <input type="checkbox"/> Kevin Wess (VisIV) <input type="checkbox"/> Ashley Volling
<input checked="" type="checkbox"/> Specialty Pharmaceuticals	<input checked="" type="checkbox"/> ADD-Vantage <input checked="" type="checkbox"/> Anti-Infectives <input checked="" type="checkbox"/> Oncolytics <input checked="" type="checkbox"/> Premixes <input checked="" type="checkbox"/> Carpuject <input checked="" type="checkbox"/> iSecure <input checked="" type="checkbox"/> Prefilled Syringes <input checked="" type="checkbox"/> Injectables	<input checked="" type="checkbox"/> IV Fluids <input checked="" type="checkbox"/> Anesthesia <input checked="" type="checkbox"/> Emergency Syringes <input checked="" type="checkbox"/> Twister <input type="checkbox"/> MVI / Nutritionals	<input checked="" type="checkbox"/> Ellen Wetterling <input checked="" type="checkbox"/> Caleb Hart <input type="checkbox"/> OPEN (ADD-Vantage, Anti-Infectives) <input type="checkbox"/> Bob LaRue (Premixes) <input checked="" type="checkbox"/> Julie Ronin (Carpuject, iSecure) <input type="checkbox"/> Kim Rouse-Wing (Inj Vials, Inj Amps) <input checked="" type="checkbox"/> Nancy Wichter (Anesthesia, Emergency Syringe) <input type="checkbox"/> Dawn Harris <input checked="" type="checkbox"/> Vicki Haber (Oncology)
<input checked="" type="checkbox"/> Acute Care Pharma	<input checked="" type="checkbox"/> Precedex <input type="checkbox"/> Voluven		<input type="checkbox"/> Dennis Burke <input checked="" type="checkbox"/> Juliet Kopulos
<input type="checkbox"/> Alternate Site	<input type="checkbox"/> Plum A+ <input type="checkbox"/> Sapphire <input type="checkbox"/> Consumables <input type="checkbox"/> VisIV <input type="checkbox"/> MVI / Nutritionals	<input type="checkbox"/> Specialty Injectables <input type="checkbox"/> Generic Oncolytics	<input type="checkbox"/> Mike Novak (Surg. Ctrs.) <input type="checkbox"/> Shawn Folkes (Home Inf.) <input type="checkbox"/> Kelly Dingle (Onc./Phys ofc) <input type="checkbox"/> John Baresky (Dialysis/Retail) <input type="checkbox"/> Jim Custod (Nat'l Accounts)
<input checked="" type="checkbox"/> Biosimilars	<input checked="" type="checkbox"/> Biosimilars Comm'l Education		<input type="checkbox"/> Mohamed Ladha <input type="checkbox"/> Rene Gavin <input checked="" type="checkbox"/> Kelly Glivar <input checked="" type="checkbox"/> Tom Nusbickel
<input checked="" type="checkbox"/> Medical Information			<input checked="" type="checkbox"/> Andrew Shim <input checked="" type="checkbox"/> John Kelton (Biosimilars)
<input type="checkbox"/> One 2 One	<input type="checkbox"/> Contract Manuf.		<input type="checkbox"/> Constantin Loghinov <input type="checkbox"/> Arnaud Hanquez <input type="checkbox"/> Caroline Delauney

**Scorecard Development Process:**

- **Conduct cross-modality/P&L Workout Session**
- 1) **Define CTQ's (Critical to Quality, main reasons for attending a show)**
  - 2) **Define Metrics to define CTQ's**
  - 3) **Correlate CTQ's with weighted metrics**
  - 4) **Rank Metrics based on influence of CTQ's**
  - 5) **Rank each show based upon critical metrics**

<p><b><u>Why a Scorecard?</u></b></p> <ul style="list-style-type: none"> <li>• Hospira attends over 60 US tradeshows each year             <ul style="list-style-type: none"> <li>• Budgets are allocated and rolled over from the previous year with limited performance assessment</li> </ul> </li> <li>• Scorecard implements a standard by which shows can be measured and compared</li> </ul>	<p><b><u>Team</u></b></p> <p><u>Leadership:</u> MarComm (Exhibits)  <u>Core Team:</u> Exhibits, Vendor Partners</p> <p>Work-out sessions and surveys incorporated input from cross-modality Marketing leaders</p>
<p><b><u>Methodology</u></b></p> <ul style="list-style-type: none"> <li>• Followed Six Sigma methodology</li> <li>• Tradeshow benefits identified via input from cross-business: Mkt. MarComm and Exhibits</li> <li>• "Score" for each show calculated based on 7 key metrics</li> </ul>	<p><b><u>Scope</u></b></p> <ul style="list-style-type: none"> <li>• Scorecard developed based on input from all modalities</li> <li>• Roll-out to all other Regions</li> </ul>

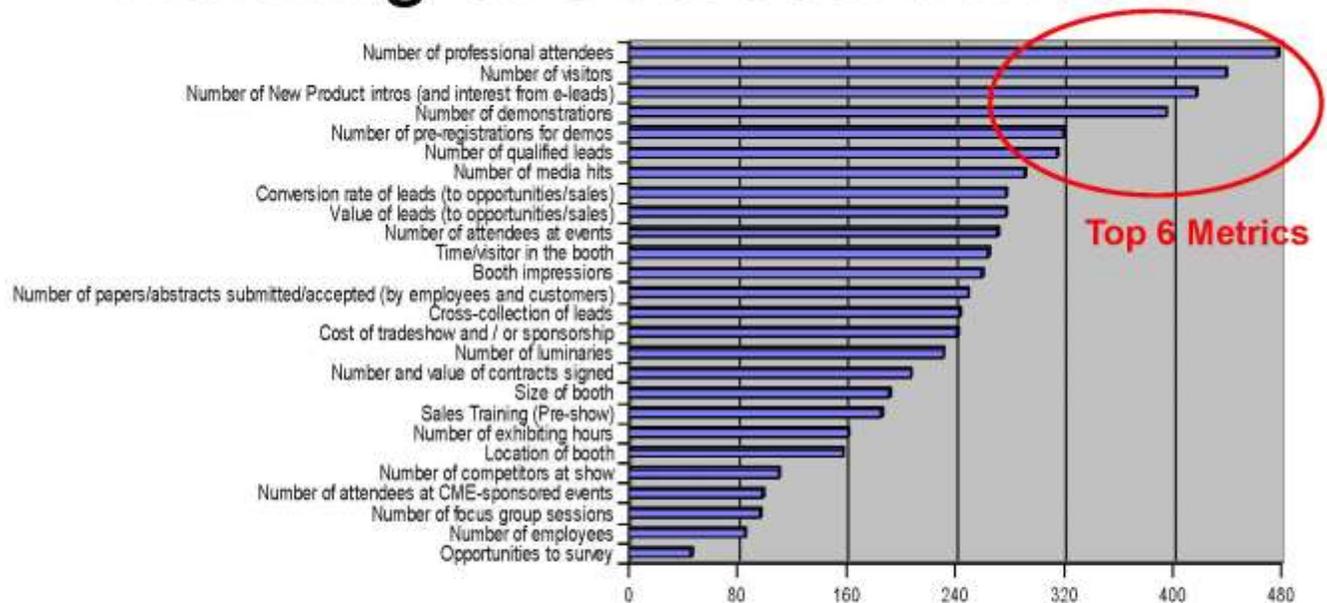
# Scorecard CTQs

Customer CTQs(Ys or WHATs)	Importance
Obtain Qualified Leads	8
Advance Existing Sales Opportunities	7
Building Brand Awareness	7
New Product Launch	7
Generate Orders	6
Meet with Key Opinion Leaders and/or Decision Makers	5
Demonstrate the product functionality	4
PR and Press	4
Strengthen Customer Relationship (incl. Luminaries)	4
Market Research/Competitive Intelligence	3
Society/Association Relationship	2

