

# THE 340B COALITION



## **14<sup>th</sup> 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 19 - 21, 2010**

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

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

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July 19-21, 2010

The 340B Coalition and the government's 340B Prime Vendor Program, Apexus, invite your company to exhibit at the 14<sup>th</sup> Annual 340B Coalition Conference, which will take place July 19-21 at the historic Omni Shoreham Hotel in Washington, D.C.

The changes to the 340B program contained in the recently-enacted health care reform translate into the most dramatic reform of the 340B program since its inception in 1992. The 340B market, already estimated at over \$5 billion, will grow significantly as a result of health reform. Several hundred pharmacists, clinicians, buyers, health care executives, drug companies, wholesalers, and other leading decision makers in the health care field will be attending to get the most up-to-the-minute information on how these changes will affect them, and this is an excellent opportunity to promote your company's services to them. This year, we will be using a significantly larger exhibit hall, which will allow for bigger displays and more room for you to network with your prospective customers. Exhibitors are each allocated one 10' by 10' space on the exhibition floor. All meal functions, including breaks and the Monday night reception, will be held in the exhibit hall as well.

Details of pricing, benefits, and scheduling can be found below and on the following pages. We look forward to seeing you there!

<b>Regular Rates (please see next page for space options)</b> <b>(Not applicable to SNHPA Corporate Partners and Apexus/PVP Suppliers)</b>		
<b>Premium Exhibitors</b>	<b>Standard Exhibitors</b>	<b>Refreshment Break Level</b>
\$8750	\$7500	\$5500

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 (202) 552-5854 or [karen.hicks@snhpa.org](mailto:karen.hicks@snhpa.org). For information on becoming a PVP Supplier, please contact Beverly Daniel at (972) 910-6616 or [bdaniel@340bpvp.com](mailto:bdaniel@340bpvp.com).

<b>Discounted Rates (please see next page for space options)</b> <b>(Exclusive to SNHPA Corporate Partners and Apexus/PVP Suppliers)</b>			
<b>SNHPA Corporate Partner and/or Apexus/340B Prime Vendor Supplier Level</b>	<b>Premium Exhibitors</b>	<b>Standard Exhibitors</b>	<b>Refreshment Break Level</b>
SNHPA Platinum/Gold Partner <b>and</b> Apexus/PVP Supplier	\$4813	\$4125	\$3025
SNHPA Platinum or Gold Partner Only	\$5250	\$4500	\$3300
SNHPA Silver Partner <b>and</b> Apexus/PVP Supplier:	\$6125	\$5250	\$3850
SNHPA Silver Partner Only:	\$6563	\$5625	\$4125
Apexus/PVP Supplier Only:	\$7438	\$6375	\$4675

**Questions or comments? Please contact Karen Hicks at [karen.hicks@snhpa.org](mailto:karen.hicks@snhpa.org) or (202) 552-5854. PVP Suppliers should contact Beverly Daniel at [bdaniel@340bpvp.com](mailto:bdaniel@340bpvp.com) or (972) 910-6616.**

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## **Additional Booth Space: New for 2010!**

This year, we will be using a significantly larger exhibit hall, which will allow for bigger displays and more room for you to network with your prospective customers. Exhibitors are each allocated one 10' by 10' space on the exhibition floor. All meal functions, including breaks and the Monday night reception, will be held in the exhibit hall as well.

## **Premiere Booth Space: New for 2010!**

Premiere booth spaces are available for an additional cost of between \$500-\$1000. These premium spaces will be located close to the entrance and/or adjacent to the refreshment tables, ensuring first-rate visibility. Please contact Karen Hicks at [karen.hicks@snhpa.org](mailto:karen.hicks@snhpa.org) or 202-552-5854 for availability.

