



**340B
2022**

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



SPONSORSHIP & MARKETING OPPORTUNITIES

Leverage the investment you put into exhibiting by taking steps to increase traffic to your booth! Whether your goal is branding, lead generation, market visibility, 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 that help your company best meet its objectives.

Companies that are partners of 340B Health receive discounts based on their level of partnership. For a list of 340B Health's partners, click [here](#).

Secure your sponsorship opportunity today!



Exclusive Opportunities

Set yourself apart by being the sole sponsor of one of the following opportunities! Each company that purchases these opportunities will receive recognition in the conference program book, the mobile app, and pre/post acknowledgement emails to attendees. Additionally, sponsoring companies will receive a designated ribbon at registration, distinguishing your company from the others and highlighting your staff among the attendees.

❖ ~~AGENDA AT A GLANCE FOLD OUT: \$3,500~~ **SOLD**

Full page ad will mark the front of the fold out agenda within the program book and will be included in every registration bag.

❖ ~~AISLE SIGNS: \$5,500~~ **SOLD**

Your logo will be displayed on all aisle signs within the exhibit hall ensuring that attendees see your branding as they navigate through the aisles. Sponsorship includes one (1) sign placed at the front of each aisle plus floor stickers.

❖ **CONCIERGE HEADER: \$9,500**

Logo and/or branding in the North Tower, spanning across 400" x 44". ([View sample](#))

❖ **CONFERENCE AMBASSADORS: \$5,000**

Scripted talent will help to guide 340B attendees to your booth in the exhibit hall and acts as conference resources as they answer questions about the mobile app, the conference wi-fi, and much more. (*Sponsorship includes sponsor branded shirts*)

❖ **CONFERENCE ATTENDEE NOTEBOOK: \$6,500**

Spiral-bound and includes back cover color ad and half-page black-and-white ad on the inside front page. Notebooks will be included in all conference registration bags.

❖ **CONFERENCE BADGES & LANYARDS: \$9,500**

Sponsor's logo, along with the 340B Coalition logo, will be featured on every lanyard, and the sponsor's custom text/logo on the back of every badge handed to attendees during registration.

❖ ~~CONFERENCE MOBILE APP: \$5,000~~ **SOLD**

Generate interest before, during, and after the conference by placing your company logo on the splash page of the mobile app. Sponsorship also includes a custom banner that will be featured at the top of every page on the app.

❖ ~~CONFERENCE REGISTRATION BAGS: \$3,500~~ **SOLD**

Company logo featured along with the 340B Coalition logo on the front of the bag. Handed to every attendee during registration.

❖ ~~DIGITAL AGENDA: \$3,500~~ **SOLD**

Create a custom banner to be featured next to a scrolling conference agenda that will be played on a large screen in the registration area throughout conference.

❖ ~~HOTEL KEY CARDS: \$8,000~~ **SOLD**

Company logo and/or branding featured on the front-and-back of the card along with the 340B Coalition logo. Provided to each attendee during check-in at the Marriott Marquis San Diego Marina.

❖ ~~LEVEL 1 PASSPORT PRIZE — SUMMER '22 CONFERENCE REGISTRATION + AIRFARE: \$1,700~~ **SOLD**
One lucky attendee will win registration plus roundtrip airfare to attend the 340B Coalition Summer Conference 2022 in Washington, DC. Sponsorship includes a push notification prior to the afternoon refreshment break on 02/01, plus the inside-front cover of the booklet.

❖ ~~LEVEL 2 PASSPORT PRIZE — 2 NIGHT STAY AT THE MARRIOTT MARQUIS SAN DIEGO MARINA: \$1,000~~ **SOLD**
One lucky attendee will win a certificate to stay two (nights) at the Marriott Marquis San Diego Marina for the 340B Coalition Winter Conference 2023. Sponsorship includes a push notification prior to the refreshment break on 02/02.

