



**340B
2022**

**340B Coalition
Winter Conference**
JANUARY 31 - FEBRUARY 2



EXHIBITOR PROSPECTUS



Reach thousands of leading healthcare professionals!

The 340B Coalition invites you to exhibit at the 340B Coalition Winter Conference taking place January 31-February 2 at the Marriott Marquis 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!

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:

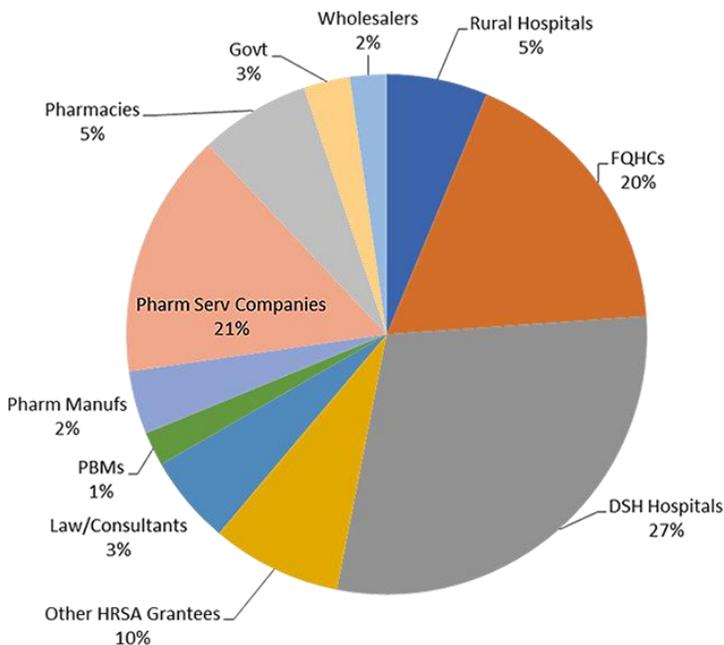
					
					
					

BECOME AN EXHIBITOR! robin.hayes@340bhealth.org or 202-552-5856 | www.340bwinterconference.org

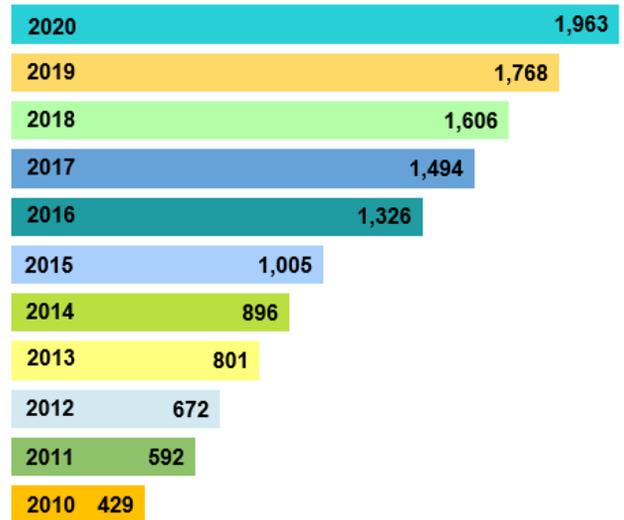
WHO ATTENDS?

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.

Attendance by Stakeholder Categories:



In-Person Attendance Increase by Year



94% of attendees indicated they were able to spend enough time in the exhibit hall

97% of attendees indicated overall satisfaction with the conference

WHY EXHIBIT?

With last year's challenges in mind, the 2022 340B Coalition Winter Conference will provide a safe, socially responsible way to do business and following current state protocols. The 340B Coalition Winter Conference is your opportunity to promote your company's services and products to 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!

- Reach pharmacists, other clinicians, hospitals, and health center executives
- Sponsorship opportunities to fit Your Needs
- Face-to-face networking with **340B decision makers** between sessions and during an evening reception
- Ability to develop leads and grow your network
- Expanded visibility to 340B stakeholders through the conference website and communications
- Give yourself an edge and improve the bottom line with opportunities to fit your needs.

