

THE **340B** COALITION



13th Annual 340B Coalition Conference

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

Co-hosted by Apexus/340B Prime Vendor Program

Exhibitor Prospectus

July 13 - 15, 2009

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

www.340BCoalition.org

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Welcome to the **13th Annual 340B Coalition Conference** *on Improving Access to Pharmaceutical Care and Ensuring Compliance with Federal and State Laws*, co-hosted by Apexus/340B Prime Vendor Program (PVP). The conference will be held at the Omni Shoreham Hotel in Washington, DC on July 13 – 15, 2009.

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.

Apexus is the HRSA awarded prime vendor for the 340B Drug Pricing Program. The prime vendor was 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. This will be an excellent opportunity to connect with current and potential customers as you promote and market your company's services to leading professionals in the healthcare industry!.

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

Regular Rates (Not applicable to SNHPA Corporate Partners and Apexus/PVP Suppliers)		
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 Karen Hicks at karen.hicks@snhpa.org or 202-552-5869. For information on becoming a PVP Supplier, please contact Beverly Daniel at (972) 910-6616 or bdaniel@340bpvp.com.

Discounted Rates (exclusive to SNHPA Corporate Partners and Apexus/PVP Suppliers)			
SNHPA Corporate Partner and/or Apexus/340B Prime Vendor Supplier Level	Reception/ Lunch Sponsors/Exhibitors	Breakfast Sponsors/Exhibitors	30-Minute Networking Break Sponsors
SNHPA Platinum/Gold Partner and Apexus/PVP Supplier	\$4125	\$3300	\$2200
SNHPA Platinum or Gold Partner Only	\$4500	\$3600	\$2400
SNHPA Silver Partner and Apexus/PVP Supplier:	\$5250	\$4200	\$2800
SNHPA Silver Partner Only:	\$5625	\$4500	\$3000
Apexus/PVP Supplier Only:	\$6375	\$5100	\$3400

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

*Upgrade Available; see Additional Visibility and Marketing Opportunities on Page 2.

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Additional Visibility and Marketing Opportunities!

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

- Flash Memory Drive: \$6500
- 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

Description of Additional Visibility and Marketing Opportunities!

(Available only to sponsors and exhibitors)

Flash Memory Drive (\$6500)

Our bulky conference binders have been replaced by a flash drive that all attendees receive at registration and take home to use for years to come. Put your logo on the flash drive containing speaker presentations. The flash drive will contain your company's advertisement of choice, which will be preloaded on the drive. This is an excellent way to ensure maximum visibility and create brand loyalty.

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):

This spacious 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 Karen Hicks at karen.hicks@snhpa.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 directly next to the rooms holding most of the sessions. 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 Mike Hess at mike.hess@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/Exhibitors)

Size: 8" x 10.75"

Submit as Microsoft Word document or as a TIF or JPEG image with a minimum resolution of at least 300 dpi.

Standard Exhibit Advertisement: Black & White (unless company purchases full page color upgrade; see page 2 for upgrade info)

Half Page Advertisement Format:

(Breakfast Sponsors/Exhibitors only)

Size: 8" x 5"

Submit as TIF Image or JPEG image with a minimum resolution of at least 300 dpi.

Standard Exhibit Advertisement: Black& White (unless company purchases full page color upgrade; see page 2 for upgrade info)

Quarter Page Advertisement Format:

(Networking Refreshment Break Sponsors/Exhibitors)

Size: 4" x 5"

Submit as a TIF or JPEG image with a minimum resolution of at least 300 dpi.

Standard Exhibit Advertisement: Black & White (unless company purchases full page color upgrade; see page 2 for upgrade info)

Deadline to submit conference program advertisement: June 23, 2009. Please submit conference program advertisement to Karen Hicks at karen.hicks@snhpa.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. **Your company logo will be included in the e-mail advertisement. Please submit your logo as a TIF or JPEG image with a minimum resolution of at least 300 dpi.**

Deadline to submit e-mail advertisement: June 23, 2009. Please submit e-mail advertisement to Karen Hicks at karen.hicks@snhpa.org.

Questions or comments? Please contact Karen Hicks at karen.hicks@snhpa.org or 202-552-5854.

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Exhibit Dates and Times

Installation:

Sunday (July 12, 2009)
1:00 p.m. – 5:00 p.m.

Exhibiting Hours:

Monday (July 13, 2009): 7:00 a.m. – 5:00 p.m.

Tuesday (July 14, 2009): 7:00 a.m. – 5:00 p.m.

Wednesday (July 15, 2009): 7:00 a.m. – 10:15 a.m.

Dismantling:

Wednesday (July 15, 2009): 10:15 a.m.

All displays must be removed from the Ambassador Ballroom after the conference adjourns on Wednesday, July 15th at 12:45 p.m.

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 13-15, 2009)
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. Please be sure to include your table # on all shipping labels.

*Shipments arriving prior to July 7, 2009 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.

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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: \$193.00 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 19, 2009.**

Deadlines

All conference program advertisements (black and white and color): June 23, 2009
All e-mail advertisements: June 23, 2009
Logos for conference program, signage, and e-mail advertisements: June 23, 2009
Hotel reservation: June 19, 2009
Internet order submitted to hotel: June 22, 2009
Electrical order submitted to hotel: July 3, 2009

[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**
- Apexus/PVP Supplier**

Added Benefits

- Flash Memory Drive
\$6500*
- Internet Cafe
\$5000*
- SOLD** Hotel Room Key Cards
\$5000*
- Registration Package
\$3000*
- One-Bedroom Presidential Suite
\$2000*
- SOLD** Full Page Cover Ad on Back Cover of
Conference Program
\$1500*
- Web Site Banner Ad
\$800
- Logo on Conference Web Site
\$500
- Full Page Color Ad in Conference Program
\$500
- Pop-Up Banner Display
\$500*

*Limited to one sponsor/exhibitor.

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 Karen Hicks at (202) 552-5868 on or before June 17, 2009.

Questions or comments? Please contact Karen Hicks at karen.hicks@snhpa.org or 202-552-5854.