## QFD from Workout Session

Customer CTQs(Ys or WHATs)	Importance	Technical CTQs																									
		Number of professional attendees	Number of visitors	Number of New Product intros (and interest from e-leads)	Number of demonstrations	Number of pre-registrations for demos	Number of qualified leads	Number of media hits	Conversion rate of leads (to opportunities/sales)	Value of leads (to opportunities/sales)	Number of attendees at events	Time/visitor in the booth	Booth impressions	Number of papers/abstracts submitted/accepted	Cross-collection of leads	Cost of tradeshow and/or sponsorship	Number of luminaries	Number and value of contracts signed	Size of booth	Sales Training (Pre-show)	Number of exhibiting hours	Location of booth	Number of competitors at show	Number of attendees at CME-sponsored events	Number of focus group sessions	Number of employees	Opportunities to survey
Obtain Qualified Leads	8	H	H	H	H	H	H	L	H	H	H	H	M	L	H		L		M	L	M	M	L	L	M	M	
Advance Existing Sales Opportunities	7	H	H	H	H	H	H	M	H	H	M	M	M	M	H	M	M	H	L	M	M	L		L	L	L	
Building Brand Awareness	7	H	H	H	H	M	M	H	L	L	H		H	H	M	H	M	L	M	M	L	M		M	L	L	L
New Product Launch	7	H	H	H	H	H	H	H	H	H	M	M	M	L	L	M	M	M	L	M	L	M				L	
Generate Orders	6	H	H	H	H	H	H	M	H	H	M	M	M	M	H	M	M	H	L	M	M	L		L	L	L	
Meet with KOLs and/or Decision Makers	5	H	M	H	M	L	M	H	L	L	M	H	H	H	L	H	H	L	H	M	H	H	H	M	M	L	L
Demonstrate the product functionality	4	M	L	L	H	M	L	L	L	L	L	H	L	M	L	L	L	L	M	H	M	M		M	L	L	L
PR and Press	4	H	H	H	M	M		H			M	L	H	H		H	H	H	H	L	M	M	M	L	L	L	L
Customer Relationship (incl. Luminaries)	4	H	H	M	M	M	M	L	L	M	H	M	M	M	M	M	H	M	M	H	L	L		M	L	M	
Mkt Research/Competitive Intelligence	3	H	H	L	L	L	M	L	L	L	H	M	M	M	L	L	L	L	L	L	M	L	L	H	L	H	L
Society/Association Relationship	2	M	M	L	L	L	L	H	L	L	M	L	M	H	L	H	L	H	L	H	L	L	L	H	H	L	M
Total	477	439	417	395	319	315	291	277	277	271	264	259	249	243	241	231	207	191	185	161	157	110	98	96	85	45	

# Ranking of Scorecard Metrics



- Number of professional attendees
- Number of visitors
- Number of New Product Introductions
- Number of Products Demonstrated
- Number of qualified leads
- Booth Size\*
- Cost per Lead\*

# Scorecard Mechanics – Show

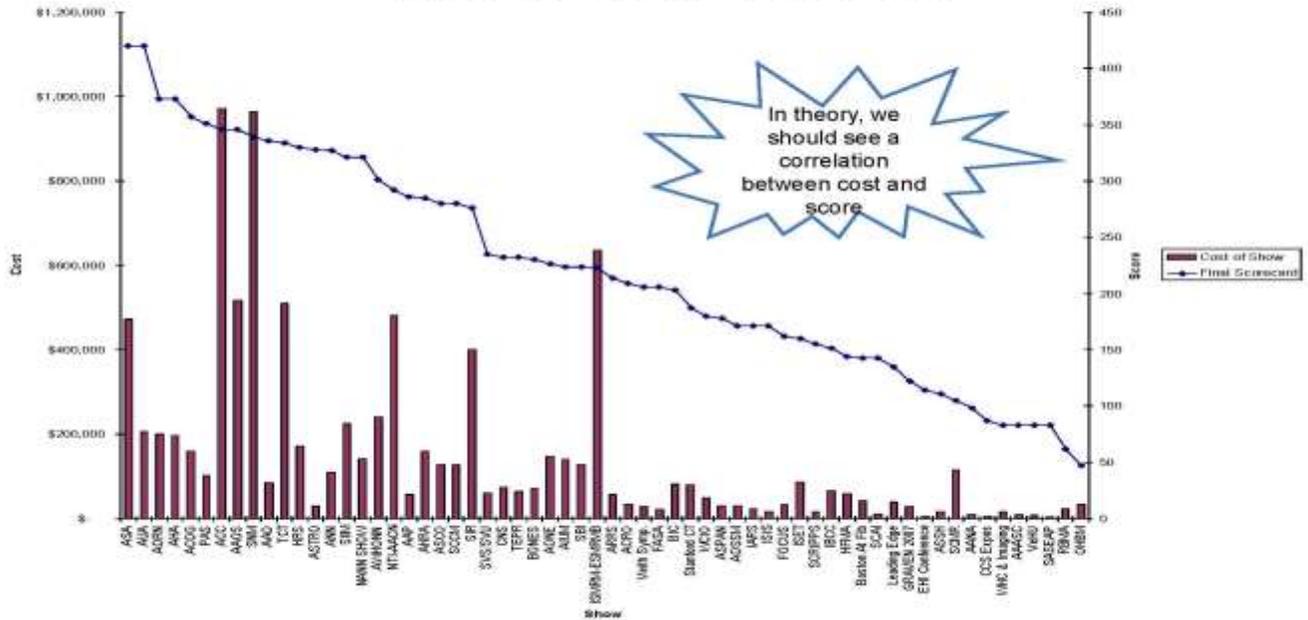
$$\boxed{\text{Weighting}} \times \boxed{\text{Rank}} = \boxed{\text{Subtotal}}$$

	Weighting	Low (1)	Medium (3)	High (9)	SHOW	Subtotal
Number of professional attendees	9	0 - 2000	2001 - 4000	4001+ ←	32000	81
Number of visitors	8.3	0 - 20	21 - 100	101+ ←	5921	74.7
Number of New Product Intros	7.9	0	1	2+	20	71.1
Number of demonstrations	7.5	0 - 1	2	3+	50	67.5
Number of qualified leads	5.9	0 - 10	11 - 30	31+	2240	53.1
Cost per Lead	4.5	4001+	2001 - 4000	0 - 2000	\$ 3,660.71	13.5
Size of booth (square feet)	3.6	0 - 200	201 - 700	701+	32000	32.4

