



**Date** October 19 – 21, 2010  
**Location** Crowne Plaza, Atlanta, GA

Bringing together an extensive cross-section of marketers from a variety of industries, the **Marketing Disease Prevention in America** Conference will focus on direct-to-consumer promotions of disease prevention products, tests and services for obesity-related diseases. To market prevention to consumers successfully, marketers need to think both broadly and narrowly. Most prevention meetings currently offered are for physicians, government, or insurance companies, not for marketers. Let **MDPA** be

your primary source for  
Marketing Disease  
Prevention in  
America!

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**Keynote Speakers  
Include:**



**+** **Dr. David Kessler**,  
Former Commissioner  
of the FDA and Author  
of the New York Times  
Bestseller "The End of  
Overeating"



**+** **Congressman  
Tom Price**, Republican  
Representative for  
Georgia



**+** **Dr. Donald Hensrud**,  
Chair, Division of  
Preventive, Occupational,  
and Aerospace Medicine,  
Mayo Clinic

*A holistic look at  
American consumers  
and how effective  
healthcare marketing can  
make a real difference in  
their lives by preventing  
obesity and the widespread,  
costly ailments, such as heart  
disease and diabetes, that can  
happen as a result.*



A DTC Perspectives Inc. Conference