



340B Coalition Summer Conference

July 10-12, 2023 • National Capital Region



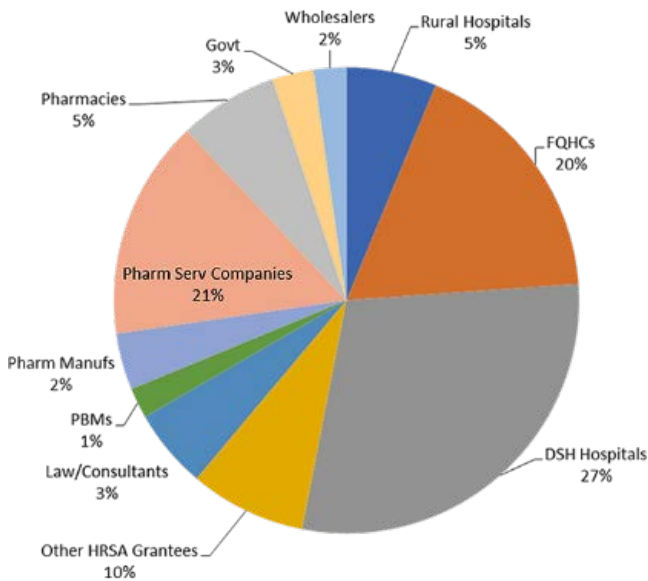
Exhibitor Prospectus & Sponsorship Guide

Reach thousands of leading healthcare professionals!

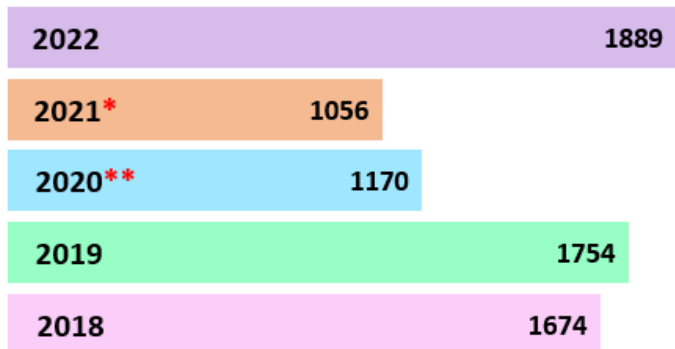
The 340B Coalition invites you to exhibit at the 340B Coalition Summer Conference taking place July 10-12 at the Gaylord National Harbor. Take advantage of the great marketing and networking opportunities at the nation’s most well attended and respected venue for stakeholders to hear the latest on 340B program developments and implementation!

WHO ATTENDS?

Pharmacists and other clinicians, hospital and health center executives, federal, state, and local government officials, GPO's, wholesalers, drug company decision makers and other leading health care professionals. Attendees most commonly work in nonprofit hospitals and health systems, of which nearly 40% are directors or assistant directors. 66% of attendees are covered entities representing the largest hospitals/health systems and community health centers to the smallest clinics.



Attendance by Stakeholder Categories



*Fully virtual

**Pandemic impacted attendance

In-Person Attendance Increase by Year

Reserve your exhibit space today! Robin.Hayes@340bhealth.org or 202-552-5856



WHY EXHIBIT?

Don't miss out on this opportunity to meet with hundreds of pharmacists and other clinicians, hospital and health center executives, federal, state, and local government officials, GPOs, wholesalers, drug company decision makers and other leading health care professionals in attendance at this conference. Make connections and join attendees for plenary sessions, roundtables, and the largest exhibitor forum for 340B networking. There are many exciting exhibition options as well as sponsorship opportunities to promote your company's products and services.

- Reach pharmacists, other clinicians, hospitals, and health center executives.
- Sponsorship opportunities tailored to fit your needs.
- Face-to-face networking with **340B decision makers** between sessions and during networking opportunities (breaks, receptions, and meals)
- Ability to develop leads and grow your network.
- Expanded visibility to 340B stakeholders through the conference website and communications.
- Give yourself an edge and improve the bottom line with opportunities to fit your needs.
- Connect with **leading health care professionals from all 50 states plus the District of Columbia, Puerto Rico, the Virgin Islands, and Guam.**
- Over 20 groups of attendees are represented from the 340B community.
- Reconnect and strengthen existing relationships and build new ones.
- Access to participant list **in advance** on a weekly basis starting the week of June 5, 2023 (does not include contact information).