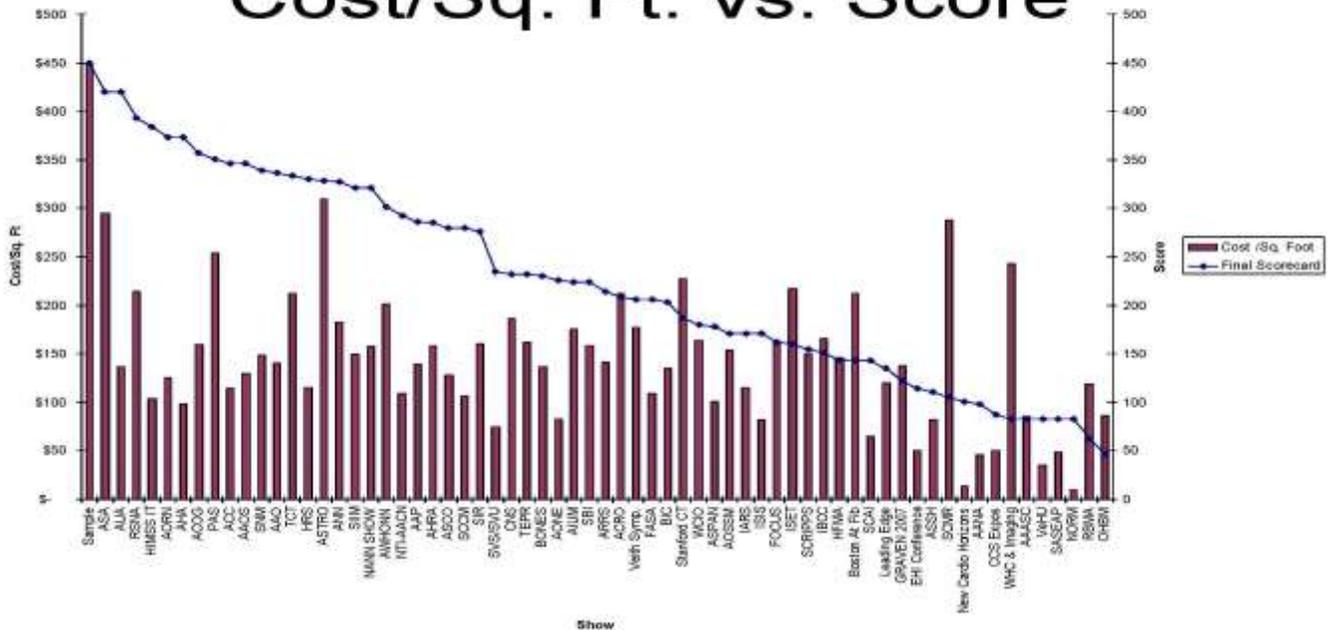
**Score**    393.3

- Weighting for each metric multiplied by corresponding rank for that show (High, Medium, or Low)
- Subtotals for each metric summed to give score

# Cost Vs. Score



# Cost/Sq. Ft. vs. Score



# What to consider as acceptable and unacceptable scores...

Spend Score	Less than \$10,000	\$10,000 - \$25,000	\$25,001 - \$75,000	\$75,001 - \$150,000	Over \$150,000
Under 75	Yellow	Yellow	Red	Red	Red
75-150	Green	Green	Yellow	Red	Red
150 – 200	Green	Green	Green	Yellow	Red
200 – 350	Green	Green	Green	Green	Yellow
Over 350	Green	Green	Green	Green	Green

## Lead Capture System



## Lead Classification

### Lead

- A. Requires Immediate Follow-up. Hot!** Current or potential. Customers who want a call or visit from Hospira rep.

### Visitor

- B. Highly Interested.** But needs more information. Current or potential Customer whom wants information sent to them. Important to follow-up to see if they now want a rep to visit.
- C. No Follow up Required.** In no position to purchase. Students or Attendees who don't know if they buy from Hospira
- I. Inventory Support:** Hot, Immediate follow up required for current Hospira product that attendee uses
- V. Vendor:** Vendor, Media or Investor Relations

Custom programming allows physician or health care professional (HCP) data to be scanned and confirmed by zip code search.: Depending upon the conversation, reps can survey the physician, deep dive into qualification, send e-lit and save content to database that is uploaded to Hospira's CRM system (Salesforce.com).

# Creating a “Quality” Qualified Lead

Scan everyone – a visitor today can be a future buyer

Completed data collected will be analyzed based on specific criteria

1. Demographic information
  - Name
  - Hospital/Office
  - City, State, Zip
2. How to Contact
  - E-mail (preferred) or phone
3. Product
  - Determine appropriate sales force
4. Action requested
  - Type of lead – A, B, C
  - Specifics (rep to call, send literature)
5. Booth rep initials

Before the show start, be familiar with lead machines

Miss any one of these pieces – data is defective

1

The screenshot shows a mobile application interface with a dark background. At the top, it says "Please select a hospital/facility". Below this, a message states: "The drop down menu below has locations within a 30 mile radius of the scanned attendee." A dropdown menu is shown with the text "(8.998 miles) AKRON GENERAL MEDICAL CENTER". Below the dropdown, there are several input fields: "Selected Hospital/Facility Name:" with the value "AKRON GENERAL MEDICAL CENTER", "Address:" with "400 WABASH AVENUE", "City:" with "AKRON", "State:" with "OH", and "Zip:" with "44307". At the bottom, there are two buttons: "CANCEL" and "SELECT".

Tuesday, Nov. 26th, 10:59 pm  
CHEST 2013, Station: Precedex 1

**Hospira**

Badge ID:

\*First Name:  \*Last Name:  Degree:

Title:  \*Health Care Facility:  **SEARCH**

\*Address:  Address2:  Address3:

City:  State: Please Select an Item Zip:

Country: United States \*Phone:  Fax:

\*Email:  Notes:

Test:

\*Booth Rep: Please select a booth rep \*Product Interest: **+** DDS/SIP  
**+** DDS/CONSUMABLES & INF THER  
**+** DTS/MMS  
**+** PRECEDEX  
**+** VOLUVEN

\*Primary Specialty: Please select an item

\*Lead Type: Please select an item

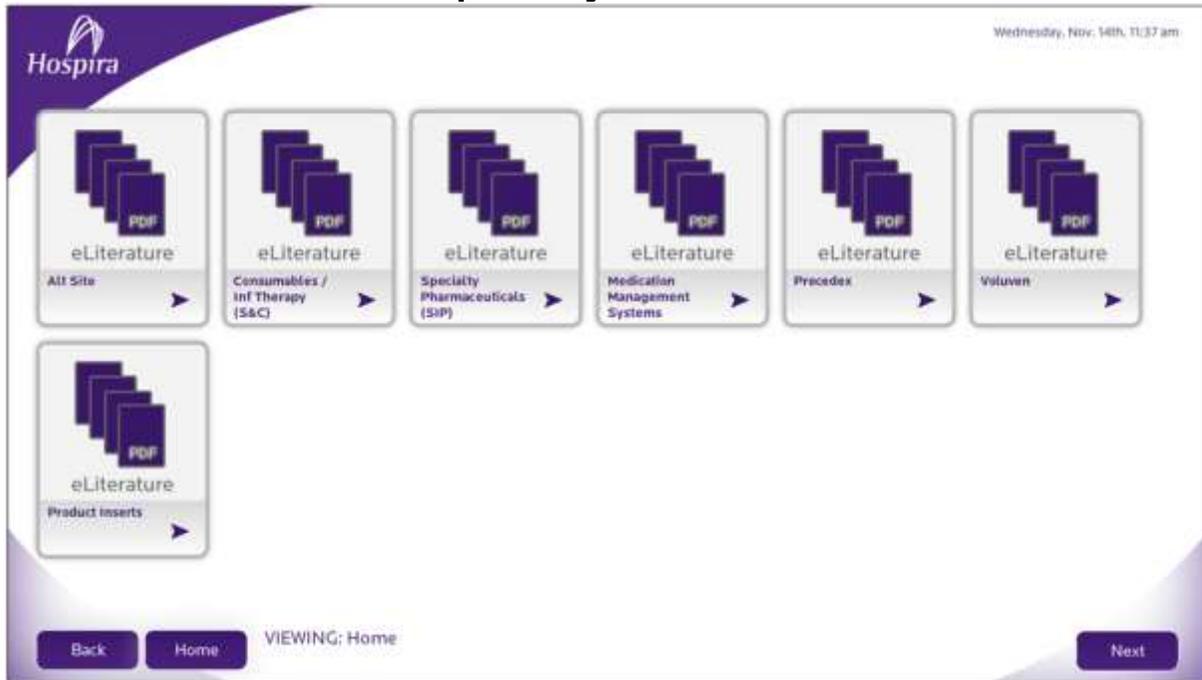
**STATUS: All fields have been reset and cleared. Ready for next submission.**

scanner status: disconnected

**eLiterature (0)** **Clear** **Next**

- Most information will auto-populate w/registration details
- Rep. must confirm all details are correct
  - Scanning badge will NOT provide Title, e-Mail, Phone or Fax. Manually enter this information
- If the health care facility is incorrect, click “Search” to return to Customer Match Screen
- Remember that an e-mail is required for e-Literature
- Everything with “\*” next to it is a mandatory field
- Product Interest had a drop down by product category, product of interest must be selected
- Complete survey questions to Qualify the Lead for auto-upload into Salesforce.com
- When everything is complete, select e-Literature or Submit

