



A BioMarketing Company

For Immediate Release

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**VMS NAMED TO FOURTH ANNUAL “CMI 25” LIST BY
CORPORATE MEETINGS & INCENTIVES MAGAZINE**

Indianapolis, IN (October 5, 2010) – VMS has been named to the 2010 “CMI 25” list, an exclusive directory of the largest and most influential full-service meeting and incentive travel management companies focused on the corporate market. Now in its fourth year, the CMI 25 list is compiled by Penton Media's *Corporate Meetings & Incentives*[®] magazine, the leading information source for the \$40 billion corporate meetings and events industry. The CMI 25, published in the September issue of *Corporate Meetings & Incentives* and on www.meetingsnet.com, is an essential resource for corporate executives and meeting professionals looking for partners to help manage meeting dollars strategically and design creative and motivational off-site programs.

“As a whole, this year’s CMI 25 companies handled more than 58,000 corporate meetings and incentive programs in 2009, which represents more than 6.5 million room nights across the U.S. and the world,” said Barbara Scofidio, editor of *Corporate Meetings & Incentives*. “Our annual report is unique to this industry and meeting managers and procurement professionals turn to our research year-round for information on these important partners.”

VMS focuses on targeted medical education by offering community outreach programs, patient education programs and meetings for healthcare professionals. With a focus on the life sciences industry, VMS has developed a keen ability to balance strict regulations with successful participation for the meetings it plans. And, as the clients’ needs have grown, so has VMS. In the past 18 months, VMS has seen more than 30 percent job growth. Much of that growth has been in meetings management.

This is the second consecutive year that VMS has been listed on the CMI 25.

“In today’s environment, with the scrutiny on spending and the perception of meetings, we must showcase the value and effectiveness of the meetings we produce. It is up to us to deliver results,”

said Angie Duncan, Vice President of Client Operations for VMS. “We are proud of our capabilities in strategic meetings management and are honored to be named again on the CMI 25.”

The magazine’s editors select CMI 25 companies based on several factors, including the number of meetings and incentive travel programs managed in 2009 and the total number of room nights represented by those meetings and incentives. They also evaluated the number of full-time employees at each company, as well as the percentage of the company’s revenues that came from organizing corporate meetings and incentives, versus association meetings or other sources.

About VMS

Based in Indianapolis, VMS is a nationally recognized, woman-owned biomarketing company and a proven leader in strategic meetings management, patient adherence programs and medical education. Partnering with companies in the life science, biotech, pharmaceutical, device and diagnostics industries, the seasoned professionals at VMS help translate brand strategies into results. This strategic relationship achieves client objectives while positively impacting patient outcomes.

VMS has been recognized as one of the “Best Places to Work in Indiana” by Indiana Youth Foundation, Inc., named one of 500's "Fastest Growing Companies in America," and highlighted as a "Growth 100" company by the Kelley School of Business Johnson Center for Entrepreneurship and Innovation. In 2008, *Working Mother* magazine recognized VMS among the Best Women-Owned Companies and listed its co-founder as a Top Entrepreneur Mom.

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