



IDEAS IN CARETAIL

POINT-OF-PURCHASE
AND SMALL SPACES

Presented by VGM; In Cooperation
with KC Store Fixtures



 medtrade

CONFERENCE: **OCTOBER 23-25, 2017**
EXPO: **OCTOBER 24-25, 2017**

GEORGIA WORLD CONGRESS CENTER • ATLANTA, GA

PARTICIPATION OPPORTUNITIES

One thing Medtrade attendees want to know about is **RETAIL**. Take advantage of this opportunity to promote your products that are well suited for retail sale and educate attendees on ideas to help their retail programs soar. The Ideas in Caretail area will focus on Point-of-Purchase displays—those created by exhibitors pre-stocked with product, or building and creating custom displays for house brands or small spaces.

Point-of-Purchase Floor Display⁺	\$850
Send your branded floor display filled with your product for the most impact	
Generic Display Rack, 4' x 4'*	\$600
Display your retail product(s) in this rack from KC Fixtures	
Generic Display Rack, 2' x 4'*	\$450
Display your retail product(s) in this rack from KC Fixtures	
Countertop Point-of-Purchase Display⁺	\$300
Send your branded countertop display filled with your product	
Wall Graphic Display^{++P}	\$250
Your retail product promo on 22" x 28" foam core	

>> 15% discount for multiple entries (does not include Wall Graphic Display)

* exhibitor to send product

+ exhibitor to send display with product

++ exhibitor to send artwork to Shepard

P Production costs will apply, not included

TO LEARN MORE, PLEASE CONTACT

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