## e-Literature from Lead Capture System



## Rep. can view e-Literature pieces from screen



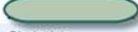
At the close of the show, leads are uploaded into Salesforce.com and directed to the appropriate representative

Lead  
**Cindy Katz**  
[Back to List: Leads](#)

[Open Activities \(0\)](#) | [Activity History \(0\)](#) | [HTML Email Status \(0\)](#)

**Lead Detail** Edit Clone Sharing Convert Lead 

▼ Lead Detail

Lead Owner		Phone
Lead Name	Cindy Katz 	Mobile
Title	Other:quality and safety	Fax
Customer	SANTA CLARA MEDICAL CENTER	Email <a href="mailto:cindybkatz@gmail.com">cindybkatz@gmail.com</a>
Customer Number		Email Opt Out <input type="checkbox"/>

▼ Address Information

Address	4800 SAND POINT WAY NE SEATTLE, WA 98105
---------	---

▼ Lead Information

Lead Status	Contacted	Priority Rating	A
Lead Source	Conference		
Product Interest	iSecure Syringe		
Interest Classification	New Product Interest, Requires Immediate Follow-up		
eLiterature Sent to Attendee			
Other Products Interest			

▼ Additional Information

If lead is not completed properly, the lead is assigned to Inside Sales (ACCS) to “re-qualify”

# Lead Management



Rep gets an email that lists one of their accounts who has expressed interest (person may or may not be a contact at present time but is associated with one of their accounts)

Kottam, Harish R. A lead has been assigned to you  
 From: Kottam, Harish R.  
 To: Kottam, Harish R.  
 Cc:  
 Subject: A lead has been assigned to you

Hello Harish Kottam,

A lead has been assigned to you.

To view the details of this lead in salesforce.com click on the following link:

<https://na13.salesforce.com/00Qa0000011sNSy>

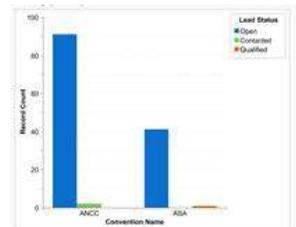


The lead details are listed and the rep is asked to update the status

- Default is 'Open'
- "Contacted"
- "Qualified"
- "Excluded"



From "Qualified" rep would usually then "Convert" the lead. This would open up an opportunity and convert the lead (person) to a contact if not already in their system.



## Benefits of Lead System:

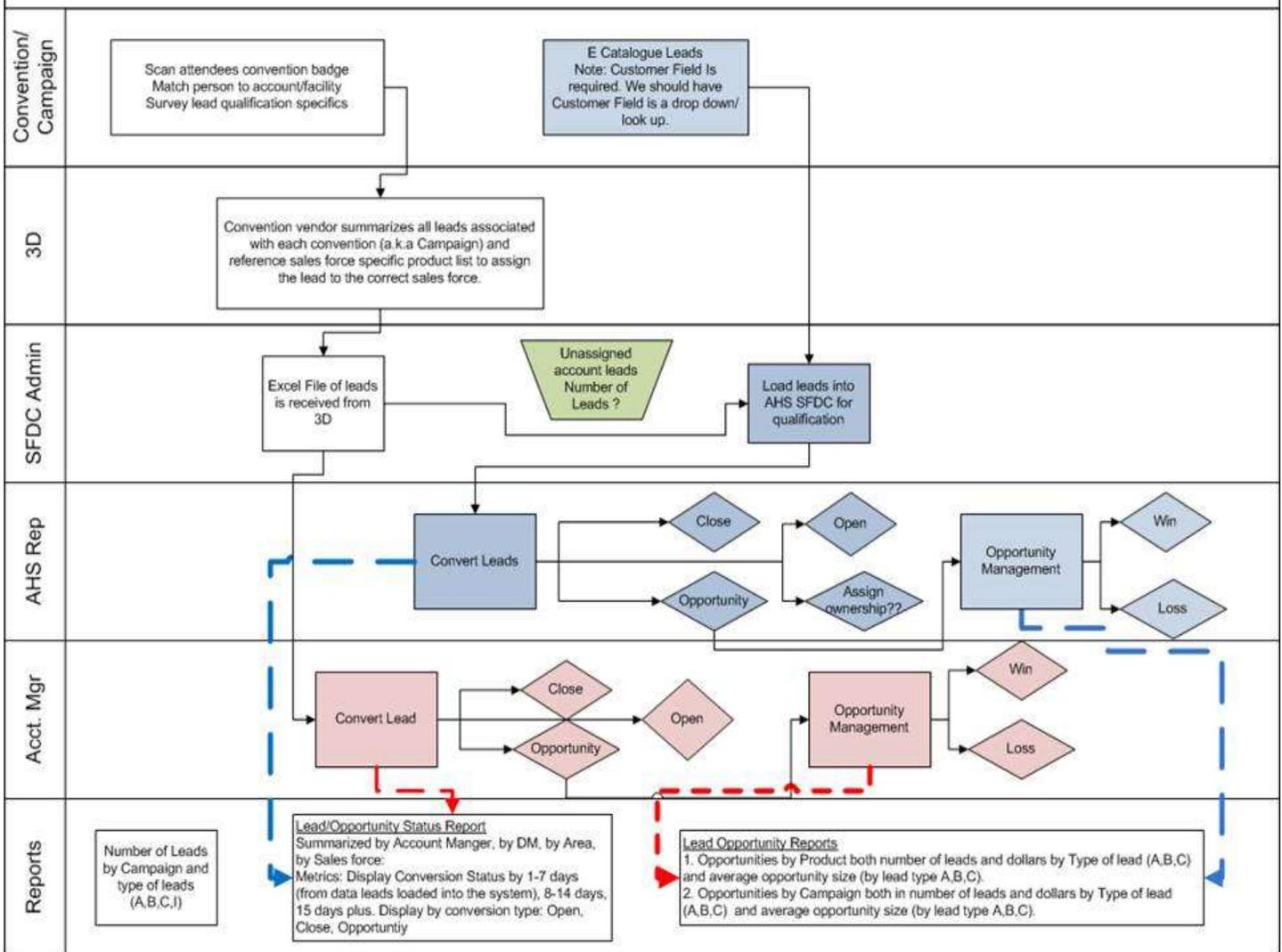
### ROI:

- Able to monitor conversions and success rates of shows

### Accountability:

- Field team follow up on leads
- Marketing resource allocation
- Ability to follow activity via SFDC

# Convention Lead Logic/Process



## CONVENTION EVALUATION REPORT SUMMARY

**MEETING:** American Society of Health-System Pharmacists (ASHP)  
Midyear Clinical Meeting & Exhibition

**LOCATION:** Anaheim, CA

**DATE:** December 8-10, 2014

**FEATURED:** Hospira breadth of line – SIP, MMS, Consumables, Precedex/Precedex  
Premix,  
Biosimilars Promotional Education, Medical Education