### **Exhibitor Benefits**

#### **Premium Exhibitors**

- Display in exhibit area adjacent to conference
- Full page black & white advertisement in conference program (upgrade available; see page 3 for details)
- Three complimentary registrations for staff
- Three discounted registrations for additional staff (\$799 each)
- Recognition as premium exhibitor during general session
- Sign posted adjacent to one reception or lunch event
- Pre- and post-conference e-mail to attendees

#### **Standard Exhibitors**

- Display in exhibit area adjacent to conference
- Half page black & white advertisement in conference program (upgrade available; see page 3 for details)
- Two complimentary registrations for staff
- Two discounted registrations for additional staff (\$799 each)
- Sign posted adjacent to one breakfast event
- Pre- or post-conference e-mail to attendees

#### **Refreshment Break Level**

**(Please note that this level does not include exhibiting opportunities)**

- Quarter page black & white advertisement in conference program (upgrade available; see page 3 for details)
- Sign posted adjacent to event
- One complimentary registration for staff

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## Additional Visibility and Marketing Opportunities

(Available only to Exhibitors)

### Internet Café (\$4000):

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. Exhibitor's logo will be loaded as background image or Exhibitor may choose to provide the background image. Signage will be at each station or 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. The café will remain open for the duration of the conference. Exhibitor may place materials next to each station. This will be particularly valuable as there is no wireless access in the exhibit/conference rooms.

### Flash Memory Drive (\$4000):

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 (included in price). 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.

### Room Drop (\$3000):

Exhibitors may have up to two documents, advertisements, giveaways, or other items (subject to approval) placed in each hotel room reserved through the conference block. (This opportunity is limited to three companies.)

### Full Page Color Advertisement on Back Cover of Conference Program (\$2500):

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

### Registration Package (\$2500):

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 can contain promotional material plus a notepad and a pen (also provided by Exhibitor). Pens and notepads may have company's information and/or logo.

### Presidential Suite (\$2000):

This spacious presidential suite allows you the perfect opportunity to entertain guests, hold meetings and get recognized at the conference. The suite includes a large living room, separate dining/meeting room, kitchen, reading/TV room, fireplace, patio with a park view, and a large bedroom.

### "Footprints" (\$1500)

These adhesive carpet labels will lead attendees from the main conference session to the exhibitor hall/dining area, and can be printed with your company's logo or any design you like. All refreshment breaks and meals will occur in the exhibit hall. (This opportunity is limited to one company.)

### Coffee Cup Amenity (\$1500):

Give attendees a great start to the day! Exhibitor will provide coffee mugs for all attendees. The 340B Coalition provides the coffee.

### Seat Drop (\$1500):

Exhibitors may place up to two documents, advertisements, giveaways, or other items (subject to approval) on each attendee chair to be picked up during the general session. (This opportunity is limited to three companies.)

### 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.

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

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 (\$500):

Each Exhibitor is entitled to a black and white advertisement in the conference program. With this benefit, Exhibitors may choose to upgrade to a full-page color advertisement.

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

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. Exhibitor will supply banner.

Questions or comments? Please contact Karen Hicks at [karen.hicks@snhpa.org](mailto:karen.hicks@snhpa.org) or (202) 552-5854.  
PVP Suppliers should contact Beverly Daniel at [bdaniel@340bpvp.com](mailto:bdaniel@340bpvp.com) or (972) 910-6616.

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## Exhibitors Package

Exhibitors will display in the Exhibit Hall which is located on the lower level in the west wing. Please [click here](#) to download a copy of the hotel floor plan. All refreshment breaks and meals 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. **You are also invited to attend all sessions (pre- and main conference), breakfasts, lunches, and the Monday night reception.**

**Please be sure to contact Karen Hicks at [karen.hicks@snhpa.org](mailto:karen.hicks@snhpa.org) if your display is larger than the standard table top display or pop-up banner (33.5"x 80").**

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## Conference Program Advertisements

### Full Page Advertisement Format:

(Premium Exhibitors only)

Size: 8"w x 10.75"h

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 3 for upgrade info)

### Half Page Advertisement Format:

(Standard Exhibitors only)

Size: 8"w x 5"h

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 3 for upgrade info)

### Quarter Page Advertisement Format:

(Refreshment Break Level only)

Size: 4"w x 5"h

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 3 for upgrade info)

**Deadline to submit conference program advertisement: July 5, 2010. Please submit camera-ready conference program advertisement to Karen Hicks at [karen.hicks@snhpa.org](mailto:karen.hicks@snhpa.org). We cannot make any changes to your materials.**

