



## 1. EDUCATION PIECE

8x10 custom product  
informational piece on easel  
ITEM PRICE: \$2.50 - \$5.00

## 2. ICD-9 CODER

Pocket coder custom created  
for your medical specialty  
ITEM PRICE: \$5.95 - \$9.95

## 3. DVD TESTIMONIAL

Video testimonial burned at the  
beginning of educational DVD  
ITEM PRICE: \$10.00 - \$30.00

## 4. PHOTO EMAIL

Photo sent with custom email  
from your company  
ITEM PRICE: \$0

## 5. PATIENT DETAIL CLIP-ON

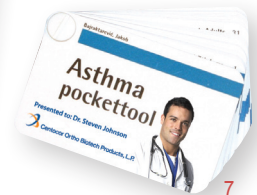
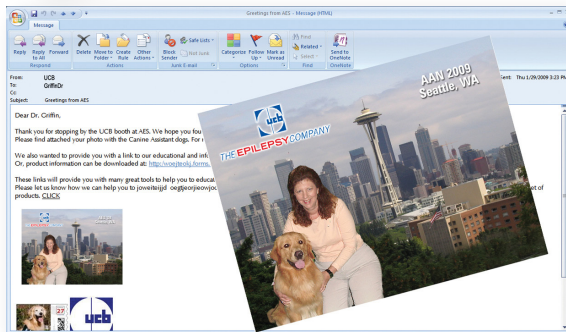
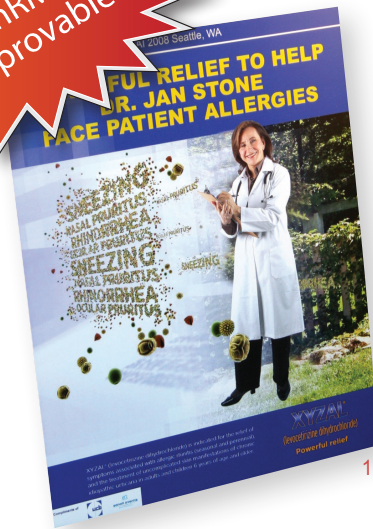
3x4 2-sided custom  
informational piece w/clip  
ITEM PRICE: \$2.50 - \$5.00

## 6. POCKET BOOKS

3.75x5 efficient reference guide  
containing vital information  
ITEM PRICE: \$7.95 - \$22.95

## 7. POCKET TOOLS

Collection of sturdy laminated  
cards for many specialties  
ITEM PRICE: \$5.95 - \$9.95



\*Please note each company interprets the PhRMA guidelines differently.

## CREATE ENDURING MEMORIES

Activities alone draw traffic, but they don't necessarily create lasting impressions. Useful and educational materials make excellent reminders, and personalized tools are more likely to be kept. The tool, and your brand or message, will stay in front of professionals and patients long after the tradeshow has ended.

## ADD A HUMAN TOUCH

Patients and medical professionals alike feel the medical industry has become too impersonal. Reverse the trend and offer individual attention with personalized educational materials. Medical providers will appreciate the human touch when the materials you supply have been customized with their names, faces, or voices. Patients will welcome personalized information pieces in the waiting and exam rooms.

## CAPTURE AND TRACK LEADS

Personalization offers a natural opportunity to collect lead information. Attendees are more willing to provide their contact information in order "to get the name right". Our customizable, easy to use Lead STaR Superior Tracking and Reporting software complements any personalization event. Combine it with a photo promotion and send a custom email with your attendee's photo. Or use it as a stand-alone system to capture critical market data.

**800.483.8687**

**query@ardentimpressions.com**  
**www.ardentimpressions.com**

## PROFESSIONAL STAFF

Ardent strives to provide the most professional staff in the industry. We employ a network of trained photographers and promotions specialists with global experience, and we are passionate about providing unparalleled customer service.

## TURNKEY PROMOTIONS

Our staff will set-up and manage the promotion. When the event concludes, we pack and ship our equipment.

## THE BEST EQUIPMENT

We have the equipment to personalize almost anything. We can discretely integrate it into your booth or make it part of the show, and we always have backup equipment on-site. We will plan lead flow, signage, handouts, materials, branding and so on with you.

## WE ARE THE EXPERTS

Ardent was founded in 1972 and our top 4 executives average over 20 years of marketing experience. We have many large repeat clients including over 20 of the top 50 medical companies and have executed events in 20 states and 12 countries last year.

# Services & Benefits

Your brand and event objectives are unique so we customize each promotion or booth activity that we create for you. A few examples of things we have done:

- Offer different personalized giveaways on different days to encourage repeat visits.
- Print full-size posters featuring your attendees faces.
- Use photos, lead tracking, and an email campaign to extend the impact of the event.
- Combine the promotion with a pre-show mailer.
- Include item in the registration bag, which drives traffic to your booth where it can be personalized.
- Use Lead STaR to limit items to one per person or track gift totals where regulated.



## PERSONALIZE WITH NAMES

Our equipment, such as laser and diamond-tip engravers, debossers and industrial printers, can personalize on a wide variety of surfaces, including shiny, satin and painted metals, plastic, wood, leather and glass.



## PERSONALIZE WITH FACES

We capture and add photos or video to items or activities, often with a special 'greenscreen' background or a celebrity. We also have thermal technology to transfer photos or other images to fabrics or ceramics. All these produce beautiful gifts that will reinforce your branding for years.

## OFFSITE PRODUCTION & FULFILLMENT

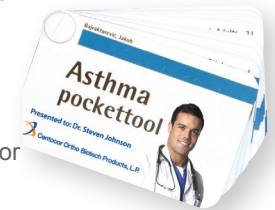
Add names or faces to your items in our facilities. They can be known in advance or captured at an event. This is more cost effective for smaller events, can be interleaved with on-site promotions to create economies of scale, or can generate items for your sales reps to deliver.

## LEAD STaR (Superior Tracking and Reporting)

Generate more and better-quality prospects to capture critical market data with our customized lead tracking solution. STaR complements any personalization promotion, but is also available as a standalone service.

## INDUSTRY-SPECIFIC PROGRAMS: MEDICAL, RETAIL & SPECTATOR

We are experts at crafting promotions compliant with PhRMA and AdvaMed guidelines, such as personalized educational pieces and entertaining imaging with no physical gift. With decades of success with retail promotions and fan photography at spectator events, we have the know-how to handle their special staffing, customer service and online delivery requirements.



**Ardent**  
IMPRESSIONS

Ardent Impressions® Inc is the market leader in on-site personalization; putting names and faces on branded giveaways at tradeshows and corporate events. Personalizing a gift significantly raises its perceived value and makes it far more likely to be kept. Popular services include photography, engraving and debossing, all with lead capture and tracking. Our services are crafted to support and integrate with client's larger marketing efforts.

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