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### **Describe traffic flow for each day the exhibits were open:**

- Mediocre
- December 8<sup>th</sup> - It was a little slow; December 9<sup>th</sup> - The flow was much heavier than the first day; December 10<sup>th</sup> - It slowed down a little bit
- December 8 – light; December 9 - light to moderate; December 10 - light to moderate
- Light compared to past meetings I've worked
- Moderate
- Medium
- Light traffic
- The first day was the slowest; however, the following 2 days were pretty busy.
- Med Info Booth not very busy
- First day was light with lots of students and residents. Much better on day 2 with light again on day 3.
- Monday pretty light, Tuesday was steady, did not work Wednesday

### **List the 3 top questions that you were asked by attendees:**

#### Biosimilars Promotional Education

- Lots of questions about biosimilars vs. biologics (AHS rep so introduced to MAE)
- Biosimilar pipeline
- What molecules will you launch with in the US
- What molecules do you have in Europe
- Cost/Savings

#### MMS

- Can your devices integrate with EMR
- Why do you have two pumps (Sapphire & Plum)
- IVCI and how it worked
- Is LifeCare PCA still the safest PCA on the market?
- What pumps are you showing?
- What is Sapphire?
- Which EMR vendors are you working with i.e. MediTech

#### SIP

- When is the ADDaptor going to be available international
- Stability on the ADDvantage overwrap
- What is coming down the pipeline for Hospira
- Solution shortage questions
- iSecure and Carpuject questions
- What type of Anesthesiology prefilled syringe does Hospira make?
- Show me how the ADDaptor works with standard vials
- ADDaptor

### Consumables

-

### Precedex

- Tell me about Precedex
- I did not know the premix was available
- What is Precedex
- Premix 20 mL
- Premix general questions

### **If we attend this meeting next year, what changes would you like to see?**

- Have a better system to move customers to another part of the booth. Each customer should move to at least two areas. There interested focus and then an introduction to another product area
- Put a game or the smoothies in the front of our booth to bring in more people
- Something to draw in quality leads and a separate area/attraction for students
- I'd like to ensure that we fully scope out all opportunities to display Hospira product. We were not featured in the Intelligent Pharmacy exhibit and our competitors were
- SIP participation in the Intelligent Pharmacy
- Stronger wifi and/or lead machines that can work without wifi
- The games should have been run by Hospira people (AHS reps), not outside vendor
- Better traffic flow through the Hospira Booth, traffic flow seemed lighter this year than in past years. Provide feedback to ASHP to bring back traffic builder promotions so more attendees make a better effort to attend the exhibit hall
- Biosimilars created a lot of interest. Many of the students and residents had a good base of knowledge. I would imagine interest will grow over the next 12 months due to pending submissions and approvals
- Something like Wack-a-Bug, that Theradoc had to really draw people around the booth. Smoothies were good idea, another Booth had fresh cookies they were giving away and lines were very long
- Would love to focus more on corporate messaging / LET'S campaign messaging at the pre-con meeting. Also, want to ensure we fully vet out opportunities to display Hospira products where competitors might be. I'd like to see us re-evaluate the booth draws - the game and the smoothies. We need draws where folks are saying "You gotta stop by the Hospira booth because x". The booth game (not the Biosimilars one) is all about us - that's not very interesting to a customer and is not very customer centric
- Hotel Suite vs. Exhibitor Room on Exhibit floor:

- The Trade team used the SIP Executive Suite that was located on the exhibit hall. We had one meeting in that location and I am glad it was only one Customer meeting. It was actually quite embarrassing during our meeting, which was held before the Exhibit started (10-11am)-there was construction going on back in that area, a huge warehouse door was wide open to the outside, forklifts beeping. With no ceiling it was VERY noisy. We actually had to stop talking once or twice due to the beeping of the machinery. There was no ceiling enclosing the booth which was a little uncomfortable but I don't think even a ceiling would have helped the noise. However, I will say that having the refrigerator, snacks and drinks was very nice to have during the meeting. During one of my other Customer meetings we met in a Suite in one of the nearby hotels and that is the way to go if you can. Private, quiet and comfortable for all parties.
- Private Hotel / Hospitality Suite vs. Exhibitor Suite on show floor which was noisy, dusty, little bugs because it was by back dock which was open until minutes before exhibits opened.
- It was nice having a private room on the exhibit floor but noise from the dock was an issue. Also, we were caught by surprise that the ASHP Wi-Fi was not up and running at 7am on day 1 for our meeting. Picked up a mifi so it worked but could have been an issue. Everything went well for our meeting. Escorted the customer back to the booth, waited outside and walked back to the booth for other demo's. Trade off of privacy and quiet vs location, tough call.

**Rate the booth Traffic Builders on a scale from one to ten where ten is excellent and one is poor:**

- **1-10 Corporate Game:** 10, 9, 3, 3, 8, 1, 7, 7, 4
- **1-10 Biosimilars Challenge:** did not see , 5, 2, n/a, 9, ?, 7, 10, 4
- **1-10 Smoothies:** 10, 10, 7, 3, 9, 10, 8, 10, 6
- **General Comments on Booth Traffic Builders:**
  - 7- Smoothies – attendees could easily get a smoothie and leave booth without any interaction with a Hospira rep
  - 3 – Corp Game & Smoothies: I think that in past years we attracted a greater # of people (pictures). The smoothie counter didn't stand out very much and I'm not sure there was much awareness or chatter about it.
  - 1 – Corp Game - didn't work the day I was there, although the smoothies seemed to be a huge hit! Nice work
  - 7: Corp Game - sometimes the game touchscreen had issues
  - Traffic Builders were good ideas once attendees actually got to the exhibit booth. Perhaps ASHP should consider having exhibitors provide lunch in the Exhibit Hall again to bring more traffic back into the halls during exhibit hours
  - 10: Biosimilars game was used frequently; Many people took advantage of the smoothie bar. Can we do anything to promote products while they are in line (wasn't covered in the pre-con.) or provide a logo on cups as they walk around with our smoothie?
  - Biosimilar game screens were unresponsive at times or slow. Keypad was too large and covered text boxes. Attendees looked for scan activation for begin game. A handheld unit to input data and play game using the big screen would be helpful.

**Rate the PreCon Meeting on a scale from one to ten where ten is excellent and one is poor:**

- **1-10 Rating of Precon Meeting in General and comments:** 2, 9, 6, 7, 10, 10, 9, 7, 9, 2, 7
  - 2: We didn't really need it, no valuable data was exchanged. I very much enjoyed the dinner though. I think that we should discuss key verbiage to move a customer from one segment of

the booth to another. Learn the key selling points of biosimilars or Precedex. Just saying try and move people around the booth doesn't really create momentum. Have a game plan in place. eg - this year we are focusing on biosimilars, let us try and move every person that comes in to the booth to biosimilars, here are three ways, or three selling points. Laser focus initiatives.

- 7: need to prep the sales team booth staff with some drum beat messages at this meeting. A reminder of the most important messages we want them to communicate (a workshop with practice.) I imagine if you surveyed these reps or looked at who has worked a conference in the past few years, you would find most of them have seen a lot of the presentation at least once if not a few times already
- 10: very useful
- 10: Nice job explaining everything to the first timers. It would be nice if there was a schedule where first timers sit in through it all and veterans only have to attend a certain time.
- 7: Good overview of Hospira Booth layout & products promoted
- 9: My first one so very helpful to me. Good chance to meet fellow Hospirians!

