



340B
2021

340B Coalition
Winter Conference

340B VIRTUAL: A powerful digital educational experience for attendees and exhibitors/sponsors

We are excited to bring you the 340B Coalition Winter Conference: a far-reaching conference experience that will deliver the same great content and connections! The 340B Coalition national conferences play a vital role as the primary educational source and our virtual conference will still be the main space for stakeholders to not only hear the latest information on 340B program developments, but to also learn, network, and share best practices with their peers.

Why Exhibit and/or Sponsor at 340B VIRTUAL?

Access

Connect with more than **1,000 anticipated attendees!** The 340B Coalition Winter Conference will deliver a full agenda with the latest information on manufacturer updates, COVID-19, compliance, advocacy, and research. **Attracting more attendance due to virtual nature.**

Engagement

340B VIRTUAL will provide many **LIVE opportunities to engage** with attendees – video chat, scheduled meet-and-greets, scavenger hunt, Q&A, polling, and analytics. Present your custom message to attendees through [Vendor Demos](#) and [Connection Chats!](#)

Analytics

340B VIRTUAL is complete with comprehensive analytics for exhibitors and sponsors to collect those ever-important leads. Just as you would while onsite, your virtual booth can provide you with detailed information on attendees that visit your booth or view your sponsored content. As an exhibitor/sponsor, you will have access to a portal where you can pull the following analytics:

- [Live attendee impression tracking](#) (, full name, title, company, mailing address, email, phone, stakeholder category, booth views, content views, info requests, likes.)
- [Request information button](#) so attendees can submit a request or comment and exhibitors can personally follow up at any time regardless of whether they are present at their booth
- [Easy exportable excel reports](#) for attendee impression tracking and information requests

