

2010 National Holter Promotion Physician or Medical Facility Promotion Details



Timing

Promotion order period:
July 1 – September 30, 2010
Last date to take shipment of
product: **October 15, 2010**
Last date to claim incentives:
October 31, 2010

Eligible Products

IQholter™	(4-000-0110)
IQholter™ EX	(4-000-0113)
IQholter™ EP	(4-000-0116)
IQecg™	(4-000-0060/0061)
IQspiro™	(4-000-0026/0021) or (4-000-0025/0020)
IQstress™	(4-000-0332)

Freight Terms & Shipment

All eligible products offered at normal freight terms.

Incentives

IQholter™ Offer

For each IQholter™ purchased July 1 – September 30, 2010, with delivery taken by October 15, 2010, you will receive the following from Midmark:

Special promotional price of \$5,350...a savings of \$1,500 off suggested retail at time of order

IQholter™ EX or IQholter™ EP Offer

For each IQholter™ EX or IQholter™ EP system purchased July 1 – September 30, 2010, with delivery taken by October 15, 2010, you will receive the following from Midmark:

(2) Cases Midmark Prep Kits (30 each)	(2-100-0081)	valued at \$632
(1) Midmark IQmanager™	(4-100-1200)	valued at \$124
(1) Extra Holter Key		valued at \$3,000

IQecg™ Add On Offer

For each IQecg™ purchased WITH ANY Midmark IQholter™ system July 1 – September 30, 2010, with delivery taken by October 15, 2010, you will receive the IQholter™ incentives listed above PLUS ONE of the following from Midmark:

(1) Laptop*		valued at \$600
(1) One year extended warranty on IQecg™ (for a total of 2 years)		valued at \$699
(1) Midmark IQcart™	(3-004-1000)	valued at \$999
(1) Midmark IQholter™ Recorder	(4-000-0119)	valued at \$2,164



IQspiro™ Add-on Offer

For each IQspiro™ purchased WITH ANY Midmark IQholter™ system July 1 – September 30, 2010, with delivery taken by October 15, 2010, you will receive the IQholter™ incentives listed above PLUS ONE of the following from Midmark:

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|--|--------------|--------------------------|
| (1) One year extended warranty on IQspiro™
(for a total of 2 years) | | valued at \$499 |
| (1) Laptop* | | valued at \$600 |
| (1) Midmark IQcart™ | (3-004-1000) | valued at \$999 |
| (1) Midmark IQholter™ Recorder | (4-000-0119) | valued at \$2,164 |

IQstress™ Add-on Offer

For each IQstress™ purchased WITH ANY Midmark IQholter™ system July 1 – September 30, 2010, with delivery taken by October 15, 2010, you will receive the IQholter™ incentives listed above AND the following from Midmark:

- | | | |
|---|--|--------------------------|
| (1) Desktop Computer, Monitor, Keyboard and Mouse** | | valued at \$1,300 |
|---|--|--------------------------|

*15.4" wide screen display laptop, 2GHz Processor, 2GB RAM, 160 GB HD, DVD

**22" Wide flat panel monitor, 3GHZ processor, 4GB RAM, 250 GB HD, DVD

While supplies last. Midmark reserves the right to substitute incentives of equal or comparable value.

Redemption Instructions

1. Visit midmark.com and select "Products" then "Promotions"
2. Select "Medical," then the 2010 Holter Promotion icon
3. Select "I'm a Customer"
4. Select "Add a Serial Number"
5. Choose to login with your Midmark account or redeem without an account
6. Enter your user ID and password; select "Sign In" (if you haven't already created your account, select "Start Here" under "Register")
7. Select the correct redemption choice, enter your serial number and dealer information, and select your incentives
8. Enter your profile information (only if you did not log in under your account)
9. Midmark must receive a copy of the invoice (stating the physician's name and date purchased); please choose whether the invoice will be uploaded or faxed (937-526-7410)
10. Review information, enter validation code and select "Finish"

Upon each submission a confirmation email will be sent for your records. Please keep the confirmation until incentives are received. Redemption requests must be submitted online by **October 31, 2010**.

This offer valid on IQholter™, EX & EP, IQecg™, IQspiro™ and IQstress™ purchased by a medical facility through an authorized Midmark dealer.

This offer cannot be combined with any other offers or discounts. Please allow 6-8 weeks for shipment of incentives.

Questions

For product inquiries, please call the Midmark Medical Customer Service Department at 1-800-MIDMARK or visit midmark.com. If you have questions regarding the promotion, please contact the Promotions Department at ext. 7575.