

Post Show Summary

The NACDS Marketplace tradeshow offers the industry leaders from Drug, Food, Mass and Specialty Retail an unparalleled opportunity to do business. The key retail decision makers from more than 230 retail companies, representing over 145,000 retail outlets and over \$500 billion in annual buying power, come together with the leading and emerging



UA-1030T
World Class Talking Blood Pressure Monitor

Consumer Packaged Goods companies that represent more than 90 percent of the industry. Over 32 international countries are represented this year at the 2011 show with over 4,000 attendees.



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The NACDS Marketplace show is the one big "must attend" industry event where retailers look to find new products and meet with business partners to drive business. Attendees take advantage of the highly acclaimed "Meet the Market" guaranteed appointment program open to new exhibitors, and past exhibitors with new products and services.



At this year's NACDS Marketplace Tradeshow, A&D Medical featured the new World Class 1000 series products and had a chance to discuss these new products with many customers during the "Meet the Market" portion of the show where sellers meet with buyers in 12 minute sessions. We had very productive sessions with major retailers such as Walgreen's, Walgreen's.com, Rite-Aid, Publix, Duane Reade, CVS and CVS.com. We also met with numerous tier 2 accounts, such as Discount Drug Mart, Price Chopper, Dr. Leonard's, Raley's, Bartell's, Brookshire's and Navarro.

As an overview, we were well received at the show. Our messaging and 10' x 20' booth design (utilizing the Connected theme) was excellent. We showcased our new 1000 series of products along with our newly launched Wellness Connected suite of products and online service. All were great in receiving the attention of attendees.



Our sales team at the show consisted of Rich Belvini, Andrew Biddle and Darren Barrowcliff. Each had good appointments with their customers and focused on making everyone aware of our new products in preparation for our launch of the 1000 series later this year.

I would like to acknowledge the efforts of Jeff Fox and Briana Roy in making our booth graphics and video presentations of the new UA-1000 series, the THX/Wellness Connected Products, as well as the new Wellness Connected Online Service demo look good and run smoothly. Jeff worked to get us coverage in the Show Daily for three days with articles on the front page for first and second days of the