Reserve your exhibit space today! robin.hayes@340bhealth.org or 202-552-5856

TOP REASONS TO EXHIBIT

- Connect with **leading health care professionals from all 50 states plus the District of Columbia, Puerto Rico, the Virgin Islands, and Guam.**
- Ample opportunity for introduction of products and services - **over 10 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.**
- Reconnect and strengthen existing relationships and build new ones.
- Access to participant list **in advance** (starting the weekly December 6, 2021). *Please note, Pinnacle, Diamond and Platinum Corporate Partners of 340B Health will receive pre and post lists of those that approved sharing the list. All other exhibitors will receive the post conference list of attendees who have opted in.*
- Exhibiting at both 340B Coalition Conferences earns significant **priority points** towards future space selection.

EXHIBITS BOOTH RATES

	Partners	Regular
Early-bird*	\$5,785	\$8,900
Advanced	\$6,305	\$9,700
Small Nonprofit Rate	-\$3,500	

SPACE RATE

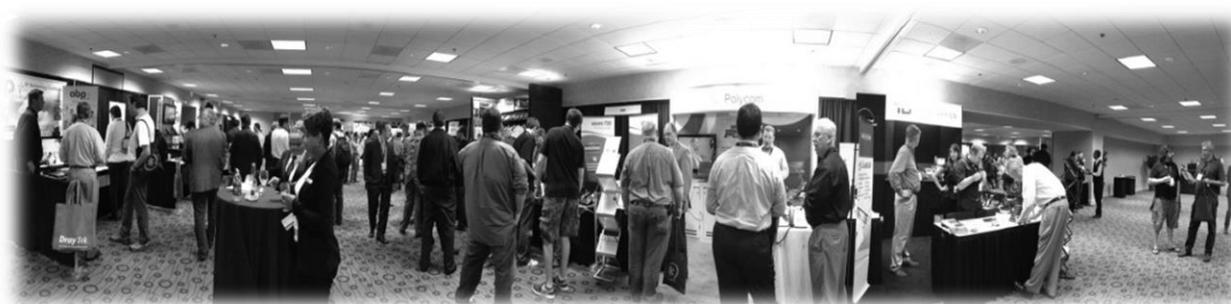
Inline Corner Fee - \$335

Island Corner Fee - \$1,500

**Early bird booth registration ends Monday, December 6*

EXHIBIT FEES INCLUDE:

- ❖ **Badges:** Three (3) complimentary per 10x10 booth; unlimited additional badges for \$850/each
- ❖ **Booth Includes:** One (1) 6'x30" table, two (2) chairs, one (1) wastebasket, one (1) ID sign, backwall & siderail drape
- ❖ **Conference Mobile App:** Company logo, booth number, preferred landing page, Twitter handle, company services, description, and sales contact information included
- ❖ **Conference Program Book:** Company logo, booth number, preferred landing page, and Twitter handle included
- ❖ **Conference Website:** Company detail page, including company name, description, booth number, website, Twitter handle, company services and sales contact, accessed by clicking on logo featured on exhibit page
- ❖ **Email Acknowledgement:** Pre-and-post conference email acknowledgement to all conference attendees



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EXHIBIT HALL SCHEDULE and IMPORTANT DATES

Exhibit Hall Hours

Monday, January 31

- 11:45 am – 5:30 pm
- 2:45 pm – 3:45 pm (Networking Break)

Tuesday, February 1

- 7:00 am – 8:00 am (Networking Breakfast)
- 10:00 am – 11:00 am (Networking Break)
- 12:15pm – 1:30 pm (Lunch)
- 2:45 pm – 3:45 pm (Networking Break)
- 5:00 pm – 5:45 pm (opening reception)

Wednesday, February 2

- 7:30 am – 8:30 am (Networking Breakfast)
- 10:00 am – 11:00 am (Networking Break)

Important Dates

Monday, December 6

- Early bird booth registration ends
- Final day to submit cancellation request for 50% refund
- Sponsorship payment due

Friday, January 21

- Booth payment due

Exhibit Installation/Move -in

Sunday, January 30: 7:00 am – 10:00 pm

Monday, January 31: 7:00 am – 11:30 am

Exhibitor Dismantle/Move-out Date

Wednesday, February 2: 11:00 am – 4:00 pm

Think Outside the Booth!

Increase your exposure with a wide range of sponsorship opportunities offered to help you make an impact on attendees. The key to success is to take steps to boost 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. View a full list of 2022 sponsorship opportunities [here](#).

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

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