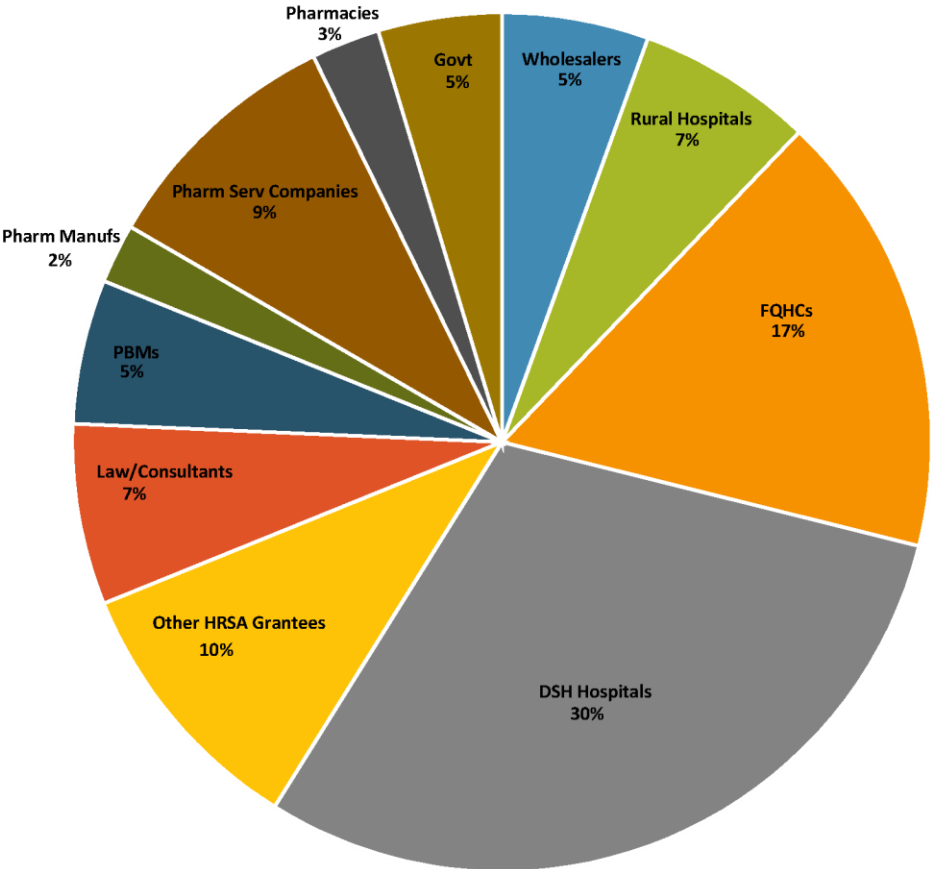
Content

340B VIRTUAL will provide live and on-demand opportunities to present educational content and product/service content directly to attendees. This content will be available in the meeting platform for 90 days post-conference, giving attendees an opportunity to earn additional CE credits. This will allow your sponsored content to reach a broader market for a longer period of time.

Who Attends?

Pharmacists, 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 from the largest hospitals/health systems and community health centers, to the smallest clinics.

Attendee Demographics by Stakeholder Category:



Attendee Demographics by Region:

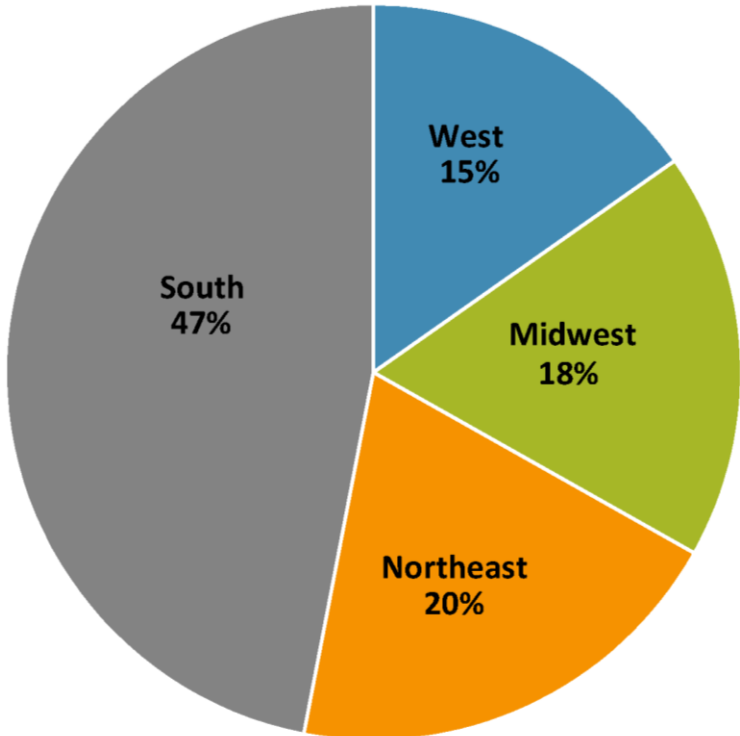


Exhibit at 340B VIRTUAL

The Expo-Connect Center is designed for companies or organizations that want to engage with pharmacists, clinicians, hospital and health center executives, federal, state, and local government officials, GPOs, wholesalers, drug company decision makers and other leading health care professionals that attend this virtual conference.

Rates:

- ❖ Partners: \$1,625
- ❖ Regular: \$2,500

Benefits:

