

# THE 340B COALITION



## **12<sup>th</sup> Annual 340B Coalition Conference**

*on Improving Access To Pharmaceutical Care And Ensuring Compliance With Federal and State Laws*

*Co-hosted by the 340B Prime Vendor Program*

### ***Exhibitor Prospectus***

***July 14 - 16, 2008***

*Omni Shoreham Hotel  
2500 Calvert Street, NW  
Washington, DC 20008*

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

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**July 14-16, 2008**

**Omni Shoreham Hotel**

2500 Calvert Street, NW, Washington, DC 20008



- Please [click here](#) to learn more about the conference

Welcome to the 12<sup>th</sup> Annual 340B Coalition Conference on Improving Access to Pharmaceutical Care and Ensuring Compliance with Federal and State Laws, co-hosted by the 340B Prime Vendor Program (PVP). The conference will be held at the Omni Shoreham Hotel in Washington, DC on July 14 – 16, 2008.

The **340B Coalition** is a coalition of 12 national associations that represent hospitals, community health centers, public health clinics, AIDS providers, and other health facilities participating in the Public Health Service 340B drug discount program.

The **340B Prime Vendor Program** is a government program established to increase the discounts already offered under the 340B program on outpatient drugs to all participating hospitals, clinics, and other HRSA grantees.

We invite your company to sponsor and/or exhibit at the conference. More than 700 attendees will be present, including a significant number from hospitals and other healthcare facilities in the 340B program. Other participants include government officials and representatives from the pharmaceutical, pharmacy service, GPO and wholesaler industries. This will be an excellent opportunity to connect with current and potential customers as you promote and market your company's services to pharmacists, clinicians, government buyers, drug companies, wholesalers, and other leading professionals in the healthcare industry!

Regular Rates <i>(not applicable to SNHPA Corporate Partners and PVP Suppliers)</i>		
Reception/Lunch Sponsors/Exhibitors	Breakfast Sponsors/Exhibitors	30-Minute Networking Break Sponsors
\$7500	\$6000	\$4000

The 340B Coalition offers discounts to Safety Net Hospitals for Pharmaceutical Access (SNHPA) Corporate Partners and PVP Suppliers. For more information on how to become a SNHPA Corporate Partner, please contact Laurinda Dennis at [laurinda.dennis@safetynetrx.org](mailto:laurinda.dennis@safetynetrx.org) or 202-552-5854. For information on becoming a PVP Supplier, please contact Beverly Daniel at (972) 910-6616 or [bdaniel@340bpvp.com](mailto:bdaniel@340bpvp.com).

Discounted Rates <i>(exclusive to SNHPA Corporate Partners and PVP Suppliers)</i>			
SNHPA Corporate Partner and Prime Vendor Supplier Level	Reception/ Lunch Sponsors/Exhibitors	Breakfast Sponsors/Exhibitors	30-Minute Networking Break Sponsors
SNHPA Platinum/Gold Partner <b>and</b> PVP Supplier	\$4125	\$3300	\$2200
SNHPA Platinum/Gold Partner Only	\$4500	\$3600	\$2400
SNHPA Silver Partner <b>and</b> PVP Supplier:	\$5250	\$4200	\$2800
SNHPA Silver Partner Only:	\$5625	\$4500	\$3000
PVP Supplier Only:	\$6375	\$5100	\$3400

### **Additional Visibility and Marketing Opportunities!**

**Sponsors/Exhibitors may purchase any of the following to gain more exposure at the conference:**

- Internet Café: \$5000
- Hotel Room Key Cards: \$4500
- Registration Package (Conference Bag, Pens, & Pads): \$3000
- One-Bedroom Presidential Suite: \$2000
- Full Page Color Ad on Back Cover of Conference Program: \$1500
- Web Site Banner Advertisement: \$800
- Full Page Color Ad in Conference Program: \$500
- Logo on Conference Web Site: \$500
- Pop-Up Banner displayed near Registration Area: \$500

Please see next page for explanation of benefits.

**Questions or comments? Please contact Laurinda Dennis at [laurinda.dennis@safetynetrx.org](mailto:laurinda.dennis@safetynetrx.org) or 202-552-5854.**

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### Explanation of Benefits

#### Benefits - Reception & Lunch Sponsors/Exhibitors

- Display in exhibit area adjacent to conference
- Full page black & white advertisement in conference program
- Three complimentary registrations for staff
- Special recognition as premium sponsor during general session
- Sign posted adjacent to sponsored event
- Pre- and post-conference e-mail to attendees

#### Benefits - Breakfast Sponsors/Exhibitors

- Display in exhibit area adjacent to conference
- Half page black & white advertisement in conference program
- Two complimentary registration for staff
- Sign posted adjacent to sponsored event
- Pre- or post-conference e-mail to attendees

#### Benefits - 30-Minute Networking Refreshment Break Sponsors (Please note that this level does not include exhibiting opportunities)

- Quarter page black & white advertisement in conference program
- Sign posted adjacent to event
- One complimentary registration for staff

### Additional Visibility and Marketing Opportunities!

(Available only to sponsors and exhibitors)

#### **Internet Café (\$5000):**

This will definitely be a crowd pleaser! The internet café consists of three computer terminals and one printer. Signage displaying company's name and logo will be placed at entrance of the café. Sponsor/exhibitor's logo will be loaded as background image or sponsor/exhibitor may choose to provide the background image. Signage will be at each station or sponsor/exhibitor may choose to provide corporate mouse pads. Company's Web site will be displayed as the homepage to the internet. Recognition in conference program directing attendees to internet café. The 340B Coalition provides all signage, programming and equipment. Capabilities will include internet connections and email access. The café will remain open for the duration of the conference. Sponsor/exhibitor may place materials next to each station.

