



## Exhibitor Prospectus & Sponsorship Guide

### Reach thousands of leading healthcare professionals!

The 340B Coalition invites you to exhibit at the 340B Coalition Winter Conference taking place March 27-29 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!

#### 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. 66% of attendees are covered entities representing the largest hospitals/health systems and community health centers to the smallest clinics.



#### WHY EXHIBIT?

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!

**BECOME AN EXHIBITOR!** [robin.hayes@340bhealth.org](mailto:robin.hayes@340bhealth.org) or 202-552-5856 | [www.340bwinterconference.org](http://www.340bwinterconference.org)

- 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.
- Connect with **leading health care professionals from all 50 states plus the District of Columbia, Puerto Rico, the Virgin Islands, and Guam.**
- Over 20 groups of attendees are represented from the 340B community.
- Reconnect and strengthen existing relationships and build new ones.
- Access to participant list **in advance** on a weekly basis starting the week of February 27, 2023.  
*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 you significant **priority points** towards future space selection.

## EXHIBITS BOOTH RATES

	Partners	Regular
Early-bird*	\$6,110	\$9,400
Advanced	\$6,630	\$10,200
Small Nonprofit Rate - \$4,000		

SPACE RATE
Inline Corner Fee - \$350
Island Corner Fee - \$1,600

**\*Early bird booth registration ends Monday, January 30, 2023.**

## EXHIBIT FEES INCLUDE:

- ❖ **Badges:** Three (3) complimentary per 10x10 booth; unlimited additional badges for \$950/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 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, March 27

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

#### Tuesday, March 28

- 6:45 am – 7:45 am (Networking Breakfast)
- 10:00 am – 11:00 am (Networking Break)
- 12:15pm – 1:30 pm (Lunch)
- 3:00 pm – 4:00 pm (Networking Break)
- 5:015 pm – 6:30 pm (evening reception)

#### Wednesday, March 29

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

### Important Dates

#### Monday, January 30

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

#### Wednesday, March 1

- Booth payment due

### Exhibit Installation/Move -in

Sunday, March 26 7:00 am – 10:00 pm

Monday, March 27: 7:00 am – 11:30 am

### Exhibitor Dismantle/Move-out Date

Wednesday, March 29: 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.

*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](#).*

## 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 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 and will be included in every registration bag.

### ~~AISLE SIGNS: \$6,000~~

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.

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**CONCIERGE HEADER: ~~\$10,000 FULL, \$7,500 PARTIAL~~ SOLD**

Logo and/or branding in the North Tower, spanning across 400" x 44".



**CONFERENCE AMBASSADORS: ~~\$5,000~~ SOLD**

Ambassadors will help to guide 340B attendees around 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 ambassadors will wear*)

**CONFERENCE BADGES & LANYARDS: ~~\$8,500~~ SOLD**

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: ~~\$10,000~~ 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. To maintain continuing education compliance, this sponsorship is restricted to certain company types that have not been identified as "ineligible" by our ACPE Continuing Education standards. Purchase is subject to approval.

**CONFERENCE REGISTRATION BAGS: ~~\$7,000~~ SOLD**

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

**DIGITAL AGENDA: ~~\$3,750~~ 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: ~~\$8,500~~ 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 '23 CONFERENCE REGISTRATION + AIRFARE: ~~\$2,500~~ SOLD**

One lucky attendee will win registration plus roundtrip airfare to attend the **340B Coalition Summer Conference 2023 in Washington, DC**. *Sponsorship includes* a push notification prior to the afternoon refreshment break on 03/27, plus the inside-front cover of the passport booklet.

**LEVEL 2 PASSPORT PRIZE – 2 NIGHT STAY AT THE MARRIOTT MARQUIS SAN DIEGO MARINA: ~~\$1,500~~ 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 2024. Sponsorship includes a push notification prior to the refreshment break on 03/28.

