

THE **340B** COALITION



Sixth Annual 340B Coalition Winter Conference

Co-hosted by Apexus/340B Prime Vendor Program

Exhibitor Prospectus

February 1 - 3, 2010

***Hyatt Regency San Francisco
5 Embarcadero Center
San Francisco, CA 94111***

www.340Bwinterconference.org

THE **340B** COALITION

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Welcome to the Sixth Annual 340B Coalition Winter Conference, co-hosted by Apexus/340B Prime Vendor Program (PVP). The conference will be held at the Hyatt Regency San Francisco on February 1 – 3, 2010.

The 340B Coalition is a coalition of 11 national associations that represent hospitals, community health centers, hemophilia treatment centers, 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 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 this growing sector of the health care market.

Pricing Information

Regular Rates

(Not applicable to SNHPA Corporate Partners and Apexus/PVP Suppliers)

Premium Level	Standard Level	Refreshment Break Level
\$5000 before Jan. 4, or \$5500 after Jan. 4	\$3500 before Jan. 4, or \$3850 after Jan. 4	\$2300 before Jan. 4, or \$2530 after Jan. 4

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 Karen Hicks at karen.hicks@snhpa.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	Premium Level	Standard Level	Refreshment Break Level
SNHPA Platinum/Gold Partner <i>and</i> Apexus/PVP Supplier	\$2750 before Jan. 4, or \$3025 after Jan. 4	\$1925 before Jan. 4, or \$2117 after Jan. 4	\$1265 before Jan. 4, or \$1391 after Jan. 4
SNHPA Platinum or Gold Partner Only	\$3000 before Jan. 4, or \$3300 after Jan. 4	\$2100 before Jan. 4, or \$2310 after Jan. 4	\$1380 before Jan. 4, or \$1518 after Jan. 4
SNHPA Silver Partner <i>and</i> Apexus/PVP Supplier:	\$3500 before Jan. 4, or \$3850 after Jan. 4	\$2450 before Jan. 4, or \$2695 after Jan. 4	\$1610 before Jan. 4, or \$1771 after Jan. 4
SNHPA Silver Partner Only:	\$3750 before Jan. 4, or \$4125 after Jan. 4	\$2625 before Jan. 4, or \$2887 after Jan. 4	\$1725 before Jan. 4, or \$1897 after Jan. 4
Apexus/PVP Supplier Only:	\$4250 before Jan. 4, or \$4675 after Jan. 4	\$2975 before Jan. 4, or \$3272 after Jan. 4	\$1955 before Jan. 4, or \$2150 after Jan. 4

Benefits - Premium Level

- Display in exhibit area adjacent to conference
- Full page black & white advertisement in conference program*
- Three complimentary registrations for staff
- Special recognition as premium exhibitor during general session
- Name and logo posted adjacent to a reception or lunch event
- Pre- and post-conference email to attendees

Benefits - Standard Level

- Display in exhibit area adjacent to conference
- Half page black & white advertisement in conference program*
- Two complimentary registration for staff
- Name and logo posted adjacent to a breakfast event
- Pre- or post-conference e-mail to attendees

Benefits - Refreshment Break Level

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

- Quarter page black & white advertisement in conference program*
- Name and logo posted adjacent to a refreshment break event
- One complimentary registration for staff

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

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

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Additional Visibility and Marketing Opportunities!

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

- Flash Memory Drive: **\$3500**
- Hotel Room Key Cards: **\$3000**
- “Grocery Bag” 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 exhibitors)

Flash Memory Drive (\$3500)

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):

Put your company in the hands of all attendees! Each attendee staying at the Hyatt Regency San Francisco will receive two hotel room key cards displaying your company’s logo. Exhibitor has the option to design the key card within hotel specifications.

“Grocery Bag” Registration Package (\$2000):

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 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. 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 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 (\$300):

With this benefit 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.