#### **Hotel Room Key Cards (\$4500):**

Put your company in the hands of all attendees! Each attendee staying at the Omni Shoreham Hotel will receive two hotel room key cards displaying your company's logo. Sponsor/exhibitor has the option to design the key card within hotel specifications.

#### **Registration Package (\$3000):**

Sponsor/exhibitor will provide conference registration bags (totes) for all attendees. The bags should display the company's information and/or logo. **No plastic bags accepted.** Each bag will contain a notepad and a pen (also provided by sponsor/exhibitor). Pens and notepads may have company's information and/or logo.

#### **One Bedroom Presidential Suite (\$2000):**

The gracious one bedroom presidential suite allows you the perfect opportunity to entertain guests, hold meetings and get recognized at the conference.

#### **Full Page Color Advertisement on Back Cover of Conference Program (\$1500):**

This is the perfect opportunity to get recognized at the conference. Every attendee will receive a conference program at registration. Sponsor/exhibitor will submit a full page color ad to be displayed on the back cover of the conference program.

#### **Web Site Banner Advertisement (\$800):**

Full-length banner with link to company's Web site located at the top of all 340B Coalition Conference Web site pages. Conference Web site will remain active for one year following the start date of the conference.

#### **Full Page Color Advertisement in Conference Program (\$500):**

Each sponsor/exhibitor is entitled to a black and white advertisement in the conference program. With this benefit, sponsors/exhibitors may choose to upgrade to a full-page color advertisement.

#### **Logo on Conference Web Site (\$500):**

Logo or text message with link to company Web site located along the border of all 340B Coalition Conference Web site pages. Conference Web site will remain active for one year following the start date of the conference.

#### **Pop-Up Banner Display (\$500):**

Sponsor the banner display and your company's pop-up banner will be strategically placed in the aisle near the registration area for the duration of the conference. Banners cannot be larger than 10' x10' in size. Sponsor/Exhibitor will supply banner.

[\*\*Sign Up Now!\*\*](#)

Questions or comments? Please contact Laurinda Dennis at [laurinda.dennis@safetynetrx.org](mailto:laurinda.dennis@safetynetrx.org) or 202-552-5854.

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### **Exhibitors Package**

Exhibitors will display in the **Ambassador Ballroom**, which is located in the West Conference Center. Please [click here](#) to download a copy of the hotel floor plan. All refreshment breaks will take place in the exhibit area. **Your exhibitor's package includes a display area equipped with a 6' x 2.5' skirted table, two chairs, name badges for each exhibitor, a table tent card announcing the name of your organization, and space for a sign or display.** Your exhibit display must reasonably fit within the confines of the space provided.

**Please be sure to contact Laurinda Dennis at [laurinda.dennis@safetynetrx.org](mailto:laurinda.dennis@safetynetrx.org) if your display is larger than the standard table top display or pop-up banner (33.5"x 80").**

### **Conference Program Advertisements**

#### **Full Page Advertisement Format:**

(Lunch/Reception Sponsors)

Size: 8" x 10.75"

Submit as Microsoft Word document or TIF Image (300 dpi resolution minimum)

Standard Exhibit Advertisement: Black & White (unless company purchases full page color upgrade)

#### **Half Page Advertisement Format:**

(Breakfast Sponsors)

Size: 8" x 5"

Submit as TIF Image (300 dpi resolution minimum)

Standard Exhibit Advertisement: Black & White (unless company purchases full page color upgrade)

#### **Quarter Page Advertisement Format:**

(Networking Refreshment Break Sponsors)

Size: 4" x 5"

Submit as a TIF Image (300 dpi resolution minimum)

Standard Exhibit Advertisement: Black & White (unless company purchases full page color upgrade)

**Deadline to submit conference program advertisement: June 23, 2008. Please submit conference program advertisement to Laurinda Dennis at [laurinda.dennis@safetynetrx.org](mailto:laurinda.dennis@safetynetrx.org).**

### **E-mail Advertisement**

Lunch/reception and breakfast sponsors/exhibitors have the opportunity to advertise directly to conference attendees via pre and/or post e-mail communication. The e-mail advertisement, which will be sent directly to conference attendees, will be sent by the conference organizers as part of a joint communication with other exhibitors/sponsors. All e-mail advertisements should be limited to one or two short paragraphs. **Please submit your company logo as a TIF image at a resolution of 300 dpi, which will be included in the e-mail advertisement.**

**Deadline to submit e-mail advertisement: June 23, 2008. Please submit e-mail advertisement to Laurinda Dennis at [laurinda.dennis@safetynetrx.org](mailto:laurinda.dennis@safetynetrx.org).**

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### Exhibit Dates and Times

#### Installation:

Sunday (July 13, 2008)  
1:00 p.m. – 5:00 p.m.