❖ ~~LOGO HAND SANITIZER: \$2,500~~ **SOLD**
Logo and/or branding on hand sanitizer handed out to all registrants



❖ ~~PRESIDENTIAL SUITES: \$3,200~~ **SOLD**
These spacious Bi-level suite with master bedroom with one king bed and a 180-degree bay and city view. The presidential suites include dining table for 10 guest, built-in bar, granite countertop wet bar with seating, refrigerator, and ice maker. It also has a separate guest restroom on the lower level. These suites allow for the perfect opportunity to entertain guests and hold meetings, it can accommodate up to 75 guest reception style. The suite will be available starting **Saturday, January 29 for 5 nights.**

❖ ~~PROFESSIONAL DEVELOPMENT WORKSHOP SESSION: \$5,000~~ **SOLD**
Company logo will be placed on signage plus conference program book and mobile app. Additionally, sponsor may place materials on a table outside the session room for attendees.
(List of attendees will be sent after workshop)

❖ **PROGRAM BOOK - BACK COVER: \$5,000**
Full page color advertisement. Program books will be included in all conference registration bags.

❖ **PROGRAM BOOK - INSIDE-BACK COVER: \$5,000**
Full page color advertisement. Program books will be included in attendees' registration bags.

❖ ~~PROGRAM BOOK — INSIDE FRONT COVER: \$5000~~ **SOLD**
Full page color advertisement. Program books will be included in attendees' registration bags.

❖ ~~SOCIAL DISTANCE WRISTBANDS: \$3,000~~ **SOLD**

Logo and/or branding on social distancing wristbands color-coded to note comfort with physical interaction (Red = No Contact, Yellow = Minimal Contact, Green = Comfortable with Contact)



❖ ~~WI-FI ACCESS: \$10,000~~ **SOLD**

Your support allows attendees to enjoy free wireless Internet throughout the meeting rooms and registration area (*does not include the exhibit hall*). May include sponsor's preferred website and custom sign-in credentials*. Company logo will be featured on information signage at the registration desk, in the program book, and the mobile app. **Dependent on initial set-up requirements.*



Increase Your Visibility with Multiple Opportunities!

Every company that purchases one of these opportunities will receive a sponsorship ribbon at registration plus recognition in the conference program book, the mobile app, and pre/post acknowledgement emails to attendees.

❖ **CHARGING STATION \$4,000** (2 Available)

These charging stations are widely used all attendees and your logo and/or branding will be viewable as they plug in their devices. ([View sample](#))

❖ **COLUMN WRAPS: \$5,000**

4' high logo and/or branding wrapping around columns in the North Tower

❖ ~~CONFERENCE DAILY BRIEFING EMAIL BANNER: \$500~~ **SOLD**

Keep your company at the forefront with a custom banner ad featured on the daily briefings sent to all conference attendees every morning for the duration of the conference. Choose one of the following days: ~~01/31~~ **SOLD**, ~~02/01~~ **SOLD**, or ~~02/02~~ **SOLD**

❖ **CONFERENCE REGISTRATION BAG INSERTS: \$750** (10 Available)

Company logo and/or branding on either flyer or insert inside the conference registration bags.