**LOGO HAND SANITIZER: \$3,500 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 Friday, March 24 for 6 nights.**

**PROFESSIONAL DEVELOPMENT WORKSHOP SESSION: \$5,000**

Company logo will be placed on signage and mobile app. Additionally; sponsor may place materials on a table outside the session room for attendees.

**WI-FI ACCESS: \$10,000 SOLD**

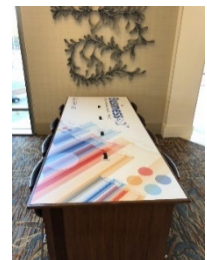
Your support allows attendees to enjoy free wireless Internet throughout the meeting rooms and registration area *(does not include the exhibit hall)*. May include sponsor's preferred website and custom sign-in credentials\*. Company logo will be featured on information signage at the registration desk 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 mobile app, and pre/post acknowledgement emails to attendees.

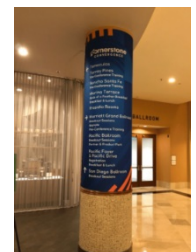
**CHARGING STATION \$4,000 (2 Available)**

These charging stations are widely used by all attendees and your logo and/or branding will be viewable as they plug in their devices The charging stations will be located in high traffic areas near the exhibits and meeting spaces.



**COLUMN WRAPS: \$5,000**

The column wraps are 4' high with logo and/or branding wrapping around columns and located in the North Tower



**CONFERENCE DAILY BRIEFING EMAIL BANNER: \$550 (3 available) 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: 3/27 **SOLD**, 3/28 **SOLD**, or 3/29 **SOLD**

**CONFERENCE REGISTRATION BAG INSERTS: \$750 (10 Available)** Increase your company's visibility with a logo and/or branding on either flyer or insert inside the conference registration bags. Inserts are subject to approval by 340B Health staff.

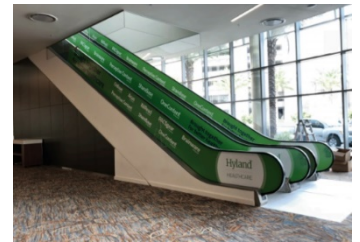
**NORTH TOWER ELEVATOR WRAP: \$2,000 for interior or exterior, \$4,000 for both**

Branding front and center as attendees wait and ride elevators between meeting space floors. The dimensions are 42"x84", and you have the option of selecting the interior, or the exterior or both.



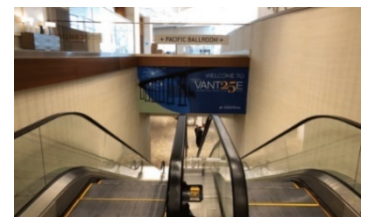
**NORTH TOWER ENTIRE ESCALATOR: \$12,000**

Branding will be front-and-center as attendees ride escalators between meeting space floors and the exhibit hall during the conference. The escalator covers the full perimeter of the North Tower escalators between the main conference rooms and exhibit hall.



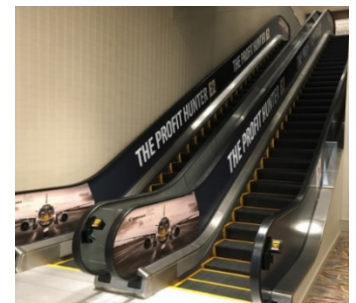
**ESCALATOR HEADER: \$4,500 SOLD**

The escalator header is in the North tower leading down to the Pacific Ballroom, branding is front-and-center in this high foot-traffic area. The dimensions are 126"x62"



**SOUTH TOWER ESCALATOR RUNNER: \$5,000**

Branding will be front-and-center as attendees ride escalators between meeting space floors during conference. Either interior or exterior.



**EVENING RECEPTION: \$7,500 (2 Available) SOLD**

Give attendees a night to remember by sponsoring the evening reception on **Tuesday, March 28!** 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 conference agenda.

