



**340B  
2020**

**340B COALITION  
WINTER CONFERENCE  
FEB. 10–12 | SAN DIEGO, CA  
MARKETING SPECIFICATIONS**

All materials submitted for the 340B Coalition Winter Conference must further the educational purpose of the conference by providing an atmosphere conducive to exchanging information and views in a professional manner about pharmacy practice, healthcare and other matter relevant to attendees. **The 340B Coalition reserves the right to review all submissions and make changes/suggestions if the content does not encourage the use of the 340B program in a manner that advances the interests of covered entities' vulnerable patients. Materials that do not meet the requirements set forth by the 340B Coalition will be rejected for use and/or distribution during the 340B Coalition Winter Conference.** If you have any questions, please contact [Lee-Anne Gabrielli](#), Senior Manager Partnerships and Exhibits, 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 10/31
Full page Advertisement* <i>*Available as a sponsorship opportunity for \$1,200</i>	4"w x 9"h	300 dpi or higher	PNG, JPEG, or EPS	Color	Draft due 01/10 Final due 01/17 <i>(Ads received after this date will not be included in the program book)</i>

### 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 – 01/10; Final due – 01/17**

### Company Specialties/Services

- Listed in the program book & mobile app individually and by category
- Submission deadline: **01/10**

### VIP Demo

- Topic, speaker (if applicable), and a short description (one-to-two sentences)
- Submission deadline(s): **Draft for review – 01/10; Final due – 01/17**

### Conference Bag Inserts *(eg: pen, stylus, glass/screen cloth, flash drive, half-page (8"w x 5"h) flyer)*

- Proof submission deadline: **01/10**
- Order 1,400 copies
- Shipping instructions: Send to arrive by **02/04** to the following:  
ATTN: Lee-Anne Gabrielli  
Exhibiting Company Name/Booth #  
2020 340B Coalition Winter Conference\  
c/o Alliance Exposition / Old Dominion Freight  
9850 Olson Dr, Ste A  
San Diego, CA 92121

### 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(s): **Draft for review – 01/10; Final due – 01/17**

### Mobile App Banner Ads

- Sizes:
  - Phones: 480x50 px
  - Tablets: 800x66 px
- File formats: PNG, JPEG, GIF only
- Submission deadline(s): **Draft for review – 01/10; Final due – 01/17**

### Kiosk Half Banner Ads

- Size: 450w x 600h
- File format: JPEG only
- Resolution: 72 dpi
- Submission deadline(s): **Draft for review – 01/10; Final due – 01/17**

### Conference Daily Briefing Banner Ad

- Size: 600w x 100h
- File formats: PNG or JPEG only
- Resolution: 72 dpi
- Submission deadline(s): **Draft for review – 01/10; Final due – 01/17**