

THE **340B** COALITION



Fifth Annual 340B Coalition Winter Conference

Co-hosted by Apexus/340B Prime Vendor Program

Exhibitor Prospectus

February 2 - 4, 2009

***Hyatt Regency La Jolla
3777 La Jolla Village Drive
San Diego, CA 92122***

www.340Bwinterconference.org

THE **340B** COALITION

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Hyatt Regency La Jolla

3777 La Jolla Village Drive, San Diego, CA 92122

Welcome to the **Fifth Annual 340B Coalition Winter Conference**, co-hosted by the Apexus/340B Prime Vendor Program (PVP). The conference will be held at the Hyatt Regency La Jolla Hotel in San Diego, CA on February 2 – 4, 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 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 costumers as you promote and market your company's services to leading professionals in the healthcare industry!

Pricing Information

Regular Rates (Not applicable to SNHPA Corporate Partners and Apexus/PVP Suppliers)		
Reception/Lunch Sponsors/Exhibitors	Breakfast Sponsors/Exhibitors	30-Minute Networking Break Sponsors
\$5000	\$3500	\$2300

Discounted Rates (Exclusive to SNHPA Corporate Partners and Apexus/PVP Suppliers)			
The 340B Coalition offers discounts to Safety Net Hospitals for Pharmaceutical Access (SNHPA) Corporate Partners and Apexus/PVP Suppliers. For more information on how to become a SNHPA Corporate Partner, please contact Laurinda Dennis at laurinda.dennis@safetynetrx.org or 202-552-5854. For information on becoming an Apexus/PVP Supplier, please contact Beverly Daniel at bdaniel@340bpvp.com or (972) 910-6616.			
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 <i>and</i> Apexus/PVP Supplier	\$2750	\$1925	\$1265
SNHPA Platinum or Gold Partner Only	\$3000	\$2100	\$1380
SNHPA Silver Partner <i>and</i> Apexus/PVP Supplier:	\$3500	\$2450	\$1610
SNHPA Silver Partner Only:	\$3750	\$2625	\$1725
Apexus/PVP Supplier Only:	\$4250	\$2975	\$1955

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.

Questions or comments? Please contact Laurinda Dennis at laurinda.dennis@safetynetrx.org or 202-552-5854.

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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: **\$3500**
- Hotel Room Key Cards: **\$3000**
- Registration Package: **\$2000**
- Full Page Color Ad on Back Cover of Conference Program: **\$1000**
- Web Site Banner Advertisement: **\$600**
- Logo on Conference Web Site: **\$300**
- Full Page Color Ad in Conference Program: **\$300**
- Pop-Up Banner displayed near Registration Area: **\$300**

Description of Additional Visibility and Marketing Opportunities!

(Available only to sponsors and/or exhibitors)

Flash Memory Drive (\$3500)

SOLD
Help us go Green! Put your logo on a flash memory drive containing speaker presentations and background materials. The flash drive will contain your company's advertisement of choice, which will be preloaded on the drive. Each attendee will receive a flash drive at registration. This is an excellent way to send your company's message to all conference attendees!

Hotel Room Key Cards (\$3000):

SOLD
Put your company in the hands of all attendees! Each attendee staying at the Hyatt Regency La Jolla 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 (\$2000):

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 may contain a notepad and a pen (also provided by sponsor/exhibitor). Pens and notepads may have company's information and/or logo.

Full Page Color Advertisement on Back Cover of Conference Program (\$1000):

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 (\$600):

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.

Logo on Conference Web Site (\$300):

Logo 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.

Full Page Color Advertisement in Conference Program (\$300):

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.

Pop-Up Banner Display (\$300):

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!](#)

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Exhibitors Materials & Kit

Exhibitors will display in the **Pavilion**. Please [click here](#) to download a copy of the hotel's 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. **Each exhibitor is entitled to a conference program advertisement and an e-mail advertisement.** Please see below for more details.

