

A Call to the Community...

Dear Friend:

A devastating disease is waging war on America's health:
Diabetes.

Millions of Americans suffer from diabetes and its chronic complications. Left untreated, diabetes leads to cardiovascular disease, slow healing wounds, blindness, nephropathy, foot amputations, and an overall debilitating lifestyle. This chronic disease is extremely expensive to treat and manage, for patients, healthcare providers, and employers.

We invite you to help us fight diabetes by joining us at **MedExpo 2010 on July 9th at Quicken Loans Arena (5pm) in Cleveland.** This 10th Annual MedExpo, has taken a new format – the event is being held in joint partnership with the American Diabetes Association (ADA) focused on diabetes awareness and to lend support in ADA's fund-raising efforts for diabetes research.

Our goal is to support fund-raising for research to find a cure for diabetes.

PDM Healthcare has already donated \$50,000 to the American Diabetes Association to support this cause in 2010. Many of our friends and business associates have asked how they can join in this effort. For the past ten years, we have provided MedExpo as a platform for charitable donations in the healthcare community. Past events have supported The Ohio State University, American Heart Association, and Cleveland Sight Center, among others.

This year, our partnership with the ADA has created a unique MedExpo event which features an exhibitor showcase of the latest products and technologies in diabetes care and prevention. The exhibitor showcase is followed by a gala dinner, silent auction and casino night. *We invite you to show your support for this cause by joining us at this event.*

Diabetes is so prevalent in the US today that it is hard to come across anyone who does not have a friend, relative, employee or co-worker affected by this condition. Join us at MedExpo and allow your contribution to help make a difference in the life of someone you care about.

By attending MedExpo, you will be taking an important part in a national campaign to end diabetes. You will be joining people around the country who have supported the research needed to find a cure for this disease.

MedExpo is aimed to gear the community up for activities promoting diabetes awareness and research. The evening is full of fun with exhibits, entertainment, gourmet dining, games, raffles and activities for you, your family, and friends.

Ash Chawla, MS, RPh
Chairman & CEO
PDM Healthcare

Howard Lichtig, SIOR
Event Chair, ADA
VP, CB Richard Ellis



Honorary Event Chair Henry S. Ford, Senior Vice President and General Manager FOX Sports Ohio



Mr. Ford oversees all day-to-day operations of FOX Sports Ohio, including production, programming, advertising sales, marketing, affiliate relations and team relations. FOX Sports Net Ohio reaches more than 4.5 million households in Ohio, Kentucky, Indiana, western Pennsylvania, western New York, and West Virginia.



Mike Snyder, WTAM Sports Director, Event emcee

Mike is the Sports Anchor on Wills and Snyder in the Morning on Newsradio WTAM 1100. Snyder has been the sports director for WTAM since 1990, providing daily sports updates. In addition, he is the studio host for the Cavaliers and Browns Radio Networks, providing pre-game, halftime and post-game analysis following each game.

Celebrity Dealers will include:



- Al Jenkins, former Miami Dolphin Super Bowl champion
- Hector Marinaro, Head Coach of Mens' Soccer program at John Carroll University
- Otto Orf, former goalie of the Cleveland Force and Cleveland Crunch and founder of HandsOnSports Foundation
- Frank Stams, former linebacker for the Cleveland Browns



ATTENDEE REGISTRATION

Important: All events for July 9th event take place at Quicken Loans Arena. Only the contact person will be sent all information related to the event by email and is responsible for passing that information to others in the group who will attend the Expo.

Company Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Phone (O): _____ (C): _____ Fax: _____

Email: _____

Website: _____

Additional Guest #1: _____

Phone (O): _____ (C): _____ Fax: _____

Email: _____

Additional Guest #2: _____

Phone (O): _____ (C): _____ Fax: _____

Email: _____

PAYMENT INFORMATION

Registration Fee:

General Admission: \$150 per person (includes MedExpo, food & entertainment at Main Event)

MVP Admission: \$225 per person (includes MedExpo, entrance to Exclusive Sponsor & MVP Reception prior to main event, food & entertainment)

Payment may be made by check or credit card.

(1) Check Payment:

Please make check payable to: **The Avatar Foundation.** The Avatar Foundation is a non-profit 501c(3) approved entity.

(2) Credit Card Payment - complete form below:

Circle Card Type: Visa Mastercard Discover American Express

Card Number: _____ Exp Date: _____ Security Code: _____

Name on Card: _____

Billing Address: _____

CSZ: _____

MedExpo 2010 Exhibitor Showcase 5pm to 7pm

Tennies, Tuxes & T-Shirts 7pm to 11pm
A dinner and entertainment gala presented by the American Diabetes Association featuring dinner, casino night, and silent auction

Please return form and payment to:

Irene Jurca
Vice President
PDM Healthcare
24700 Center Ridge Road, Suite 110
Cleveland, OH 44145
P: 440-871-1721 x 224; F: 440-871-1722
E: irenej@pdmhealthcare.com

Please make payment with a check to: The Avatar Foundation
The Avatar Foundation is a non-profit 501c(3) approved entity.

Name of Person Completing Form: _____

Signature: _____ Date: _____