**Partners at the Pinnacle and Diamond level will receive contact information for attendees that have opted in to share their information preceding the conference.*

- Exhibiting at both 340B Coalition Conferences earns you significant **priority points** towards future space selection.

EXHIBIT BOOTH RATES

	Partners	Regular
Early-Bird	\$7,475	\$11,500
Advanced	\$7,995	\$12,300
Small Nonprofit Rate	-\$4,500	

Additional Cost for the following:
Booth Inline Corner Fee - \$350
Booth Island Corner Fee - \$1,600

Early bird booth registration ends Friday, May 26

EXHIBITOR FEES INCLUDE:

Badges: Three (3) complimentary per 10x10 booth; unlimited additional badges for \$965/each

Booth Includes: One (1) 6'x30" table, two (2) chairs, one (1) wastebasket, one (1) ID sign, backwall & siderail drape.

Conference Mobile App: Company logo, booth number, preferred landing page, Twitter handle, company services, description, and sales contact information listed.

Conference Website: Company detail page, including company name, description, booth number, website, Twitter handle, company services and sales contact, accessed by clicking on logo featured on exhibit page.

Email Acknowledgement: Pre-and-post conference email acknowledgement to all conference attendees

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IMPORTANT DATES

Exhibit Hall Hours

Monday, July 10

- 7:00 AM – 8:15 AM (Networking Break)
- 9:30 AM – 10:30 AM (Networking Break)
- 11:45 AM – 12:45 PM (Networking Lunch)
- 3:00 PM – 4:00 PM (Networking Break)
- 5:15 PM – 6:15 PM (Evening Reception)

Tuesday, July 11

- 7:15 AM – 8:30 AM (Networking Breakfast)
- 10:00 AM – 11:00 AM (Networking Break)
- 12:15 PM – 1:45 PM (Networking Lunch)
- 3:00 PM – 4:00 PM (Networking Break)

Wednesday, July 12

- 6:45 AM – 8:00 AM (Networking Breakfast)
- 9:45 AM – 10:45 AM (Networking Break)

Important Dates

Friday, May 26

- Early bird booth registration ends
- Final day to submit cancellation for 50% refund

Wednesday, July 3

- **Booth payment due**

Exhibit Installation/Move-In

Sunday, July 9 7:00 AM – 10:00 PM

Exhibitor Dismantle/Move-Out

Wednesday, July 12 11:00 AM – 4:00 PM

Sponsorship Opportunities

Increase your exposure with a wide range of sponsorship opportunities offered to help you make an impact on attendees. The key to success is to take steps to boost your investment, enhance your visibility, and stand out from the competition. Whether your goal is branding, lead generation, market visibility, or all three – you want to help drive solid traffic to your booth. With that in mind, prime sponsorship opportunities are available, designed to increase your exposure and help you exceed your targets for the conference.

Companies that are corporate partners of 340B Health receive discounts based on their level of partnership. For a list of 340B Health's partners, click [here](#).

EXCLUSIVE OPPORTUNITIES

Set yourself apart by being the sole sponsor of one of the following opportunities! Each company that purchases these opportunities will receive recognition in the mobile app, and pre/post acknowledgement emails to attendees.

AGENDA AT A GLANCE FOLD OUT: ~~\$3,500~~ SOLD

Full page ad will mark the back of the fold out agenda and will be included in every registration bag.

AISLE SIGNS: ~~\$6,000~~ SOLD

Your logo will be displayed on all aisle signs within the exhibit hall ensuring that attendees see your branding as they navigate through the aisles. Sponsorship includes one (1) sign in each aisle.