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*(Sponsor is responsible for providing branded party favors and/or napkins)*

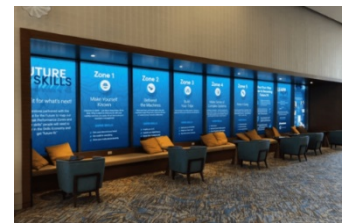
**LARGE FLOOR DECALS: \$1,800 EACH**

Consisting of 4'x8' graphics, these offer great visibility for your company's logo and/or branding in high foot traffic areas.



**LOUNGE WINDOWS: \$1,700 for each window SOLD**

Branding is front and center across windows in the Grand Ballroom Foyer. 55.5"x91"



**PUSH NOTIFICATIONS: \$500 EACH SOLD**

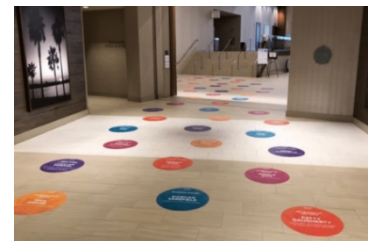
Encourage attendees at the conference to visit your booth with your branded message. Choose to send your message during one of the following day/times: 03/27 11:40 AM **SOLD**, 03/27 2:40 PM **SOLD**, 03/28 6:15 AM **SOLD**, 03/28 7:50 AM **SOLD**, 03/28 9:50 AM **SOLD**, 03/28 12:10 PM **SOLD**, 03/28 2:55 PM **SOLD**, 03/29 6:50 AM **SOLD**, 03/29 9:55 AM **SOLD**

**RELAXATION 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. *(Fee includes branding and chairs)*

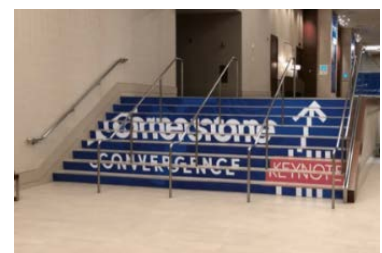
**SMALL FLOOR DECALS: \$350 EACH**

Consisting of 2' circles, these offer great visibility for your company's logo and/or branding in high foot traffic areas.



**STAIR RISER: \$7,250 SOLD**

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



**DIRECTIONAL WALLPAPER LARGE: \$10,250 SOLD**

Place your branding along directionals that attendees will use to navigate through the conference located by the Marriott Grand Ballroom.



**DIRECTIONAL WALLPAPER SMALL: \$2,500**

Place your branding along directionals that attendees will use to navigate through the conference located by the Marriott Grand Ballroom opposite to the large directional wallpaper.



**GRAND WINDOWS: \$1,000 each**

Place your branding on windows directly behind the escalator down to the exhibit hall for all attendees to see during check-in and throughout the conference.



**ESCALATOR ENCLOSURE: \$4,000 SOLD**

Be front and center as attendees ride between levels from the main session ballroom to the exhibit hall.



**VIP DEMOS: \$2,500 SOLD**

Invite attendees to be the first to see your new product or service in a private meeting room located in the conference space. 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:

- Passport stickers at their booth
- Sponsor highlight on the exhibit hall mobile app floor plan
- Recognition in the mobile app and pre/post conference attendee emails
- Sponsor ribbon at registration

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**Passport Levels: Companies *must* sponsor one of the levels below 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:** Apple Watch SE (\$500) \*
- **Level 4:** Beats Studio Wireless Earbuds (\$350) \*
- **Level 5:** \$100 Amazon Gift Card (\$140) \*
- **Level 6:** \$50 Starbucks Gift Card (\$70) \*

*\*Unlimited opportunities available*

## Charity Fun Walk

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 opening and closing remarks, the mobile app, and the pre/post acknowledgement attendee emails.

**Note: All sponsorships requests are due by 1/27/23 to ensure logo placement on t-shirts. Corporate Partner discounts do not apply. All proceeds are donated to the charity partner.**

### **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

## **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:

- For information on exhibiting, please contact Robin Hayes at [robin.hayes@340bhealth.org](mailto:robin.hayes@340bhealth.org)
- For information on sponsorship, please contact Rita Yang at [rita.yang@340bhealth.org](mailto:rita.yang@340bhealth.org)

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