



340B
2021

340B Coalition
Winter Conference

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.

Booth Materials

Company Specialties/Services

- Please refer to [this list](#) when reviewing these in the exhibitor portal
- **New exhibitors:** Please submit these directly to [Lee-Anne Gabrielli](#)

Company Description

- **New exhibitors:** Submit a short overview of your company and products/services offered (up to 10,000 characters) directly to [Lee-Anne Gabrielli](#) by **01/27**.
- Exhibitors that participated in the 2020 virtual summer conference will review this in the portal.

Company Logo

- Size: Minimum 200px wide
- Resolution: 72 dip or higher
- File format(s): JPG or PNG
- **Final due for portal upload: 02/02**

Conference Attendee Emails (Pre/Post)

- One-to-two short paragraphs (text only) promoting company services and/or products
- Company website or desired landing page
- Company social media information
- Main sales contact information
- Submission deadline(s): **Draft for review – 01/19; Final due – 02/02**

Post Email: Once approved, exhibitors will be encouraged to create a link that will direct attendees to a custom post-conference email page housed on their website.

Header Banner

- Size: 1170px x 145px
- Resolution: 72 dip or higher
- File format(s): JPG or PNG
- **Final due for portal upload: 02/02**

Sponsorship Materials

Banner Placement & Digital Agenda

- Size: 400px x 100px
- Resolution: 72 dip or higher
- File format(s): JPG or PNG
- **Draft for review – 01/19; Final due – 02/02**

Conference Daily Briefing Banner Ad

- Size: 600w x 100h
- Resolution: 72 dpi or higher
- File format(s): PNG or JPEG only
- Submission deadline(s): **Draft for review – 01/19; Final due – 02/02**

Connection Corner

- Logo, title and/or theme, brief description, and speaker information (if applicable)
- Platform notification: 180-character limit, special characters allowed
- Platform email: Limit to one short paragraph (about 130 words), may include company logo and hyperlinks
- Submission deadline(s): **Draft for review – 01/19; Final due – 02/02**

Homepage Logo

- Size: 200px x 200px
- Resolution: 72 dip or higher
- File format(s): JPG or PNG
- **Final due: 02/02**

Vendor Demo

- Logo, title, brief description, and speaker information (name and title)
- Platform notification: 180-character limit, special characters allowed
- Platform email: Limit to one short paragraph (about 130 words), may include company logo and hyperlinks
- Submission deadline(s): **Draft for review – 01/19; Final due – 02/02**

Virtual Evening Reception

- Logo, theme, brief description, and host/speaker information (if applicable)
- Platform notification: 180-character limit, special characters allowed
- Platform email: Limit to one short paragraph (about 130 words), may include company logo and hyperlinks
- Submission deadline(s): **Draft for review – 01/19; Final due – 02/02**

Virtual Platform

- Size: 600px x 100px
- Resolution: 72 dip or higher
- File format(s): JPG or PNG
- **Draft for review – 01/19; Final due – 02/02**