- ❖ **ELEVATOR WRAP: \$2,500 for interior or exterior, \$4,000 for both**
Branding front and center as attendees wait and ride elevators between meeting space floors. 42"x84"
- ❖ ~~**ENTIRE ESCALATOR: \$8,000 SOLD**~~
Branding will be front-and-center as attendees ride escalators between meeting space floors during conference. Covers full perimeter. ([View sample](#))
- ❖ ~~**ESCALATOR HEADER: \$4,500 SOLD**~~
Leading down to the Pacific Ballroom, branding is front-and-center in this high foot-traffic area. 126"x62" ([View sample](#))
- ❖ ~~**ESCALATOR RUNNER: \$5,000 SOLD**~~
Branding will be front-and-center as attendees ride escalators between meeting space floors during conference. Either interior or exterior. ([View sample](#))
- ❖ **EVENING RECEPTION: \$7,500 (2 Available)**
Give attendees a night to remember by sponsoring the evening reception on Tuesday, February 1! Your company logo will be front and center by including branded party favors and/or napkins for the bars. Sponsor will receive a push notification prior to the reception as well as company logo featured in the program book and conference agenda.
(Sponsor is responsible for providing branded party favors and/or napkins)
- ❖ ~~**FULL PAGE COLOR PROGRAM AD: \$1,200 (4 Available) SOLD**~~
Full page color advertisement. Program books will be included in attendees' registration bags.
- ❖ **LARGE FLOOR DECALS: \$1,500 EACH**
Consisting of 4'x8' graphics in the North Tower Sorrento Underpass, these offer great visibility for your company's logo and/or branding in high foot traffic areas. ([View location here](#))
- ❖ ~~**LOUNGE WINDOWS: \$1,500 for each window SOLD**~~
Branding is front and center across windows in the Grand Ballroom Foyer. 55.5"x91"
([View sample](#))
- ❖ **MOBILE APP BANNER LOGO: \$500 (10 Available)**
Feature your branding on a custom banner that will appear at the top of the conference app.
- ❖ ~~**PUSH NOTIFICATIONS: \$350 EACH SOLD**~~
Encourage attendees at the conference to visit your booth with your branded message. Choose to send your message during one of the following day/times: 01/31—11:25 am **SOLD**, 2:25 pm **SOLD** | 02/01—6:40 am **SOLD**, 9:40 am **SOLD**, 11:55 am **SOLD**, 2:25 pm **SOLD** | 02/02—7:10 am **SOLD**, 9:40 am **SOLD**
- ❖ **RELAX LOUNGE: \$6,500 (2 Available)**
Support the popular lounge areas placed in high traffic areas and capture the attention of the attendees while they rest between sessions.
(Purchase by 12/3; fee includes branding and chairs)
- ❖ **SMALL FLOOR DECALS: \$300 EACH**
Consisting of 2' circles in the North Tower Sorrento Underpass, these offer great visibility for your company's logo and/or branding in high foot traffic areas. ([View location here](#))

❖ ~~STAIR RISER: \$7,000~~ **SOLD**

Leading up to the Grand Ballroom, branding is front-and-center across the steps in a high foot-traffic area. 227"x6.75"

❖ ~~VIP DEMOS: \$2,500~~ **SOLD**

Invite attendees to be the first to see your new product or service in a private meeting room located directly above the hall. For more information, please click [here](#). Currently, only ONE slot is available per organization.

Passport Scavenger Hunt

The Passport scavenger hunt will not only be fun for participants, but will increase traffic flow, and ultimately generate business opportunities. Participating sponsors will submit a question about their company and/or products and services to be featured at their booth that attendees will be required to answer correctly to receive a "stamp" in their passport booklet. Attendees will be encouraged to learn about participating sponsors through promotional pre-conference emails. Onsite, attendees will find participating sponsors using the exhibit floor plan available in the conference mobile app. If an attendee answers a question incorrectly, participating sponsors are encouraged to provide hints until the correct answer is provided thus promoting more facetime and longer conversations.

Participating sponsors will receive the following benefits with this opportunity:

- Question card at their booth
- Sponsor highlight on the exhibit hall mobile app floor plan
- Recognition in the program book, mobile app, and pre/post conference attendee emails
- Sponsor ribbon at registration

Passport Levels: Companies *must* sponsor one of the levels below in order 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 (\$500) *
- **Level 4:** Roku Ultra (\$300) *
- **Level 5:** One \$100 Amazon Gift Card (\$140) *
- **Level 6:** One \$50 Starbucks Gift Card (\$70) *

**Unlimited opportunities available*

Charity Fun Walk



EMILIO NARES FOUNDATION

At our most recent in-person conference, we once again saw incredible support from our sponsors, which helped us raise over \$13,000 for our partner, Community of Hope! Help us surpass this amount by being a Premier Level or Supporter Level sponsor at our annual charity fun walk. All sponsors will be featured on the [charity fun walk page](#) and will receive recognition in the program book, the opening and closing remarks, the mobile app, and the pre/post acknowledgement attendee emails.