CONFERENCE AMBASSADORS: ~~\$5,000~~

Ambassadors will help to guide 340B attendees around the exhibit hall and acts as conference resources as they answer questions about the mobile app, the conference wi-fi, and much more. *(Sponsorship includes sponsor branded shirts ambassadors will wear)*

CONFERENCE BADGES & LANYARDS: ~~\$8,500~~ SOLD

Sponsor's logo, along with the 340B Coalition logo, will be featured on every lanyard, and the sponsor's custom text/logo on the back of every badge handed to attendees during registration.

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CONFERENCE MOBILE APP: \$10,000 SOLD

Generate interest before, during, and after the conference by placing your company logo on the splash page of the mobile app. To maintain continuing education compliance, this sponsorship is restricted to certain company types that have not been identified as ineligible by our ACPE Continuing Education standards. Purchase is subject to approval.

CONFERENCE REGISTRATION TOTE BAGS: \$8,000

Company logo featured along with the 340B Coalition logo on the front of the bag. Handed to every attendee during registration.

DIGITAL AGENDA: \$4,000

Create a custom banner to be featured next to a scrolling conference agenda that will be played on a large screen in the registration area throughout the conference duration.

HOTEL KEY CARDS: \$8,500 SOLD

Company logo and/or branding featured on the front-and-back of the card along with the 340B Coalition logo. Provided to each attendee during check-in at the Gaylord National Harbor.

LEVEL 1 PASSPORT PRIZE – WINTER '24 CONFERENCE REGISTRATION + AIRFARE: \$2,500 SOLD

One lucky attendee will win registration plus roundtrip airfare to attend the 340B 2024 Coalition Winter Conference in San Diego, CA. Sponsorship includes a push notification prior to the afternoon refreshment break on 07/11, plus the inside front cover of the passport booklet.

LEVEL 2 PASSPORT PRIZE – Marriott Gift Card: \$1,500 SOLD

One lucky attendee will win a Marriott Gift Card to be used at the Gaylord National Harbor for the 340B Coalition Summer Conference 2024. Sponsorship includes a push notification prior to the start of conference.

LOGO HAND SANITIZER: \$4,000 SOLD

Logo and/or branding on hand sanitizer included in every registration bag.



PROFESSIONAL DEVELOPMENT WORKSHOP SESSION: \$5,000

Company logo will be placed on signage. Sponsors may also place materials on a table outside the session room for attendees.

WI-FI ACCESS: \$10,000 SOLD

Your support allows attendees to enjoy free wireless Internet throughout the meeting rooms and registration area (*does not include the exhibit hall*). Company logo will be featured on information signage at the registration desk and the mobile app.

PODCAST BOOTH: \$5,000

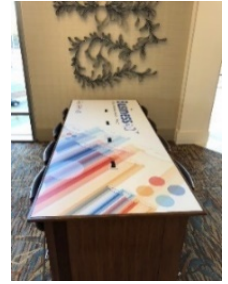
Support the award-winning 340B Insight podcast's booth located inside the exhibit hall. Attendees will be able to see live podcast recordings. Sponsorship will feature logo in/around the podcast booth area. **Add on a podcast episode sponsorship for an enhanced fee of only \$1,750 – typically priced at \$2,750. Savings of \$1,000!!**

MULTIPLE OPPORTUNITIES

Every company that purchases one of these opportunities will receive a sponsorship ribbon at registration plus recognition in the mobile app, and pre/post acknowledgement emails to attendees.

CHARGING STATION \$4,000 (2 available)

These charging stations are widely used by all attendees and your logo and/or branding will be viewable as they plug in their devices. The charging stations will be located in high traffic areas near the exhibits and meeting spaces.



CONFERENCE DAILY BRIEFING EMAIL BANNER: ~~\$600 (3 available)~~ **SOLD**

Keep your company at the forefront with a custom banner ad featured on the daily briefings sent to all conference attendees every morning for the duration of the conference. Choose one of the following days: ~~7/10~~ **SOLD**, ~~7/11~~ **SOLD**, or ~~7/12~~ **SOLD**

*Limited to 1 per sponsor

CONFERENCE REGISTRATION BAG INSERTS: \$800 (10 available)

Increase your company's visibility with a logo and/or branding on either flyer or insert inside the conference registration bags. Inserts are subject to approval by 340B Health staff.