#### Exhibiting Hours:

Monday (July 14, 2008): 7:00 a.m. – 5:00 p.m.

Tuesday (July 15, 2008): 7:00 a.m. – 5:00 p.m.

Exhibitor Forum and Networking Opportunity: 9:45 a.m. – 10:45 a.m.

Exhibitor Forum and Networking Opportunity: 3:00 p.m. – 3:45 p.m.

Wednesday (July 16, 2008): 7:00 a.m. – 10:15 a.m.

#### Dismantling:

Wednesday (July 16, 2008): 10:15 a.m.

**All displays must be removed from the Ambassador Ballroom after the conference adjourns on Wednesday, July 16<sup>th</sup> at 12:15 p.m. Please [click here](#) for a copy of the [Conference Agenda](#).**

### Electrical and Internet Services

[Click here](#) for electrical and internet service forms. Please complete and return the appropriate enclosed form(s) to the hotel. **All internet and electrical orders should be submitted directly to the hotel.** Payment for such orders should be sent directly to the hotel. Internet orders must be received no later than **twenty-one (21) days prior to the start date of the conference.** Electrical service orders and payment must be received no later than **ten (10) days prior to the start date of the conference.** The Omni Shoreham charges a fee for electronic and internet services. A surcharge will be added to all late orders.

Payment must be made by credit card or check; made payable to the Omni Shoreham Hotel.

### Shipping

\*All exhibiting materials should be mailed to:

Your Name (Guest)  
340B Coalition Conference (July 14-16, 2008)  
c/o Omni Shoreham Hotel  
2500 Calvert Street, NW  
Washington, DC 20008  
Attn: Please deliver to Ambassador Ballroom (West Lobby), **Table** \_\_\_\_  
(Box \_\_\_\_ of \_\_\_\_)

**Please note that you will be assigned a table number after your registration is received.**

\*Shipments arriving prior to July 8, 2008 may incur a storage charge.

#### Outgoing Materials:

Exhibitors are responsible for all outgoing shipping materials. Please use your company's FedEx, UPS, or Airborne account to ship outgoing materials. The hotel does not offer materials for shipping services.

**Questions or comments? Please contact Laurinda Dennis at [laurinda.dennis@safetynetrx.org](mailto:laurinda.dennis@safetynetrx.org) or 202-552-5854.**

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### **Hotel Information**

Omni Shoreham Hotel  
2500 Calvert Street, NW  
Washington, DC 20008  
Reservations: 1-800-843-6664 or 202-234-0700  
Discounted Rate: \$188.00 per night for single or double room (plus applicable taxes)

**-Please state that you are attending the 340B Coalition Conference in order to receive the discounted rate.  
-In order to receive discounted rate, please make hotel reservations on or before June 17, 2008.**

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### **Deadlines**

All conference program advertisements (black and white and color): June 23, 2008  
All e-mail advertisements: June 23, 2008  
Logos for conference program, signage, and e-mail advertisements: June 23, 2008  
Hotel reservation: June 17, 2008  
Internet order submitted to hotel: June 23, 2008  
Electrical order submitted to hotel: July 4, 2008

Should you have questions or concerns, please contact Laurinda Dennis at [laurinda.dennis@safetynetrx.org](mailto:laurinda.dennis@safetynetrx.org) or 202-552-5854.

We look forward to seeing you in Washington, DC!

**[Sign Up Now!](#)**

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*Please check all that apply:*

*Sponsorship Level*

- Lunch/Reception Sponsor/Exhibitor
- Breakfast Sponsor/Exhibitor
- 30-Minute Networking Break Sponsor
- SNHPA Platinum/Gold Corporate Partner
- SNHPA Silver Corporate Partner
- PVP Supplier

*Added Benefits*

- Internet Café \$5000\*
- SOLD**  Hotel Room Key Cards \$4500\*
- SOLD**  Registration Package (Bags, Pads, Pens) \$3000\*
- SOLD**  One-Bedroom Presidential Suite \$2000\*
- SOLD**  Full Page Cover Ad on Back Cover of Conference Program \$1500\*
- Web Site Banner Ad \$800
- Full Page Color Ad in Conference Program \$500
- Logo on Conference Web Site \$500
- Pop-Up Banner Display \$500\*

\*Limited to one exhibitor/sponsor.

Billing Contact

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

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

Attending Conference: **YES**    **NO**

Other Attendees

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

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

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

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

**Please fax completed form to Laurinda Dennis at (202) 552-5868 on or before June 23, 2008.**

**Questions or comments? Please contact Laurinda Dennis at [laurinda.dennis@safetynetrx.org](mailto:laurinda.dennis@safetynetrx.org) or 202-552-5854.**