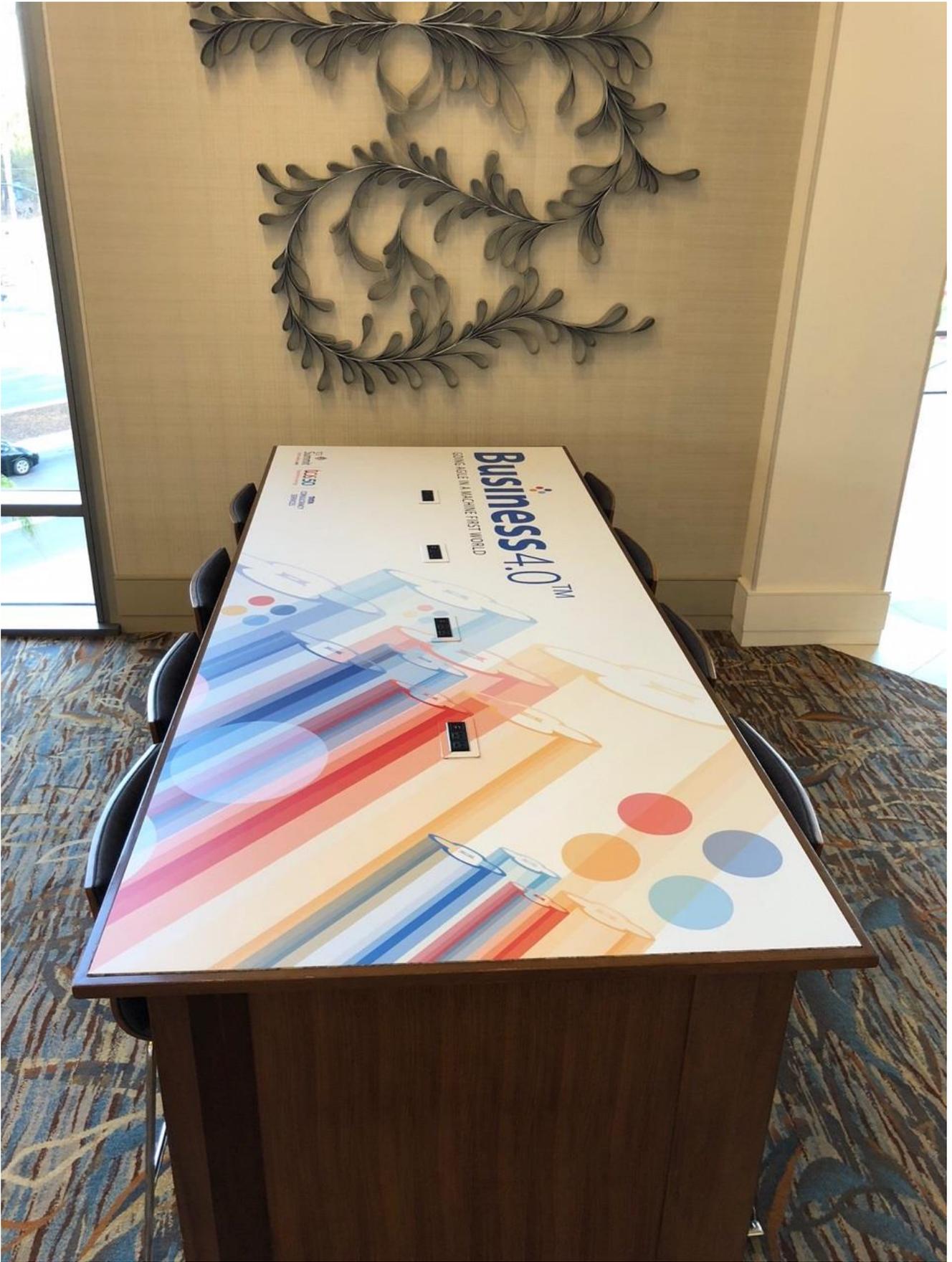
Note: All sponsorships requests are due by 12/3/21 to ensure logo placement on t-shirts.