EVENING RECEPTION: \$8,000 (2 available)

Give attendees a night to remember by sponsoring the evening reception on Monday, July 10! Your company logo will be front and center by including branded party favors and/or napkins for the bars. Sponsors will receive a push notification prior to the reception as well as the company logo featured on the conference agenda.

(Sponsor is responsible for providing branded party favors and/or napkins)

PRESIDENTIAL SUITES: ~~\$3,500 (2 available)~~ **SOLD**

These spacious suites with master bedroom include a king bed with lavish views and ornate furnishings. They include a dining area for 10 guests, built-in bar, granite countertop wet bar with seating, refrigerator, and ice maker. These suites provide the perfect opportunity to entertain guests in a warm reception. The suites will be available **Saturday, July 8 – Wednesday, July 12.**

PUSH NOTIFICATIONS: \$800

Encourage attendees at the conference to visit your booth with your branded message. Choose to send your message during one of the following day/times: ~~7/10 6:45 AM~~ **SOLD**, ~~7/10 9:15 AM~~ **SOLD**, ~~7/10 11:30 AM~~ **SOLD**, ~~7/10 2:45 PM~~ **SOLD**, ~~7/11 7:15 AM~~ **SOLD**, ~~7/11 9:45 AM~~ **SOLD**, ~~7/11 12:00 PM~~ **SOLD**, ~~7/11 2:45 PM~~ **SOLD**, ~~7/12 6:45 AM~~, ~~7/12 9:15 AM~~ **SOLD**

*Limited to 2 per sponsor

RELAXATION LOUNGE: \$6,500 (2 available)

Support the popular lounge areas placed in high traffic areas and capture the attention of the attendees while they rest between sessions. *(Fee includes branding and chairs)*

360 VIDEO BOOTH: \$2,000 daily or \$4,000 exclusively

Looking for a new interactive way to engage attendees and draw traffic to your booth? Consider the 360-rotating booth! Attendees will come up and stand on the platform while a camera mounted to a rotating arm captures them in a 360-degree angle. It creates a high-resolution video for attendees to share instantly that will be branded with your company logo. This booth brings fantastic all-angle moving content to attendees!



VIP DEMOS: \$3,000 (12 available)

Invite attendees to be the first to see your new product or service in a private meeting room located in the conference space.

*Limited to 1 per sponsor

CHERRY BLOSSOM SIGN COVER (double-sided): \$1,500

Your branding will be displayed above the centrally located Cherry Blossom terrace for all attendees to see as they travel between sessions. All attendees will walk through this area as they move from the hotel to the convention center at the Gaylord.



CHERRY BLOSSOM PLANTER COVER (all 4 sides): \$2,600

Place your branding on beautiful planters, located throughout the centrally located Cherry Blossom terrace for attendees to enjoy. All attendees will walk through this area as they move from the hotel to the convention center at the Gaylord.

MARYLAND FOYER WINDOW CLING: \$3,000 each

Place your branding at the entrance to the Maryland Ballroom pre-function space. The Maryland Ballroom is used for all keynote and general sessions which will see high attendee traffic.

MARYLAND FOYER MIRROR CLING: \$1,500

Place your branding on mirrors in the hallway leading to the sessions located in the Maryland space.

NATIONAL HARBOR STAIR RISER: \$15,000 SOLD

Feature your branding on stairs attendees use to move between sessions. These stairs are the primary focal point while traveling from the hotel to the convention center.



NATIONAL HARBOR ESCALATOR CLING: \$7,000

Branding will be front-and-center as attendees ride escalators between meeting space floors during the conference. Located alongside the National Harbor stairs, these are a prime location for viewing and are a main focal point.



ELEVATOR WRAP: \$4,000

Place your branding in a highly visible space as attendees wait and ride elevators between meeting space floors and the exhibit hall.



DIGITAL RETARGETING – BASIC: \$3,750

Target 340B Health site visitors and reach them with ads wherever they go online. By showing relevant, targeted ads to past site visitors, you increase brand awareness and drive online engagement with your ideal customer. **Boost your impact:** reach visitors to any 340B Health website as well as conference attendees before, during, and after the conference. Includes **100,000** guaranteed views over 3 months.

DIGITAL RETARGETING – STANDARD: \$6,250

Target 340B Health site visitors and reach them with ads wherever they go online. By showing relevant, targeted ads to past site visitors, you increase brand awareness and drive online engagement with your ideal customer. **Boost your impact:** reach visitors to any 340B Health website as well as conference attendees before, during, and after the conference. Includes **200,000** guaranteed views over 3 months.

DIGITAL RETARGETING – PREMIUM: \$8,750

Target 340B Health site visitors and reach them with ads wherever they go online. By showing relevant, targeted ads to past site visitors, you increase brand awareness and drive online engagement with your ideal customer. **Boost your impact:** reach visitors to any 340B Health website as well as conference attendees before, during, and after the conference. Includes **400,000** guaranteed views over 3 months.

Passport Scavenger Hunt

Reserve your exhibit space today! Robin.Hayes@340bhealth.org or 202-552-5856

The Passport scavenger hunt will not only be fun for participants, but will increase traffic flow, and ultimately generate business opportunities. Participating sponsors will receive stickers supplied by the 340B Coalition to place in attendee passport booklets on their corresponding page. Attendees will be encouraged to learn about participating sponsors through promotional pre-conference emails. Onsite, attendees will find participating sponsors using the exhibit floor plan available in the conference mobile app.

Participating sponsors will receive the following benefits with this opportunity:

- Passport stickers at their booth
- Sponsor highlight on the exhibit hall mobile app floor plan
- Recognition in the mobile app and pre/post conference attendee emails
- Sponsor ribbon at registration
- Acknowledgement of sponsorship during prize drawing session

Passport Levels: Companies *must* sponsor one of the levels below to participate in the scavenger hunt. (Prizes will be purchased and distributed by the 340B Coalition)

- **Level 1:** Please see description in Exclusive Opportunities
- **Level 2:** Please see description in Exclusive Opportunities
- **Level 3:** iPad Mini (\$900) *
- **Level 4:** Kindle Paperwhite (\$350) *
- **Level 5:** \$100 Amazon Gift Card (\$140) *
- **Level 6:** \$50 DoorDash Gift Card (\$70) *

**Unlimited opportunities available*

Charity Fun Walk



At our most recent in-person conference, we once again saw incredible support from our sponsors, which helped us raise over \$10,000 for our partner, Hyacinth's Place! Help us surpass this amount by being a Premier Level or Supporter Level sponsor at our annual charity fun walk. All sponsors will be featured on the [charity fun walk page](#) and will receive recognition in the opening and closing remarks, the mobile app, and the pre/post acknowledgement attendee emails.

Note: All sponsorships requests are due by 5/26/2023 to ensure logo placement on t-shirts. Corporate Partner discounts do not apply. All proceeds are donated to the charity partner.

PREMIER LEVEL SPONSOR: \$1,000

- Large company logo included at the top of the walk shirt
- Two (2) complimentary walk registrations

STANDARD LEVEL SPONSOR: \$500 (Unlimited opportunities available)

- Company logo included on the walk shirt
- One (1) complimentary walk registration

Reserve your exhibit space today! Robin.Hayes@340bhealth.org or 202-552-5856

ABOUT THE ORGANIZERS

The [340B Coalition](#) is a coalition of 13 national associations that represent hospitals, community health centers, clinics, AIDS service providers, and other health facilities participating in the federal 340B drug discount program:

- For information on exhibiting, please contact Robin Hayes at robin.hayes@340bhealth.org
- For information on sponsorship, please contact Rita Yang at rita.yang@340bhealth.org