

BICHSEL HEALTHCARE CONSULTING

Commercialization Strategy & Execution
for Medical Device & Biotech Companies
Bichselconsulting.com

BHC MEETING PACKAGE OPTIONS AND PRICING

TRADESHOWS

Table Top - \$1,700 (excluding onsite assistance)

- o Submit show paperwork & exhibit payment ++
- o Manage and continually update ShowGo mobile app
- o Send "Save the Date" Outlook invitation to all meeting attendees
- o Register attendees and order badges
- o Order electricity for table ++
- o Identify sessions of interest
- o Distribute 60 day memo
- o Distribute 30 day memo
- o Order literature and other table top items upon request
- o Send one week final communication to meeting attendees
- o Handle all correspondence with event coordinator
- o Handle all correspondence with attending reps
- o Reconcile all associated costs

8x10 or 10x10 pop-up – \$2,375 (excluding onsite assistance)

- o Submit show paperwork & exhibit payment ++
- o Manage and continually update ShowGo mobile app
- o Send "Save the Date" Outlook invitation to all meeting attendees
- o Register attendees and order badges ++
- o Order booth electricity, carpeting, and furniture ++
- o Identify sessions of interest
- o Order lead retrieval system ++
- o Handle all housing logistics ++
- o Distribute 60 day memo
- o Distribute 30 day memo
- o Order literature and other booth items upon request
- o Send one week final communication to meeting attendees
- o Manage booth shipping logistics
- o Handle all correspondence with event coordinator
- o Handle all correspondence with attending reps
- o Reconcile all associated costs

10x20 or Larger - \$15,000 (including 24 hour onsite assistance)

- o Submit show paperwork & exhibit payment ++
- o Manage and continually update ShowGo mobile app
- o Send "Save the Date" Outlook invitation to all meeting attendees
- o Register attendees and order badges ++
- o Work with exhibit house on all show orders ++
- o Identify sessions of interest
- o Distribute 60 day memo
- o Distribute 30 day memo
- o Send one week final communication to meeting attendees
- o Coordinate booth product shipping with company HQ
- o Handle all housing logistics ++
- o Order lead retrieval system ++
- o Make all breakfast & dinner reservations ++
- o Make and send end breakfast and dinner email invites to sales team to push out
- o Reserve any extra meeting space & place BEO and AV (Audio/Visual) orders ++
- o Handle signage and quick screens ++
- o Design, print, and dispatch pre-show mailer ++
- o Make and distribute meeting Week-at-a-Glance
- o Manage practical courses (if applicable)
- o Facilitate in-depth pre-show web meeting
- o Send customized follow-up email to all leads
- o Handle all correspondence with event coordinator
- o Handle all correspondence with attending reps
- o Reconcile all associated costs

*++ Denotes that line item may also require out-of-pocket expenses that will be submitted for reimbursement without mark-up.
Prices shown from BHC reflect only consulting service hours.
Your onsite coverage excludes BHC T&E expenses, which will be submitted for reimbursement above/beyond the service fee pricing.*

CLINICAL EDUCATION EVENTS (EXCLUDING ONSITE ASSISTANCE)

Proctoring - \$1,350

- o Handle all compliance documents
- o Coordinate traveling physician's housing logistics ++
- o Coordinate traveling physician's airfare and ground transportation ++
- o Send travel and housing details recap to rep and physicians
- o Handle correspondence with all participating parties
- o Manage physician reimbursement and payment

Grand Rounds - \$1,530

- o Handle all compliance documents (more in depth than proctoring)
- o Coordinate traveling physician's housing logistics ++
- o Coordinate traveling physician's airfare and ground transportation ++
- o Send travel and housing details recap to rep and physicians
- o Handle correspondence with participating parties
- o Manage physician reimbursement and payment

Physician Dinners - \$920

- o Secure venue & finalize dinner contract ++
- o Finalize menu
- o Order AV equipment ++
- o Generate dinner invitations for reps to distribute
- o Handle all correspondence with rep and dinner venue
- o Reconcile all associated costs

Physician HQ Visits - \$1,530

- o Handle all compliance documents
- o Coordinate traveling physician's housing logistics ++
- o Coordinate traveling physician's airfare and ground transportation ++
- o Send travel and housing details recap to company HQ and physician
- o Develop agenda and make any requested meal reservations ++
- o Manage physician reimbursement and payment

Hands-on Course - \$12,000

- o Negotiate hotel contract ++
- o Place BEO and AV orders ++
- o Develop and continually update registration website ++
- o Approve and book attendee flight ++
- o Send personalized RSVP responses
- o Track attendance & provide bi-weekly reports
- o Handle HCP agreements
- o Manage course faculty and presentations
- o Develop, design, and print agenda ++
- o Coordinate and produce attendee binders ++
- o Coordinate product shipping with company HQ
- o Distribute internal and external 60 day memo
- o Distribute internal and external 30 day memo
- o Distribute external personal itinerary recaps
- o Handle signage and quick screens ++
- o Design, order and produce meeting paraphernalia ++
- o Design and produce badges ++
- o Produce meeting evaluation forms
- o Design and print course certificates ++
- o Track attendee flights (onsite)
- o Develop attendee directory
- o Manage attendee and faculty reimbursement

Price may vary. See event package comparison chart for details.

USERS/NETWORK/RESEARCH MEETINGS

Please see event package comparison chart for details; comprehensive proposals available upon request.

NATIONAL SALES MEETINGS

Please see event package comparison chart for details; comprehensive proposals available upon request.

*++ Denotes that line item may also require out-of-pocket expenses that will be submitted for reimbursement without mark-up.
Prices shown from BHC reflect only consulting service hours.
Your onsite coverage excludes BHC T&E expenses, which will be submitted for reimbursement above/beyond the service fee pricing.*