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## E-mail Advertisement

Premium and Standard 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. 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: July 5, 2010. Please submit e-mail advertisement to Karen Hicks at [karen.hicks@snhpa.org](mailto:karen.hicks@snhpa.org).**

**Questions or comments? Please contact Karen Hicks at [karen.hicks@snhpa.org](mailto:karen.hicks@snhpa.org) or (202) 552-5854. PVP Suppliers should contact Beverly Daniel at [bdaniel@340bpvp.com](mailto:bdaniel@340bpvp.com) or (972) 910-6616.**

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## Exhibit Dates and Times

### Installation:

Sunday (July 18, 2010)

1:00 p.m. – 5:00 p.m.

### Exhibiting Hours:

Monday (July 19, 2010): 7:00 a.m. – 5:00 p.m.

Tuesday (July 20, 2010): 7:00 a.m. – 5:00 p.m.

Wednesday (July 21, 2010): 7:00 a.m. – 10:30 a.m.

### Dismantling:

Wednesday (July 21, 2010): 10:30 a.m.

**All displays must be removed from the Exhibit Hall after the conference adjourns on Wednesday, July 21st at 12:45 p.m.**

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## Electrical and Internet Services

Click the links below 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 **seven (7) days prior to the start date of the conference.**

Electrical service orders and payment must be received no later than **seven (7) 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.

- [Electrical Order Form](#)
  - [Networking/Telecom Order Form](#)
  - [Exhibit Rental Equipment Order Form](#)
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## Shipping

\*All exhibiting materials should be mailed to:

Your Name (Guest)  
340B Coalition Conference (July 19-21,2010)  
c/o Omni Shoreham Hotel  
2500 Calvert Street, NW  
Washington, DC 20008  
Attn: Please deliver to Exhibit Hall, **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 Friday, July 16 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: \$207 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 28th.**

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## Deadlines

Hotel reservation: June 28, 2010

All conference program advertisements (black and white and color): July 5, 2010

All e-mail advertisements: July 5, 2010

Logos for conference program, signage, and e-mail advertisements: July 5, 2010

Internet order submitted to hotel: July 11, 2010

Electrical order submitted to hotel: July 11, 2010

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## Payment and Refund Policy

No refunds will be available for cancellations received after July 5, 2010. Exhibitors will be responsible for all invoiced fees after this date. **All payments must be received prior to the conference in order to participate.**

Should you have questions, please contact Karen Hicks at [karen.hicks@snhpa.org](mailto:karen.hicks@snhpa.org) or 202-552-5854. PVP suppliers should contact Beverly Daniel at [bdaniel@340bpvp.com](mailto:bdaniel@340bpvp.com) or (972) 910-6616.

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## About the Organizers

**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 look forward to seeing you in Washington, D.C.!

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

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Please check all that apply.

Level:

- Premium Exhibitor
- Standard Exhibitor
- Refreshment Break Level
- SNHPA Platinum/Gold Corporate Partner
- SNHPA Silver Corporate Partner
- Apexus/PVP Supplier

Added Benefits

- Internet Café (\$4000)\*
- Flash Memory Drive (\$4000)\*
- Room Drop (\$3000)
- ~~SOLD~~ Back Cover of Conference Program (\$2500)\*
- ~~SOLD~~ Registration Package (\$2500)\*
- ~~SOLD~~ Presidential Suite (\$2000)\*
- "Footprints" (\$1500)\*
- Coffee Cup Amenity (\$1500)\*
- Seat Drop (\$1500)
- Web Site Banner Advertisement (\$800)
- Logo on Conference Web Site (\$500)
- Full Page Color Advertisement in Program (\$500)
- Pop-Up Banner Display (\$500)

Billing Contact

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

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

Attending Conference: YES NO

Other Attendees (All information is required):

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Space requests (i.e. double booth, premium placement, exhibitors you would like to be near or separated from):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\*Limited to one exhibitor.

Please fax to Karen Hicks at (202) 552-5868. PVP Suppliers should fax to Beverly Daniel at (972) 910-6699.

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