Please be sure to contact Laurinda Dennis at 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 Advertisement

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: January 16, 2009. Please submit conference program advertisement to Laurinda Dennis at 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. **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: January 16, 2009. Please submit e-mail advertisement to Laurinda Dennis at laurinda.dennis@safetynetrx.org.

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Exhibit Schedule

Installation:

Monday (February 2, 2009)
9:00 a.m. – 12:00 p.m.

Exhibiting Hours:

Monday (February 2, 2009): 12:00 p.m. – 5:00 p.m.

Tuesday (February 3, 2009): 7:00 a.m. – 5:00 p.m.

Exhibitor Forum and Networking Opportunity: 10:45 a.m. – 11:30 a.m.

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

Wednesday (February 4, 2009): 7:00 a.m. – 10:00 a.m.

Dismantling:

Wednesday (February 4, 2009): 10:00 a.m.

All displays must be removed from the Pavilion after the conference adjourns on Wednesday, February 4 at 12:30 p.m. Please [click here](#) for a copy of the [Conference Agenda](#).

Electrical Service

[Click here](#) for electrical service form. All electrical orders and payment should be submitted directly to the Edlen Electrical Exhibition Services. Electrical orders must be received on or before **January 19, 2009 (fourteen (14) days prior to the start date of the conference). Payments made after January 19, 2009 will forfeit the Advance Payment Price option and will be charged the regular rate. Payment must be made by credit card or check; made payable to the Edlen Electrical Exhibition Services.**

Internet Service

[Click here](#) for internet service form. All internet orders and payment should be submitted directly to Swisscom Hospitality Services. Exhibitors credit card number must match the name and billing address indicated on the internet service form. Please include a photocopy of the front and back of the credit card to be charged. Please fax your order including all documentation to Jesse Goldlink at (775) 542-3370.

Internet orders must be received on or before **January 18, 2009 (fifteen days prior to the start date of the conference)**. A surcharge will be added to all late orders. Payment must be made by credit card or check. **If paying by check, please make check payable to the Hyatt Regency La Jolla and send the check along with a copy of the completed internet service form to Jessie Goldlink, Account Manager, Swisscom Hospitality Services, 3777 La Jolla Village Drive, San Diego, CA 92122.**

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Shipping

*All exhibiting materials should be mailed to:

Your Name (Guest)
340B Coalition Winter Conference (February 2-4, 2009)
c/o Hyatt Regency La Jolla
3777 La Jolla Village Drive
San Diego, CA 92122
Attn: Please deliver to the Pavilion, **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.

All shipments must arrive no earlier than **January 28, 2009**. The hotel will store packages only three (3) days prior to the start date of the conference.

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.

Hotel Reservation Information

Hyatt Regency La Jolla
3777 La Jolla Village Drive
San Diego, CA 92122
Reservations: 1-800-233-1234 or 858-552-1234
Fax: 858-552-6066
Discounted Rate: \$189.00 per night for single or double room (plus applicable taxes)

-Please state that you are attending the "340B Coalition Winter Conference" in order to receive the discounted rate.
-In order to receive the discounted rate, please make hotel reservations on or before January 14, 2009.

Deadlines

All conference program advertisements (black and white and color): January 16, 2009
All e-mail advertisements: January 16, 2009
Logos for conference program, signage, and e-mail advertisements: January 16, 2009
Hotel reservation: January 14, 2009
Electrical order submitted to Edlen Electrical Exhibition Services: January 19, 2009
Internet order submitted to Swisscom Hospitality Services: January 18, 2009

[Sign Up Now!](#)

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Registration Sheet

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

- SOLD** Flash Memory Drive \$3500*
- SOLD** Hotel Room Key Cards \$3000*
- Registration Package \$2000*
- Full Page Cover Ad on Back Cover of Conference Program \$1000*
- Web Site Banner Ad \$600
- Logo on Conference Web Site \$300
- Full Page Color Ad in Conference Program \$300
- Pop-Up Banner Display \$300*

*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 Laurinda Dennis at (202) 552-5868 on or before January 16, 2009.

Questions or comments? Please contact Laurinda Dennis at laurinda.dennis@safetynetrx.org or 202-552-5854.