PREMIER LEVEL SPONSOR: \$1,000

- Large company logo included at the top of the walk shirts
- Two (2) complimentary walk registrations

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

- Company logo included on the walk shirts
- One (1) complimentary walk registration



1 Charging Table

8 | Reserve your sponsorship today! Rita.Yang@340bhealth.org or (202) 536 2282

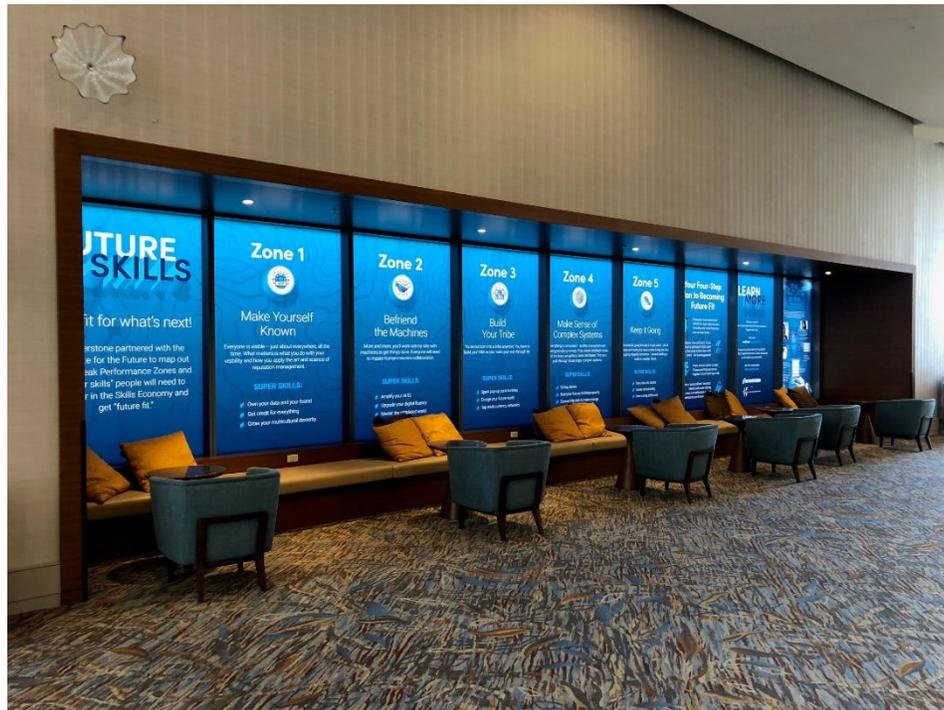
2 Escalator Runners



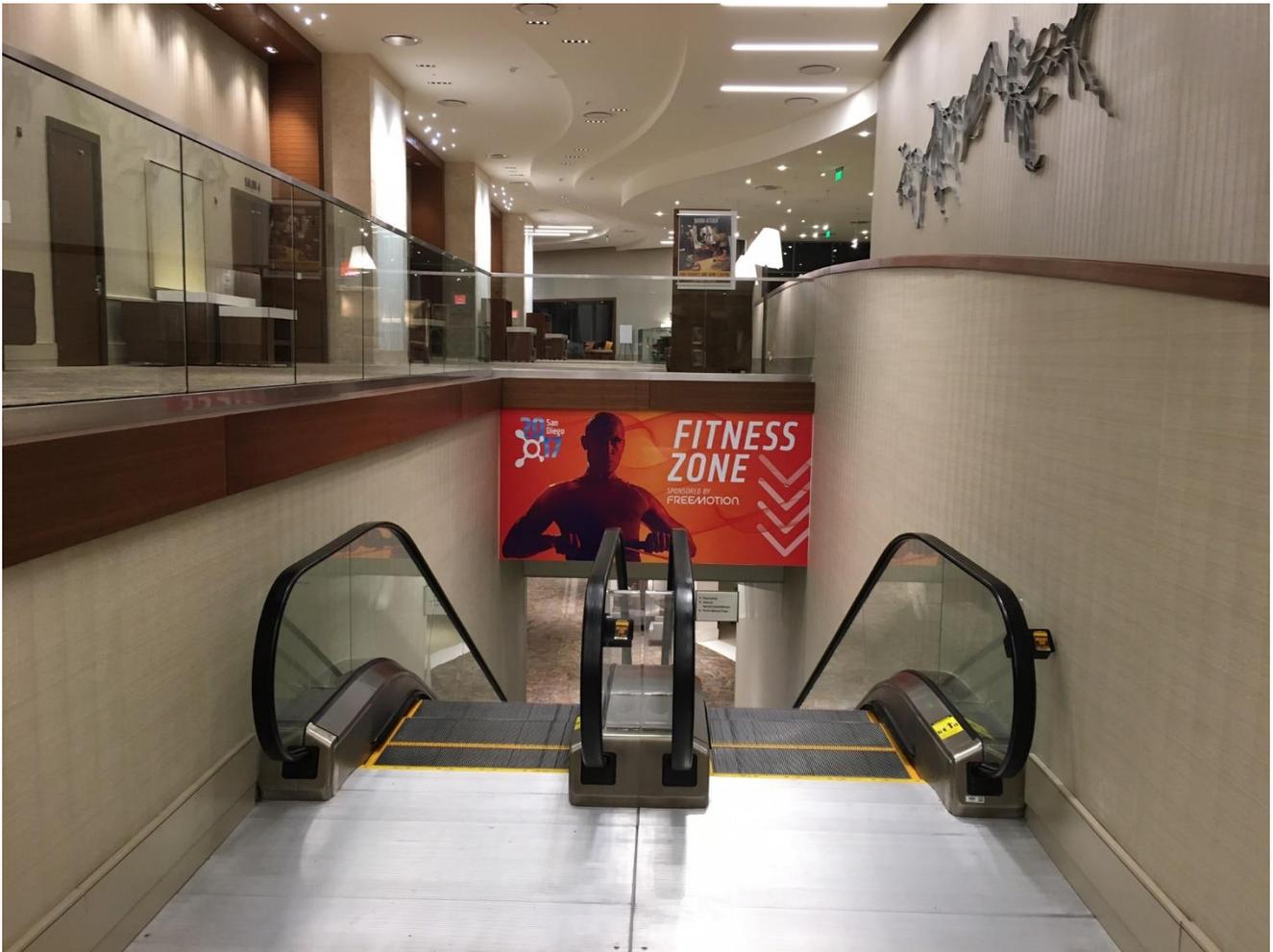
3 Concierge Header



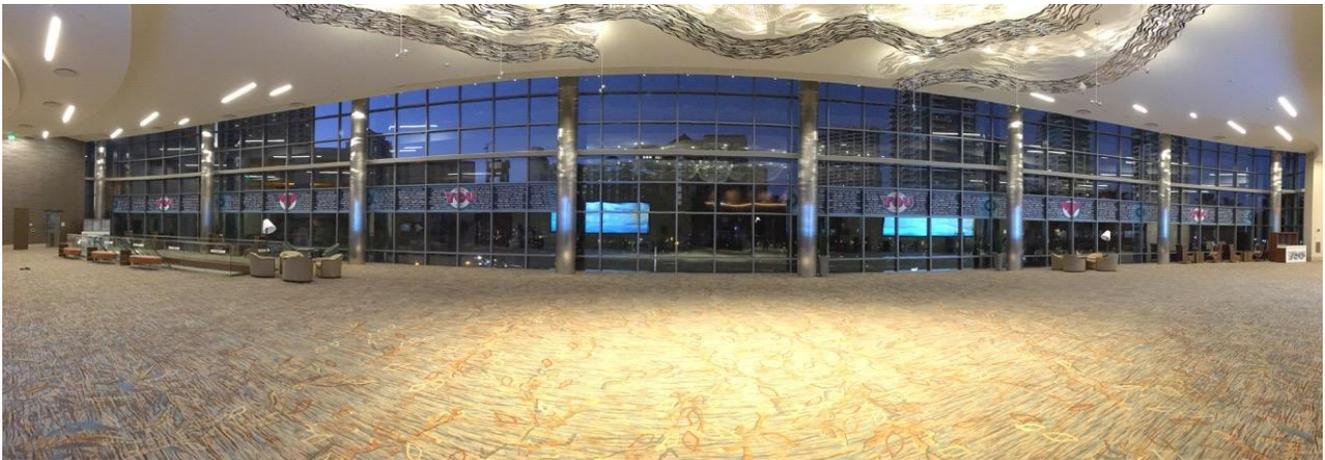
Underpass



5 Lounge Windows



6 Escalator Header



7 Main Foyer