

▼ **SAMPLE CAMPAIGN B2B MEDICAL INDUSTRY ANNOUNCEMENT** ▼

Example shows editorial format, subject line, optimized message content

**To...** 1 bobsmith@medfusion.com ◀ Campaigns Are Sent Directly To Each Industry Contact

**Cc...** 2

**Subject:** [ID] News Release: Hospital Infection Control 2011 Expo–Anaheim Convention Center, Nov 3-5 2011 Anaheim CA

[ID/News Release]

**HOSPITAL INFECTION CONTROL: 2011 Conference & Exhibition**  
Nov 3-5 2011  
Anaheim Convention Center  
Anaheim, CA USA  
<http://www.hic2010.com>  
**Click here to register >>**

◀ Company Logo or Program Banner Here  
Contains jump link to web site or signup pages

**Hospital Infection Control 2011– Anaheim Convention Center, Anaheim CA – Nov 3-5 2011**  
**Hospital Infections Cost 100,000 Lives Every Year**  
[http:// www.yourprogramURLhere.com](http://www.yourprogramURLhere.com) ◀ Immediate display of your website URL or program URL

- Infection control professionals to discuss the latest medical and economic data on infections
- Latest state-by-state rules & regulations
- Latest infection control products & services in the Expo Center

Embedded links to increase response rates

**New York NY USA – [Dateline & Issuer Here] / Conference organizers announced today Hospital Infection Control 2011 will take place at the Anaheim Convention Center, in Anaheim, California between November 3-5 2011.**

The inaugural conference & exhibition will address one of the most worrisome and dangerous topics currently in healthcare: hospital-acquired infections. Hospital infections affect two million Americans every year, costing 100,000 lives and adding \$30.5 billion to the nation’s healthcare tab. Seminar attendees will learn the latest in both well-known and lesser well-known sources of infections in healthcare settings, and how to reduce infection rates.

**WHO SHOULD ATTEND:** ◀ Easy Scan Sub-Heads for Quick Grasp of the Material

- Doctors, Physicians & Nurses
- Hospital & Medical Facility Workers
- Cleanroom Manufacturers and Infection Control Specialists & Support Services

**KEYNOTE PRESENTATION:**  
“Implementing Effective Infection Controls”  
-- Special Keynote presentation by Paul Anderson, Chief of Infectious Diseases, at Pacifica Medical Center [City/State]

**SESSIONS INCLUDE:**

- Minimizing The Risk Of Hospital-Associated Infections
- High Tech Screening Of High-Risk Patients
- Eradicating Waterborne Microbes From Hospital Water Systems

[Release continues off-screen and may contain up to 1,200 words and additional URL links]

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