



340B
COALITION

WINTER CONFERENCE

EXHIBITOR PROSPECTUS

san diego, california 2019



Reach 1600+ leading healthcare professionals!



The 340B Coalition invites you to exhibit at the 340B Coalition Winter Conference taking place January 30 – February 1, 2019 at the Hilton San Diego Bayfront in San Diego, CA. 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!

WHY EXHIBIT?

The 340B Coalition Winter Conference is your opportunity to promote your company's services and products to more than 1,600 healthcare professionals who are part of the public conversation on how 340B serves patients, supports safety-net providers, and benefits the community. Make connections and join attendees for plenary sessions, small group discussions, and the largest exhibitor forum for 340B networking!

- Face-to-face networking with **340B decision makers** in between sessions, including an evening reception
- Ability to develop leads and grow your network
- Extended visibility to 340B stakeholders through the conference website and communications
- Give yourself an edge and improve the bottom line with multiple sponsorship opportunities

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BECOME AN EXHIBITOR! lee-anne.gabrielli@340bhealth.org or 202-552-5856 | www.340bwinterconference.org

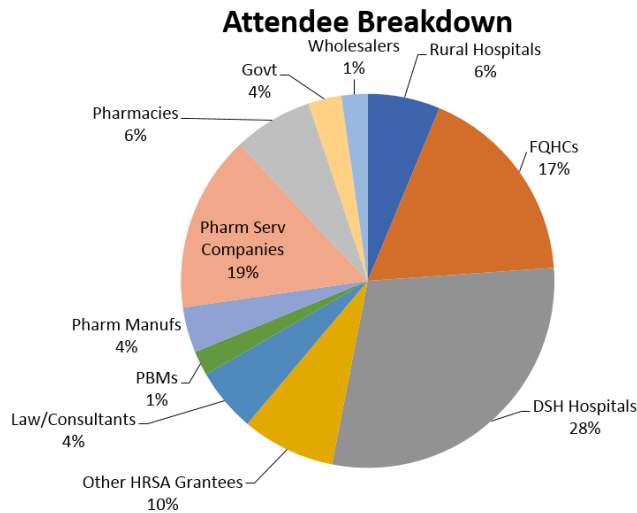
WHO ATTENDS?

Hundreds of 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. All 340B entities attend (66%), from the largest hospitals/health systems and community health centers, to the smallest clinics. Total expected attendance is over 1,600.

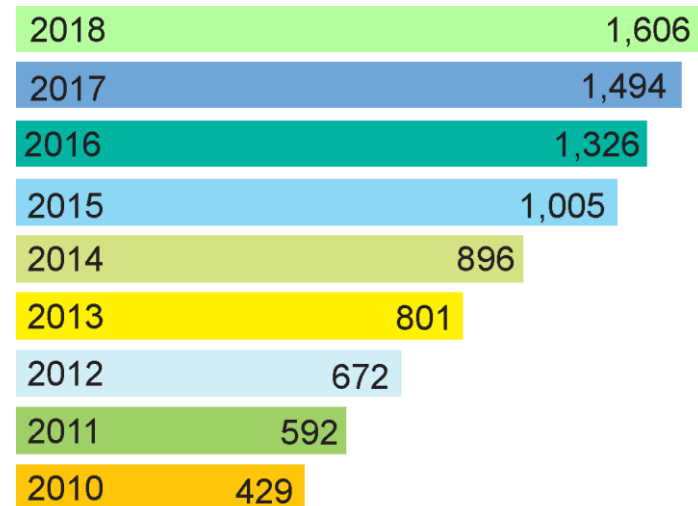
TOP REASONS TO EXHIBIT

- Connect with **1,600+ leading health care professionals from all 50 states plus Puerto Rico and the Virgin Islands**
- Ample opportunity for introduction of products and services - **over 4 hours** of interactions dedicated to exhibitors
- Over 20 groups of attendees are represented from the 340B community with covered entity to exhibiting company **ratio of 3:1**
- Access to attendee list **in advance**
- Exhibiting at both 340B Coalition Conferences earns significant priority points towards future space selection.

Attendance by Stakeholder Categories:



Attendance Increase by Year:



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BECOME AN EXHIBITOR



Exhibit Space Rates

10x10 Booths		
	Partners	Regular
Early-bird*	\$5,950	\$8,500
Advanced	\$6,510	\$9,300

*Early bird booth registration ends Wednesday, December 19

**100% booth & sponsorship payment due Wednesday, January 16

NOTE: During payment, a credit card will result in 100% payment at time of checkout. Choosing to pay later will generate an invoice.

Exhibit Fees Include

Badges

- ❖ Three (3) complimentary per booth; unlimited additional badges for \$850/each

Booth Supplies

- ❖ One (1) 6'x30" table, two (2) chairs, one (1) wastebasket, one (1) ID sign, backwall & siderail drape, carpet

Conference Program Book & Mobile App

- ❖ Company logo, booth number, preferred landing page, Twitter handle, company services, description, and sales contact information included

Conference Website

- ❖ Company logo featured on exhibit page

Email Acknowledgement

- ❖ Pre-and-post conference email acknowledgement to all conference attendees

Exhibit Hall Schedule*

Move-In

Tuesday, January 29: 7:00 am – 10:00 pm

Wednesday, January 30: 7:00 am – 11:30 am

Exhibit Hall Hours**

Wednesday, January 30

- 11:45 am – 1:30 pm (lunch)
- 2:45 pm – 3:45 pm (break)
- 5:15 pm – 5:30 pm (break)

Thursday, January 31

- 7:00 am – 8:00 am (breakfast)
- 10:00 am – 11:00 am (break)
- 12:15 pm – 1:30 pm (lunch)
- 2:45 pm – 3:45 pm (break)
- 5:15 pm – 6:30 pm (opening reception)

Friday, February 1

- 8:00 am – 9:00 am (breakfast)
- 10:00 am – 11:00 am (break)

Move-Out

Friday, February 1: 11:00 am – 2:00 pm

*Days and hours subject to change

**While certain times will be busier than others, exhibitors are

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BEYOND THE BOOTH

Sponsorship – Set Yourself Apart and Help Drive Traffic to Your Booth!

The key to success is to take steps to maximize 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.

Passport Scavenger Hunt – Put Your Booth on the “Map”

This fun and challenging activity will encourage attendees to study the floor plan and participating exhibitors prior to the conference. This new format will be sure to get attendees excited about navigating the exhibit hall and interacting with exhibitors! For more information, view the [sponsorship opportunities](#).

VIP Demos

Invite attendees to a designated meeting room for one-hour demonstrations during conference refreshment breaks. To learn more or sign up for a VIP Demo, please [click here](#).

ABOUT THE ORGANIZERS

The [340B Coalition](#) is a coalition of 12 national associations that represent hospitals, community health centers, clinics, AIDS service providers, and other health facilities participating in the federal 340B drug discount program:

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