

Generate quality leads from  
our virtual conference expo

**HEALTHCARE**  
**PURCHASING NEWS**  
CLINICAL INTELLIGENCE FOR SUPPLY CHAIN LEADERSHIP

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**ENDEAVOR**  
BUSINESS MEDIA

# Missing Exposure from Canceled Trade Shows?

Position your company as a dedicated problem-solver

## Introducing SHOW & TELL from HPN

A virtual conference to promote your MP4 Webcast, Whitepapers, Product Demo, Announcements and Event Materials with the ability to generate Qualified Leads



### SHOW & TELL landing page:

- Company Logo (500 pixels or more wide)
- Headline and very brief description - 15 words (a teaser to get visitors to click for more)
- Direct link to your dedicated SHOW & TELL “Booth” page

### Company “Booth” page:

- Logo, address, and link to your webpage
- Up six assets posted on your “booth” page, hosted and gated by you
- 90-day reporting of page-views, impressions, click counts

Landing page sample: <https://hpnonline.com/21135556>

Company page sample: <https://hpnonline.com/21135670>

Direct link to Product commercial/Demo example:

[https://endeavor.swoogo.com/hpn/bio\\_rad\\_qx](https://endeavor.swoogo.com/hpn/bio_rad_qx)

Direct link to Q & A example:

<https://endeavor.swoogo.com/hpn/Healthmark-SeekNFind>

### Base price:

\$3,500 if a print display advertiser

\$4,500 if not a print display advertiser

### HPN Marketing Support:

- Targeted email with your logo and 35 words linked to SHOW & TELL landing page (similar format to HPN’s eProduct Showcase)
- HPN newsletter and website ads linked to SHOW & TELL landing page
- HPN ads in print and digital edition linked to SHOW & TELL landing page

### Optional Add-ons for Company “Booth” page:

- Additional assets (over basic 6), hosted by you - \$250 each
- Select assets hosted and gated by HPN with lead report - \$1,500 for first one and \$500 each additional. Or just \$1,500 to gate booth entrance
- 30-Second commercial or product demo webcast - \$450
- Q&A Video with HPN Editor & your Product Manager - \$450

**HEALTHCARE**  
**PURCHASING NEWS**  
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# Show & Tell Email Broadcast

**HEALTHCARE PURCHASING NEWS**  
CLINICAL INTELLIGENCE FOR SUPPLY CHAIN LEADERSHIP



**HPN's New Virtual Tradeshow**

Since you can't get to the show, we're bringing the featured products to you!

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**ANSELL**



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**HEALTHMARK INDUSTRIES**



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# Show & Tell Landing Page



HOME | SHOW & TELL

## Show & Tell



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PARKER LABORATORIES, INC.

### PARKER LABORATORIES

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# Show & Tell Dedicated Booth Page



HOME | ANSELL

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**Ansell**  
 111 S. Wood Ave , Suite 210  
 Iselin, NJ 8830  
 800-952-9916  
[www.ansell.com](http://www.ansell.com)



### **QX One Droplet Digital PCR System Tour**

The QX ONE System automates each step of the ddPCR workflow.

[Register for webcast](#)



### **ALLERGY PREVENTION : Know the Difference**

Hospitals moving to non-latex gloves should know that not all non latex gloves offer the same allergy protection.

[Learn More >](#)



### **CROSS CONTAMINATION: Create a Safer O.R.**

Table linens with antimicrobial action that can't be seen with the naked eye - bacteria won't stand a fighting chance.

[Learn More >](#)



### **The Mandate to Maintain and Follow Manufacturers' Maintenance Documents and Service Manuals**

[Download White Paper](#)



### **DOUBLE GLOVING: One Don. Done.**

Done once and you're done. Double-glove in half the time.

[Learn More >](#)



### **Effectively Managing Manufacturers' Equipment Cleaning & Maintenance Documents**

[Download White Paper](#)

Show & Tell  
Custom Q&A Sample



Enter the email address below to watch the sample video:  
<https://endeavor.swoogo.com/hpn/Healthmark-SeekNFind>