[Sign Up Now!](#)

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Exhibitors Materials & Kit

Exhibitors will display in Grand Ballroom A. 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 Karen Hicks at karen.hicks@snhpa.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:

(Premium Level)

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:

(Standard Level)

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:

(Refreshment Break Level)

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 15, 2010. Please submit conference program advertisement to Karen Hicks at karen.hicks@snhpa.org.

E-mail Advertisement

Premium and standard level exhibitors have the opportunity to advertise directly to conference attendees via pre and/or post e-mail communications. 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. Premium level exhibitors are entitled to pre- and post-conference ads. Standard level exhibitors are entitled to one ad. 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 email advertisement: January 15, 2010. Please submit email 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.
PVP Suppliers should contact Beverly Daniel at bdaniel@340bpvp.com or 972-910-6616.**

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Exhibit Schedule

Installation:

Monday (February 1, 2010)
9:00 a.m. – 12:00 p.m.

Exhibiting Hours:

Monday (February 1, 2010): 12:00 p.m. – 5:00 p.m.

Tuesday (February 2, 2010): 7:00 a.m. – 5:00 p.m.

Exhibitor Forum and Networking Opportunity: 10:45 a.m. – 11:30 a.m. (Time subject to change.)

Exhibitor Forum and Networking Opportunity: 3:00 p.m. – 3:45 p.m. (Time subject to change.)

Wednesday (February 3, 2010): 7:00 a.m. – 10:00 a.m.

Dismantling:

Wednesday (February 3, 2010): 10:00 a.m.

All displays must be removed from the Grand Ballroom A after the conference adjourns on Wednesday, February 3 at 12:30 p.m. Please [click here](#) for a copy of the *Conference Agenda*.

Table Top Exhibitor Services

[Click here](#) to download the order form for telephone services, electrical services, audio visual equipment, and package handling details. **All orders and payment should be submitted directly to the Hyatt Regency San Francisco** as directed on the form. Electrical orders must be received on or before **January 18, 2010** (fourteen (14) days prior to the start date of the conference). Payments made after January 18, 2010 may incur additional charges. Payment must be made by credit card.

Shipping

*All exhibiting materials should be shipped to:

Hyatt Regency San Francisco
5 Embarcadero Center
San Francisco, CA 94111

Sixth Annual 340B Coalition Winter Conference , Feb 1-3, 2010

Exhibitor Company Name, On-site Contact

Attn: Please deliver to 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 29, 2010**. The hotel will store packages only three (3) days prior to the start date of the conference. Please note that all package handling fees at the Hyatt Regency San Francisco will be the responsibility of the exhibitor. Please see the [table top exhibitor services form](#) for package handling fee information.

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 Karen Hicks at karen.hicks@snhpa.org or 202-552-5854.
PVP Suppliers should contact Beverly Daniel at bdaniel@340bpvp.com or 972-910-6616.**

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Hotel Reservation Information

Hyatt Regency San Francisco
5 Embarcadero Center
San Francisco, CA 94111

Reservations: 415-788-1234 or 800-233-1234

Fax: 415-398-2567

Discounted Rate: \$174.00 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 9, 2010.**

Deadlines

Cancellation deadline/last day to request refund: January 4, 2010

Hotel reservation: January 9, 2010

All conference program advertisements: January 15, 2010

All e-mail advertisements: January 15, 2010

Logos for conference program, signage, and e-mail advertisements: January 15, 2010

Telephone/electrical services, audio visual equipment order submitted to the Hyatt Regency SF: January 18, 2010

Package handling order submitted to the Hyatt Regency SF: January 18, 2010

Payment and Refund Policy

No refunds will be payable for cancellations received after January 4, 2010. Exhibitors will be responsible for all invoiced fees after this date. **All payments must be received prior to the conference.**

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

We look forward to seeing you in San Francisco!

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

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

Please check all that apply:

Exhibitor Level

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

Added Benefits

- Flash Memory Drive \$3500*
- SOLD** Hotel Room Key Cards \$3000*
- Registration Package \$2000*
- SOLD** 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 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 January 15, 2010.
PVP Suppliers should fax their form to Beverly Daniel at (972) 910-6699.

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