

# THE 340B COALITION

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**To:** Corporate Friends  
**From:** Ted Slafsky  
Bill von Oehsen  
**Subject:** 340B Coalition Conference Sponsorship/Exhibition Opportunities

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***Great Marketing Opportunities!***  
***10<sup>TH</sup> Annual 340B Coalition Conference on  
Improving Access To Pharmaceutical Care And Ensuring  
Compliance With Drug Pricing Laws***

***July 17 – 19, 2006  
Omni Shoreham Hotel  
Washington, DC***

**[www.340bcoalition.org](http://www.340bcoalition.org)**

On behalf of the thousands of health care facilities and programs participating in the Public Health Service 340B drug discount program, we want to invite your company to exhibit at and/or sponsor the 340B Coalition's Tenth Annual Conference on Improving Access to Pharmaceutical Care in Washington, D.C. on July 17-19 at the Omni Shoreham Hotel. The 340B Coalition is a coalition of 17 national associations that represent the disproportionate share hospitals, community health centers, public health clinics, AIDS providers, and other health facilities participating in the 340B drug discount program.

The conference is unparalleled in providing participants with timely information on this important program that affects tens of thousands of safety net providers and hundreds of manufacturers and wholesalers. In addition to the 340B program, this year's conference will explore a range of other issues confronting providers serving uninsured and indigent patients. Representatives from over 700 health facilities are expected to attend, as well as a large presence from the pharmaceutical, pharmacy service, GPO and wholesaler industries. A host of government officials including representatives from the Centers for Medicare and Medicaid Services, Office of the Inspector General, State Medicaid and the entire Office of Pharmacy Affairs will be present.

We are seeking a select group of companies to sponsor the conference. This is an excellent opportunity to promote your company's services to hundreds of pharmacists, clinicians, government buyers, drug companies, wholesalers, and other leading professionals in the health care field in an intimate and relaxed setting. The roomy exhibit area is designed to ensure a high level of traffic that will enable your company to maximize its marketing investment.

If you are interested in sponsoring-exhibiting at the conference, see the attached form for specific details on various promotional opportunities. Please contact Laurinda Dennis at [laurinda.dennis@phpcrx.org](mailto:laurinda.dennis@phpcrx.org) or 202-872-6747 if you have any questions.

Attachment

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**AIDS Action; AIDS Alliance for Children, Youth and Families; Communities Advocating Emergency AIDS Relief Coalition; Hemophilia Alliance, Inc.; National Alliance of State and Territorial AIDS Directors; National Association of Community Health Centers; National Association of Counties; National Association of People with AIDS; National Association of Public Hospitals & Health Systems; National Coalition for the Homeless; National Family Planning and Reproductive Health Association; National Health Care for the Homeless Council; National Hemophilia Foundation; National Rural Health Association; Planned Parenthood Federation of America, Inc.; Public Hospital Pharmacy Coalition**

# 340B Coalition Annual Conference

July 17-19, 2006

Omni Shoreham Hotel, Washington, DC

## Exhibition/Sponsorship Opportunities

Public Hospital Pharmacy Coalition Gold Corporate Partners receive a 40% discount; Silver Partners receive 25% discount. 340B Prime Vendor Program suppliers also receive special discounts varying on whether they are PHPC Corporate Partners.

For more information on how to become a Corporate Partner, please contact Laurinda Dennis at [laurinda.dennis@phpcrx.org](mailto:laurinda.dennis@phpcrx.org) or 202-872-6747.

### Networking Sponsorship Activities Include: (Check Appropriate Box)

#### Discounted Rates

**Reception or Lunch**      **Cost: \$6,500**

- Display in exhibit area adjacent to conference
- Full page advertisement in conference program
- Registration fee waived for up to 3 attendees
- Recognition of sponsor during general session
- Sign posted adjacent to event
- Pre- and post-conference e-mail to attendees\*
- Opportunity for advertisement on conference Web site\*\*

PHPC Gold Partner:	\$3,900
PHPC Silver Partner:	\$4,875
Non-PHPC Corporate Partner Prime Vendor Program Supplier:	\$5,500

**Breakfast**      **Cost: \$5,000**

- Display in exhibit area adjacent to conference
- Half page advertisement in conference program
- Registration fee waived for up to 2 attendees
- Recognition of sponsor during general session
- Sign posted adjacent to event
- Pre- or post-conference e-mail to attendees\*
- Opportunity for advertisement on conference Web site\*\*

PHPC Gold Partner:	\$3,000
PHPC Silver Partner:	\$3,750
Non-PHPC Corporate Partner Prime Vendor Program Supplier:	\$4,000

Please note that the cost of sponsoring the above events do not change if your organization chooses to not exhibit at the conference.

**30-Minute Networking Refreshment Break**      **Cost: \$3,000**

- Quarter page advertisement in conference program
- Recognition of sponsor during general session
- Sign posted adjacent to event
- Registration fee waived for 1 attendee
- Opportunity for advertisement on conference Web site\*

PHPC Gold Partner:	\$1,800
PHPC Silver Partner:	\$2,250
Non-PHPC Corporate Partner Prime Vendor Program Supplier:	\$2,500

\* Pre- and post-conference e-mails to attendees will be joint communications with other sponsors/exhibitors; each will be able to have a short blurb of their choice targeted to conference attendees. The e-mail will be sent out by the conference organizers.

\*\* See Web Site Advertisement Form

**PLEASE FILL OUT THE FOLLOWING CONTACT PAGE AND INDICATE WHICH PEOPLE FROM YOUR COMPANY WILL BE ATTENDING THE CONFERENCE.**

*Please fax the completed forms to Laurinda Dennis at 202-785-1756 or e-mail it to [laurinda.dennis@phpcrx.org](mailto:laurinda.dennis@phpcrx.org). If you plan to advertise on the conference Web site, please also send the attached form. We will invoice you once we receive this reply form.*

# 340B Coalition Conference

## *Web Site Advertisement Form*

**Includes banner or logo advertisements on  
over 10 conference pages**

Advertisement Opportunities Include: (Check Appropriate Box)\*

- Full-length banner with link to company Web site located at the top of all conference pages.**

*(Only available for reception/lunch or breakfast sponsors/exhibitors)*

(Cost: \$800)

- Logo or text message with link to company Web site located along side of all conference pages.**

*(Available to all sponsors/exhibitors)*

(Cost: \$500)

Length of advertisement is from agreement of sponsorship  
to December 31, 2006

Name \_\_\_\_\_

Organization \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

\* In order to advertise, your company must be a conference *sponsor/exhibitor*.

***Please e-mail the banner or logo and link to your Web site to Laurinda  
Dennis at [laurinda.dennis@phpcrx.org](mailto:laurinda.dennis@phpcrx.org)***

***Please send the completed form to Laurinda Dennis by e-mail  
or by fax at 202-785-1756***

**MAKE SELECTION (CHECK BOX) ON PREVIOUS PAGES AND SEND WITH THIS FORM**

## **CONTACT INFORMATION PAGE**

### **340B Coalition Annual Conference**

*July 17-19, 2006*

*Omni Shoreham Hotel, Washington, DC*

## **Exhibition/Sponsorship Opportunities**

*Please complete the following information:*

### **Billing Contact**

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Attending Conference: YES  NO

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### **Other Attendees**

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

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Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

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