



SPONSORSHIP & MARKETING OPPORTUNITIES

Leverage your exhibit investment by taking steps to increase interactions at your virtual space. 340B decision makers and health care professionals will be exposed to your message. Whether your goal is branding, lead generation, market visibility, or all three – sponsorships will 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 goals for the conference. The information below will help you select opportunities to best meet your company's objectives. *Companies that are partners of 340B Health receive discounts based on their level of partnership (NOTE: Discounts will only be applied based on 2021 partnership renewal status). For a list of 340B Health's partners, please [click here](#).*

Secure your sponsorship opportunity today!

Exclusive Opportunities

Set your company apart by being the sole sponsor of one of the following opportunities! Each of these exclusive opportunities includes recognition in the virtual platform and pre/post acknowledgement emails sent to all conference attendees.

CAREER DEVELOPMENT WORKSHOP SESSION SPONSORSHIP: \$2,500 SOLD

Company logo will be placed on the agenda page of the conference site and on the virtual platform agenda. Sponsor can include uploaded materials in the virtual breakout room.

CONFERENCE MASKS AND EAR SAVERS: \$7,500 (Purchase by 01/08/2021)

Add full color custom branding to a cloth mask with filter pocket as well as matching ear savers. Masks and ear savers will be shipped to registered covered entities. *(Fee includes production and shipping plus one (1) free badge)*



DIGITAL AGENDA: \$2,000 SOLD

Create a custom banner to be featured at the top of the agenda page within the virtual platform

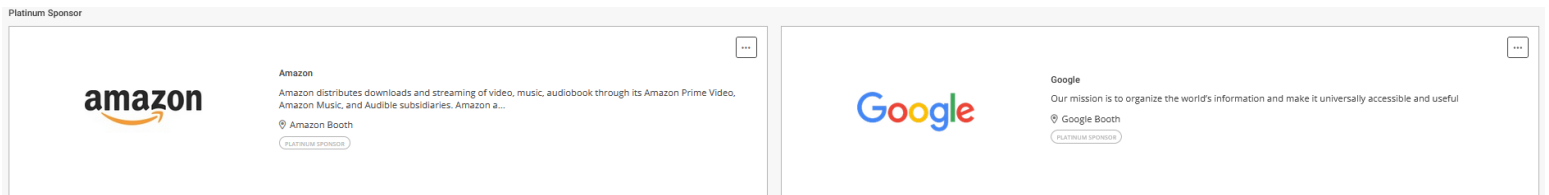


NEW! EXPO-CONNECT CENTER PLACEMENT (see sample layout below)

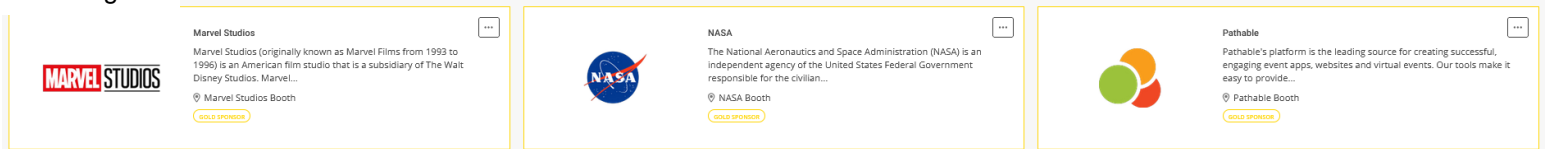
Premier (~~\$8,500~~) receives large space with company logo and description **SOLD**

Advantage (~~\$6,500~~) receives space with company logo and description (1 opportunity available out of 9 total)

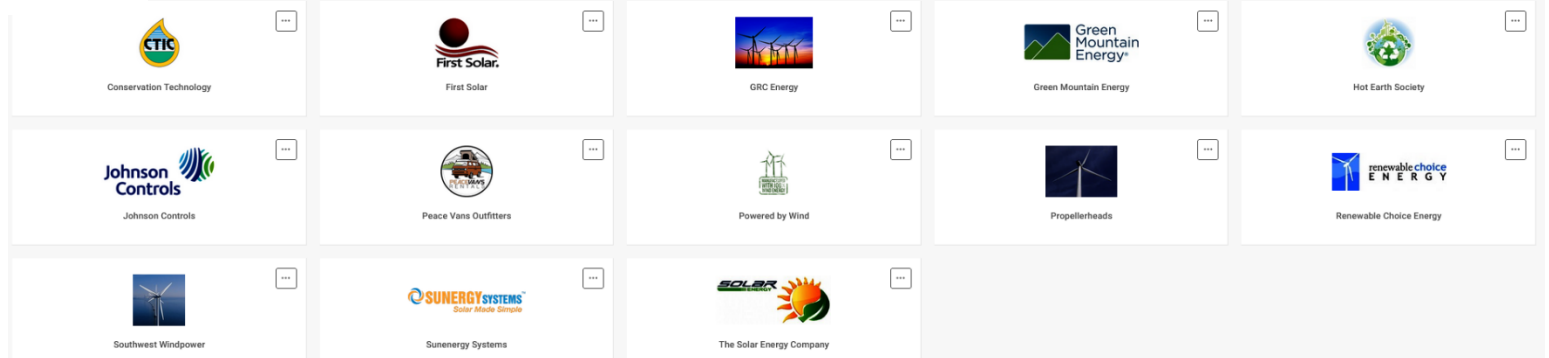
Premier



Advantage



Exhibitor



LEVEL 1 PRIZE: MICROSOFT SURFACE LAPTOP GO (256GB): \$1,800 SOLD

Sponsorship includes a platform email and notification during the break from 1:00 pm – 1:50 pm on 02/18.