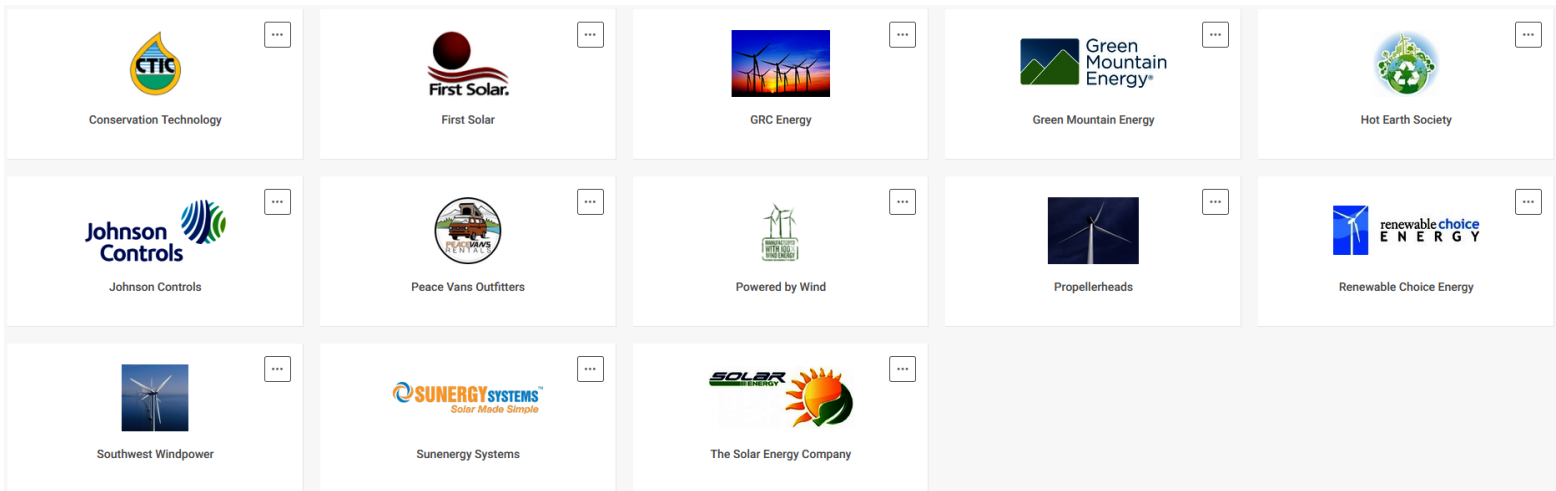
- ❖ Video chat
- ❖ Header banner
- ❖ Two (2) complimentary badges plus unlimited additional badges at \$650 each
- ❖ Company logo and name visible in the hall and within the space (see below)
- ❖ Company description
- ❖ Company services & specialties
- ❖ Embedded videos
- ❖ Website and social media links
- ❖ Unlimited marketing file uploads (PDFs, brochures, flyers, etc.)
- ❖ Conference website
 - Company logo featured on exhibit page
- ❖ Email acknowledgement
 - Pre/post email to all conference attendees

In addition to the expo hall, badges will provide access to educational sessions¹ and pre-conference workshops²

¹Some sessions may be restricted to covered entities only based on stakeholder category in the [agenda](#).

²Registration is required to ensure attendee profiles receive a unique code for the platform to grant access. View exhibitor rules and regulations for more information.

Sample Exhibitor Display



Expo-Connect Center Schedule

- **Setup:** All booths must be tested and operational by [1:15 pm ET on Tuesday, February 16](#).
- **Breakdown:** All booths must remain operational until [2:00 pm ET on Wednesday, February 24](#).
- **Networking:** While the times below are subject to change, they will likely have the most connections/interactions, so virtual spaces must be staffed accordingly. While the Expo-Connect Center will be closed during sessions, attendees will still be able to visit your spaces and see your materials. Access to the expo hall will remain open to attendees for 90-days post conference.

Tuesday, February 16 1:15 pm – 2:15 pm 3:30 pm – 4:30 pm	Wednesday, February 17 2:00 pm – 3:00 pm 4:00 pm – 5:00 pm	Thursday, February 18 1:00 am – 2:00 pm 4:00 pm – 5:00 pm 6:00 pm – 7:00 pm
Tuesday, February 23 1:00 pm – 2:00 pm 3:30 pm – 5:00 pm 6:00 pm – 7:00 pm	Wednesday, February 24 1:00 pm – 2:00 pm	

Beyond the Expo-Connect Center

Sponsorship – Set yourself apart and make more connections!

The key to success is to take steps to boost your investment, enhance your visibility, and stand out from the competition. With that in mind, exciting opportunities are available including:

- **340B Winter Games Scavenger Hunt:** This fun and challenging activity will encourage attendees to visit participating sponsors for a chance to win prizes.
- **Vendor Demos:** Invite attendees to a branded breakout room for exclusive demonstrations during networking breaks.
- **Educational content and much more can be found [HERE!](#)**

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: