

MARKETING SPECIFICATIONS

340B Health expects all materials submitted for the 340B Summer Conference to represent the spirit of the [Principles of Program Stewardship](#), to protect the integrity of the program, and to encourage use of the program in a manner that advances the interests of entities' vulnerable patients. *For any ads to be placed in the program book (includes inside front cover, inside back cover, back cover, and full page color ads), we specifically request that you review your proposed advertisement in connection with the [Principles](#) prior to submission. 340B Health has the right to review all submissions and make changes/suggestions if the content does not meet the requirements of the Principles. Advertisements that do not reflect the spirit of the Principles will not be included in the 340B Coalition conference program.* If you have any questions, please contact [Lee-Anne Gabrielli](#) at (202) 552-5856.

Conference Program Book & Website

Type	Size	Resolution	File Format	Appearance	Submission Deadline
Company Logo	260px x 115px	300 dpi or higher	PNG, JPEG, or EPS	Transparent background	Final due May 4
Full page Advertisement* <i>*Available as a sponsorship opportunity for \$1,000</i>	8"w x 10.75" h	300 dpi or higher	PNG, JPEG, or EPS	Color	Review due May 28 Final due June 15

Conference Attendee Emails

- One-to-two short paragraphs of text only about company and services provided
- Company website or desired landing page
- Booth number
- Company social media information
- Main sales contact information
- Submission deadline(s): **Draft for review – May 31; Final due – June 15**

Conference Bag Inserts

- Submit proof of item for review by **May 31** (item examples: pen, stylus, eye glass/screen cloth, flash drive, half-page (8"w x 5"h) flyer, back-and-front in color or black-and-white)
- Order 1,300 copies
- Ship to arrive by **Friday July 6** to the following:
 - ATTN: Lee-Anne Gabrielli
340B Coalition Conference c/o Jennifer LoPiano-Gillespie
Omni Shoreham Hotel
2500 Calvert Street NW
Washington, DC 20008
Phone: 202-756-5135

Push Notifications

- Clickable title: 180 character limit, no special characters except apostrophes
- Body of the notification: One short paragraph that can include hyperlinks
- Submission deadline: **June 25**

Mobile App Banner Ads

- Sizes:
 - Phones: 480x50 px
 - Tablets: 800x66 px
- File formats: PNG, JPEG, GIF only
- Submission deadline: **June 25**

Company Specialties/Services

- Listed in the program book & mobile app individually and by category
- Submission deadline: **May 31**