LEVEL 2 PRIZE: NINTENDO SWITCH: \$1,000 SOLD

Sponsorship includes a platform email and notification during the refreshment break from 1:00 pm – 1:50 pm ET on 02/24.

VIRTUAL PLATFORM SPONSOR: \$5,500 SOLD

Branding will be front-and-center as attendees navigate through the platform. Sponsorship includes custom banner on the top of every page.



← Sample banner



MULTIPLE OPPORTUNITIES = INCREASED VISIBILITY

Each of these opportunities includes recognition in the virtual platform and pre/post acknowledgement emails sent to all conference attendees. **The opportunities below are available to more than one exhibitor and/or sponsor.**

- **NEW! ATTENDEE MEET-AND-GREET: \$1,000**
 - Pre-scheduled one-on-one meetings with attendees that match with exhibitor services and specialties.
- **NEW! BANNER PLACEMENTS: \$600 each SOLD**
 - Custom branding will be featured on the top right of one of the following platform pages: Public Forum or Resources



Sample banner →



← Sample banner

- **CONFERENCE DAILY BRIEFING EMAIL BANNER: \$350 each SOLD**
 - Keep your company at the forefront with a custom banner featured on the daily morning briefings sent to all conference attendees for the duration of the conference. Choose one of the following days: ~~02/16~~, ~~02/17~~, ~~02/18~~, ~~02/23~~, ~~02/24~~
- **NEW! CONNECTION CORNER: \$1,000**
 - Increase your visibility by inviting attendees to virtually participate in games, coffee chats, magic shows, topic discussions or any other networking activity of your choice! Click [HERE](#) for more information.
- **DIGITAL AD CAMPAIGN: \$3,000 each SOLD**
 - Create a branding campaign that attendees will see when they surf the Internet! Sponsorship includes 20,000 impressions over one (1) month. Campaign will begin based on sponsor's request.
- **HOME PAGE LOGO: \$500 each SOLD**
 - Get additional visibility by adding your logo and preferred website to the scrolling banner featured on the platform's home page



pathable pathable pathable pathable pathable ← Sample logos

- **VENDOR DEMOS: \$1,200 each SOLD**
 - Invite attendees to be the first to see your new product or service in a private, virtual breakout room. For more information, please click [HERE](#).
- **VIRTUAL EVENING RECEPTION: \$1,000 each SOLD**
 - Create a fun theme (wine tasting, dessert social, arts & crafts, etc.) that will give attendees something to look forward to from 6:00 pm – 7:00 pm ET on 02/18 or 02/23. Sponsorship includes a virtual breakout room, platform email and notification prior to the event, and company logo placed on the conference website and platform agendas.

340B WINTER GAMES SCAVENGER HUNT

The virtual scavenger hunt is a way for attendees to have some fun while increasing the interactions in your virtual exhibit. Participating sponsors will receive recognition in the virtual platform and the pre/post conference attendee emails.

Prize Levels: Companies must sponsor a prize level to participate in the scavenger hunt.

(Prizes will be purchased and distributed by the 340B Coalition)

- Level 1: Please see description in Exclusive Opportunities
- Level 2: Please see description in Exclusive Opportunities
- Level 3: AirPods Pro (\$650)*
- Level 4: Fire TV Stick with Alexa Voice (\$150)*
- Level 5: One Amazon Gift Card (\$125)*
- Level 6: One Starbucks Gift Card (\$62)*

**Unlimited opportunities available*

CHARITY FUNDRAISER

This winter we are pleased to partner with the [Burn Institute](#), whose mission is to educate and inspire their communities to prevent burn injuries and empower those affected by burn trauma.



Each year, the Burn Institute reaches 1,000s of youth, adults, and seniors in San Diego and Imperial Counties. With our programs and services, we help prevent fires – and the injuries that can result. For individuals with burn injuries and their families, we provide support programs and financial assistance that gives coping skills, true community, and hope. If you would like to make a direct donation, please click [HERE](#) and add 340B2021 under “Donation Dedication.”

We would love to raise as much as we can to help the Burn Institute support those affected by the 2020 wildfires, so please consider sponsoring one of the following levels:

- **PREMIER LEVEL SPONSOR: \$500**
- **STANDARD LEVEL SPONSOR: \$250** *(Unlimited opportunities available)*

All sponsors will be featured on the [charity fundraiser page](#) and will receive recognition in the virtual platform, during opening and closing remarks, and the pre/post acknowledgement attendee emails.