**Rate the Lead Capture System on a scale from one to ten where ten is excellent and one is poor:**

- **1-10 Rating of Lead Capture System ease of use:** 8, 4, 2, 7, 8 (when the machine worked), 5, 8, 8, 9, 2, 7
- **1-10 Rating of Lead Capture integration of e-Literature:** 8, 7, 2, 10 (when the machine worked), 8, 8, 7, 9, 8
- **Lead Capture System General Comments:**
  - 4: Kept having problems with the lead capture machine. After scanning attendee badge, information didn't appear. It was frustrating for me and the attendee.
  - 2: I understand the importance of entering all the data but the system was "buggy" and frequently did not work. I prefer pen and paper manual to a technology that only works some of the time.
  - 5: The few times I tried the scanners weren't working. The tech said it was because the remotes were not aligned with the appropriate station. Regardless, I lost some scans because attendees didn't want to wait around while we figured out what was happening.
  - 8: Device is easy to use and nice but according to the tech, Internet Connection did not always capture lead. Did input leads manually if needed but defeated the purpose of being able to quickly capture the lead and attendees didn't appreciate the extra time it took. ADDvantage & ADDaptor eLiterature were missing
  - 9: Would have been a 10 but did not particularly like how it defaulted to institutions in the clinician's area, usually incorrect.
  - 2: lead machine never worked when I tried using it; 9: eLit was ok but since badge scan never worked eLit only worked after I manually entered leads; this was a sore spot – nothing worse than a great conversation with an attendee and then fumbling in front of that customer with a device that doesn't work

**LETs campaign:**

- **How did the LETs campaign voice impact your conversations at the ASHP booth?**
  - it didn't
  - not at all

- I am not familiar with LETS. Perhaps someone should've educated ACCS folks on it. I still do not know what it is besides words.
- No
- No
- Not many people asked me about it
- Good for transitioning from one medication safety product to another
- **How did the LETs campaign impact customer perception at the ASHP booth?**
  - I am not sure
  - No idea
  - I don't know
  - n/a
  - no
  - not many customers asked me about it but when they did & I explained, they thought it was a good idea
  - Perception that Hospira was the leader in many medication safety product portfolios (Prefilled syringes, Infusion Pumps, CSTD)
- **Did you receive any questions about the LETs campaign? If so, what were they? How did you respond?**
  - No
  - None
  - Zero
  - No
  - No
  - What does LET'S mean? I explained the campaign concept
  - No
  - No questions
  - None

## COMPETITIVE INFORMATION:

### List any giveaway/sponsorships that caught your interest, including competitors:

- Non-drug companies with iPads, various gift cards, pens over the counter products. The Fresenius-Kabi boba with frozen yogurt was novel and drew quite the crowd.
- Many SIP competitors were in The Intelligent Pharmacy exhibit
- Giveaways that caught my eye were cookies and coffee. I think those stand out because of the smell catches your attention! You look where it coming from then you look at the booth.
- Baxter reps were pumped and enthusiastic only to find out later they had \$500 gift card up for grabs for the most enthusiastic rep, 250 and 100 for the second and third. Not sure how you measure that but it's quite an incentive!
- The booths that gave away food/candy/goodies were the ones that were most attractive to customer
- B Braun had new booth property, looked nice for a 20x20
- Carefusion had a very large & new booth, well laid out, easy to identify the various stations, private areas so conversations at one station didn't interrupt conversations at another

### **How did our booth compare with that of our major competitors (size, appearance, etc.)?**

- The booth looked clean, futuristic.
- The large sapphire device blocked a great corner which would have been easy into our booth
- Our booth stood out in size and looked amazing!!!
- Looked good. Great access from main aisle. Fresenius Kabi was hard to find. Baxter looked closed off and their game host wasn't very good
- Great... Although I noticed that folks seemed to be drawn in and stayed in other booths because of activities they offered.
- Excellent but I think we need to consider showing products in the hospital environment. Carefusion did a nice job of showing product as it would look in the pharmacy instead of sprawled out on a counter display. The counter displays are nice but
- Size and appearance was competitive
- Our booth stands out, it is very large in size. The purple Hospira name stands out when hanging from the ceiling, not too many purple vendors and in a huge convention like that you look up to see the names and I found ours right away
- Very competitive
- I thought it looked great, purple stood out
- The size was good as well as the appearance and location. The smoothies were a great idea!!
- Approximately same size & appearance as major competitors however Hospira appeared to have better overall visibility at ASHP. It was apparent from the competitor's (BD, Carefusion) circling our booth to get more information that Hospira was the product leader in several portfolios.
- Thought the booth looked great! Saw a few that were all computer based and they looked empty. Thought ours had a good balance of high tech and "hands on".
- Booth looked great. Good size for all products being promoted.
- I think our Booth size and layout was fine, maybe think of having less Hospira per section, rotate people covering so have 1 per section.

### **ADDITIONAL COMMENTS (including feedback on advertising, sponsorships, booth layout, graphics, digital graphics, lead machines, Hospira Corporate game, Biosimilars Challenge, ancillary meetings, hotels, badges, communications, etc.):**

- Thought the larger closet with water and snacks was a nice addition! The booth overall looked great, as always.
- We had a great booth and great set up. The location was good and I thought the games and smoothies drew a lot of attention. However, I felt the trivia games should have been run by Hospira employees rather than outside people. I think if Hospira employees were in charge that it would give us more opportunity to interact with our customers and answer questions
- Great Hospira visibility at ASHP (Literature Racks, Booth Ads on Columns outside of the Exhibit Hall, Daily Advertisement in ASHP paper & Sponsored Charging Stations). So even though booth traffic was light, Hospira presence throughout ASHP was apparent.
- ASHP MedEd topics on prefilled syringes & compounding/ admixing brought traffic into the booth to ask about our prefilled syringe portfolio & ADDaptor.

- I noticed the Carefusion had VIP tours with many people in their booth during off hours taking advantage of having all of their technology and customers available in one spot. This could be a good opportunity to set up appointments to demo devices and services to key accounts.
- It was freezing at the show. Please get purple knit sweaters for the ladies to wear at conferences.

# **Hospira, Inc.**

## **Request For Quotation (RFQ)**

For Trade Show Services

Date: June 7, 2013

# Table of Contents

1. Introduction
2. Project Scope
3. Calendar of Events
4. General Procedures
5. Non-Disclosure Agreement

## Introduction

Hospira is a global specialty pharmaceutical and medication delivery company dedicated to Advancing Wellness™ by developing, manufacturing and marketing hospital products that improve the safety and efficacy of patient care. Hospira has a 70-year history of service to the hospital industry and is building its future from a strong foundation as one of the largest manufacturers of hospital products in the United States. Please visit our website at [www.hospira.com](http://www.hospira.com) to view information about Hospira including location and product information.

Hospira expects the utmost in professional associations with its suppliers. We strive to work together in a harmonious relationship that is beneficial for both Hospira and our chosen suppliers. This Request for Quotation (RFQ) is an instrument designed to enable Hospira to make the best possible decision in creating a business relationship with the selected supplier(s).

Hospira intends to select a supplier(s) to provide Trade Show Services. Hospira intends to utilize the results from this RFQ to select preferred supplier(s) for these services. The initial basis of the selection will be based upon the respondent's answers to the questions in Attachment A.

All inquiries regarding this RFQ are to be directed only to:

**Rob Wochinski**

Sourcing Manager - Global Procurement

Hospira, Inc.

275 N. Field Drive, H4 NPUR  
Lake Forest, IL 60045

Phone: (224)-212-7714

[Rob.wochinski@hospira.com](mailto:Rob.wochinski@hospira.com)

**Don Schmid**

Hospira, Inc.

Manager, Experiential Marketing

275 N. Field Drive, H1-4S  
Lake Forest, IL 60045

Phone: (224)-212-2559

[don.schmid@hospira.com](mailto:don.schmid@hospira.com)

**2. Project Scope & RFQ Package**

**Project Scope:**

To assist you with the scope of the Hospira tradeshow portfolio, a sample US show schedule with booth sizes is attached in Exhibit “B”. This is not a guarantee that the program portfolio will include each show as listed as the number of shows attended might be adjusted higher or lower. Exhibit “C” depicts photos of Hospira’s Exhibit properties which are typically utilized at Hospira attended shows.

**3. RFQ Calendar of Events**

Please see the updated calendar of events:

Estimated Date	Activity
Friday, June 7, 2013	Suppliers receive RFQ from Hospira
Friday, June 14	Due date that Suppliers can send questions to Don Schmid
Wednesday, June 19	Consolidated list of FAQs sent back to suppliers
Friday, June 28	<p>Hospira requires receipt via electronic mail of the RFQ responses by <b>5:00 p.m.CST</b>. You will receive a confirmation e-mail reply upon receipt of your electronic submission.</p> <p>Electronic submission should be forwarded to: Don Schmid and Rob Wochinski                      E-mail : <a href="mailto:don.schmid@hospira.com">don.schmid@hospira.com</a> and <a href="mailto:rob.wochinski@hospira.com">rob.wochinski@hospira.com</a></p> <p align="center">In addition, deliver one (4) paper copies of the <u>complete/signed</u> , before 5:00 pm CST, to:</p> <p align="center">Don Schmid                      HOSPIRA, INC.                      275 N. Field Drive H1-4S                      Lake Forest, IL 60045                      Phone: 224.212.2559</p>

Each Supplier is given one chance to make their best offer in each category of this RFQ. We encourage each Supplier to develop the best pricing and service structure possible, as well as any other variable that will assist Hospira in evaluating the Supplier's capabilities.

**Quotations received after the RFQ is closed will not be accepted or considered.**

**Any requests from Suppliers for clarification or explanation of requirements or descriptions contained in the RFQ will be answered to the best of Hospira's ability by June 19, 2013. Any additional information regarding this RFQ will be communicated to all firms who will be submitting Quotations.**

Hospira recognizes that in some cases the information conveyed in this RFQ may provide an insufficient basis for performing a complete analysis of the RFQ requirements. Agencies are, therefore, requested to make the best possible use of the information provided, without the expectation that Hospira will be able to answer every request for further information or that the schedule for receipt and evaluation of Quotations will be modified to accommodate such requests.

## General Procedures

### 4.1 Election Not to Submit Quotation

In the event you elect not to proceed with submission of a Quotation to Hospira, please inform us of your decision in writing (e-mail is sufficient) addressed to Don Schmid, and return this RFQ obtained from Hospira, retaining no copies, by June 12, 2013.

***Warning: If the Supplier elects to mail or express ship the bid packages, they must allow extra time for the packages to be delivered through Hospira's internal mail system.***

Hospira will acknowledge receipt of all Quotations submitted prior to the above stated deadline. Quotations received after the deadline may not be considered in connection with this RFQ.

**4.2 Quotation Validity**

The Supplier agrees that the bid information will be valid for a period of (120) calendar days after the closing date of the submission. The Supplier and Hospira may extend this period of time with mutual agreement.

**Please indicate, by signing below, that you are in agreement with this last paragraph. (For electronic submission, filling in this section constitutes agreement.)**

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Date** \_\_\_\_\_

**4.3 Compliance With All Terms And Conditions**

The Supplier will be responsible for reading each section of this bid package and will be expected to comply with all sections as noted in this Quotation. The Supplier will acknowledge this statement by indicating so in this section of the Supplier Bid Response. Failure to acknowledge this statement may result in the rejection of the Supplier's Quotation.

Please indicate, by signing below, that you are in agreement with this section. (For electronic submission, filling in this section constitutes agreement.)

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Date** \_\_\_\_\_

**4.4 Right To Change**

Hospira reserves the right, at any time, to amend, supplement, withdraw, or otherwise change this RFQ.

**4.5 Contract Award Without Discussion Of Quotations**

All Suppliers are notified of the possibility that an award of this contract may be made without discussion of Quotations received.

#### ***4.6 Contract Authority***

The Supplier's bid shall identify those individuals having authority to contractually bind the Supplier. The Supplier shall include the name, title, address, e-mail address, and phone number of the key person to contact during the evaluation of the bid.

#### **4.7 Supplemental Information**

Unless supplemental oral commentary is specifically requested by Hospira, oral communications outside the scope of the procedures detailed in this RFQ will not be considered in connection with any firm's Quotation. Should Hospira elect to award a contract to your firm, your Quotation and any supplemental information and responses will be incorporated into and made a part of any final agreement between Hospira and your firm. No such information or other material should be submitted that couldn't be incorporated into the agreement.

#### **4.8 Contract Award**

Hospira will confirm our selection by written communication to all suppliers.

#### **4.9 Reliance on Hospira 's Comments**

For purposes of this RFQ, no firm may consider any oral representations or statements by an officer, employee, or agent of Hospira to be an official expression on its behalf, unless such representations or statements are made in a written communication from one of Hospira's duly authorized officers. All statements from Hospira regarding any substantive matter associated with this RFQ will be in writing and copies thereof will be forwarded to all firms under consideration.

#### **4.10 Disclaimers**

You are hereby advised that Hospira is not committed to any course of action as a result of its issuance of this Request for Quotation and/or its receipt of a Quotation from you or other firms in response to it. In particular, you should note that Hospira might:

- reject any Quotation which does not conform to instructions and specifications
- not accept Quotations after the stated submission deadline
- not necessarily accept the lowest priced Quotation
- reject all Quotations, if it so decides
- negotiate with one or more firms
- award a contract in connection with this RFQ at any time
- award only a portion of the contract
- make no award of a contract

You are also advised that Hospira will not reimburse your firm for any Quotation preparation costs or other work performed in connection with this RFQ, whether or not your firm is awarded a contract.

#### 4.11 Evaluation Criteria

Hospira will evaluate each firm's Quotation in a fair, consistent, and objective manner. Responses to questions or requirements identified in this RFQ will form the basis of Hospira's evaluation. The final decision regarding Quotation selection and contract award will be subject to management review and approval.

The RFQ Committee will carefully and thoughtfully consider all RFQ responses. Each supplier will be assessed on the following criterion:

- a. Financial/Bid Process – Each Supplier will be assessed based upon the written bid from a financial standpoint, as well as the Services the Supplier is offering. A cost/benefit approach will be used to evaluate the value-added services proposed by each Supplier.
- b. Perceived Value of Services Offered in Program – Supplier should detail successes of their program.
- c. Customer Referrals – References are always an integral part of a bid process and will be checked. A member(s) of the Committee will interview customers from each Supplier. This information will be integrated into the evaluation process.
- d. Product Offering – Perceived value of product will be evaluated.
- e. Accessibility – Accessibility and ease of use will be an important measurement.
- f. Data and Reporting – Data and reporting are essential components of this program and will be weighed accordingly.
- g. The extent to which each company can provide “value-add” to the Hospira exhibits program.

Hospira reserves the right to determine the weight given to each of these qualifying variables. However, each one has a significant importance to the decision making process.

The methodology by which the Quotations are evaluated and Suppliers are selected is confidential and proprietary information. Therefore, Hospira, Inc. may choose not to entertain any Supplier request for a post award debriefing.

## 5.0 Nondisclosure Agreement

Your Quotation must contain the following representation signed by a duly authorized representative of your firm for the Quotation to be considered by Hospira:

1. \_\_\_\_\_ (*Insert Firm Name*) \_\_\_\_\_ agrees that the information contained in this RFQ is proprietary and confidential and shall be maintained in strict confidence. This information may only be used for the purpose of preparing a formal Quotation to Hospira, Inc. Supplier shall not disclose to anyone other than Supplier's employees and officers directly connected with this RFQ any information concerning this RFQ. Any information or data regarding Hospira operations, excluding published information, to which the Supplier's agents or employees may have access to prior to or during the performance of responding to this request, may not be divulged or used for other purposes and shall be held confidential at all times by agents or employees. The use of Hospira's name in any way as a potential customer is prohibited. Legal action may be taken if this information is used beyond its intended scope and purpose. Any desired restrictions on the use of information contained in the Quotation should be clearly stated. Responses containing Supplier's proprietary data shall be safeguarded with the same degree of protection as Hospira's own proprietary data. All such proprietary data contained in the Supplier's Quotation must be clearly identified. Hospira shall be under no obligation to return any materials submitted in response to this RFQ.

\_\_\_\_\_ (*Insert Firm Name*) \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**END OF DOCUMENT**

## Company Profile

Attachment "A"

### *General*

#### *What is your D&B number?*

1. List your annual sales revenues for the last three years?
2. Are there any plans for new acquisitions, divestitures or sale of the company (yes or no)?
3. Are there any outstanding litigation or insurance actions involving your company?

### *Org Structure*

4. How many years have you been in business?
5. Where is the company headquarters?
6. What is the number of company locations? Are they sales, production and/or warehouse sites?
  - a. List the number of full time employees at each site.
7. What percentage of your business is in healthcare?
8. Do you service any Hospira Healthcare competitors? Please list competitors and your services to them.
9. Who would sign a contract on behalf of your company?

### **Capabilities/Services/Support**

#### *Account Management*

10. Define how your company would structure the account team to meet the needs of Hospira.
  - a. Provide an Org chart with definition of key individual roles and responsibilities.
11. How would you provide day-to-day interface with the Hospira Exhibits team? Would you be able to provide frequent face-to-face interaction with our Lake Forest team?
12. What would be the invoiced policy of interaction?
13. What redundancies are built in, in the event of an emergency?
14. Do account support personnel travel to each show (yes or no)?
  - a. What would be the invoiced policy of support personal?
15. What is the role of the account representative at-show and post-show?
16. What is the process that account managers follow for managing shows start to finish?
17. Do changes on the show floor require the signing of a priced change order (yes or no)?

### *Technology*

18. Do you have client-interfacing technology?
19. If so, please list and describe any online services / capabilities you have.
20. Does it have supplier and client access capability?
21. What tools do you have to provide clients with historical information pertaining to inventory, shipments and budgets?
22. Explain how Hospira would be trained to utilize client technology.

### *Creative background and experiences*

23. Who would lead the design team and what would be the structure? (Please provide an org chart with bios for these individuals.)
24. What type of design technology do you use? List types of computer equipment and output devices used?
25. What percentage of design will be done in-house or in your division, versus outside? Who are you planning or considering for outsourced design for our account?

### *Graphic design and production*

26. Do you provide and maintain electronic inventories of graphics for your clients?
27. What are your methods of graphics production? Which of the following are done in-house versus subcontracted?
28. Provide printing cost for the specified graphics outlined in Exhibit A.
  - a. Specify the location of where those graphics will be produced.

### *Fabrication*

29. List your fabrication capabilities
30. Union shop? (Yes or no)

### *Storage, warehousing and handling*

31. What is the size of your warehouse facilities?
32. Please list all storage locations including international locations. (Map preferred embedded as a separate Excel worksheet.)

33. Do you have a computerized inventory management system? Is it based on bar codes or some other platform?
34. What is your US and Global network-wide square footage storage capacity?
35. What do you charge for inbound and outbound inspection? Are there different levels and corresponding pricing?
36. Please provide all storage cost per square foot at each storage facility.
37. Please specify the proposed location(s) to store the Hospira exhibit properties.  
*Show services*
38. Do you have a show services department?

### **Business Practices**

#### *Quality Control / Assurance*

39. What accountability measures do you have in place to insure that what has been estimated and contracted has been executed to the full satisfaction of the client?
40. What other quality control measures do you have in place for staging? Inbound/outbound inspection?
41. Is there a documented and verified closed-loop corrective action system?
42. What quality control measures are in place? List quality control elements you have put in place in the last year or you plan to implement in the next year.

#### *Client Satisfaction*

43. Who at your company has responsibility for client satisfaction?
44. List steps showing how you evaluate your current client satisfaction?
45. Do you have online means of client feedback (yes or no)?

### **References**

46. Please provide two client references with their phone and email contact information.
47. How many clients' exhibits are currently stored at your facility?
48. What is the average length of client relationship?
49. List clients who may have recently moved to another provider and your knowledge of why they left.

### **Pricing/Payment Options**

Hospira expects that all show service prices are pass through.

50. Please provide a comprehensive rate sheet including creative, management, shop and field services, as well as warehousing costs.
51. Show all these rates by each market, pertinent to the services you offer in each.
52. Explain the structure for the application of overtime labor charges.
53. What is your average turnaround time for an estimate?
54. Please list any penalties associated with missing lead times.
55. Please describe any special contracts or discounts you offer.
56. Please provide an example invoice in Excel worksheet.
57. What is your average time to billing after the close of a show?
58. Do you reconcile your show estimate side by side with the actual cost for invoicing purposes?
59. Is online management of estimate approval, change orders, invoice review and payment available?
60. Do you bill by project, monthly or quarterly?
61. Do your statements break down time and materials separately? Can they be itemized as our needs dictate?
62. Describe how the company would proactively suggest solutions, ideas and innovations to lower costs.
63. Provide an example of how you have helped a client reduce costs, without reducing impact/return of their program.
64. Identify areas where your costs have increased/decreased during the past 12 months.
65. Describe your check-in/check-out process and associated costs.
66. Describe in detail each level of inspection offered and the process to support it.
67. What is your storage rate for skids and carpet bags?
68. When do you expect your next price increase for storage? What will that increase be?
69. What do you charge for staging?

70. Describe your mark-up policy: What constitutes a mark-up (include furniture, lighting, carpet, show services, labor supervision and others)?
71. What is the cost of client-interfacing technology?
72. What is the average cost of account management as a percentage of the typical project?
73. Please list all the freight carriers you have contracts with. Who is your primary carrier (include the negotiated rates you have with these carriers)?
  - a. Assuming that you have national contracts, do you still request bids from other carriers for each project.
  - b. Do you consolidate shipments with your other clients?
74. Describe your design process for new build and booth layouts.
75. What are your billing terms?
76. How do you handle prepayments and deposits?
77. Please provide an example work order.
78. List hourly billing rates for the following:
  - Account Service
  - Exhibit Design
  - Graphics Design
  - Creative Services
  - Project Management
  - Supervision
  - Traffic Management
  - Overtime/Penalty Charges
  - Pull and Prep
  - Show Services
79. Please identify and provide typical client fees not already covered in the above.
80. Please explain how your company will save Hospira money in their exhibit program.
81. Please explain why your company would be the best fit as Hospira's Exhibit partner.

**Timetable for Proposals, Selection, and Award Process**  
**Timetable for Proposal**

<b>Event</b>	<b>Scheduled Date</b>	<b>Responsibility</b>
RFQ Released	June 7, 2013	Hospira
Intent to Bid Returned	June 12, 2013	Selected Suppliers
Responses Due (COB CDT)	June 28, 2013	Selected Suppliers
Supplier Presentations by Supplier Finalists Begin (if required)	*July 15, 2013	Invited Suppliers
Target for Supplier Selection Announcement	August 16, 2013	Hospira