



## MARKETING SPECIFICATIONS AND EXHIBITOR CHECKLIST

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 [Rita Yang](#), Corporate Partner and Events Coordinator, or call (202) 536 2282.

**\*\*PLEASE NOTE:** This is a comprehensive timeline and **may include items that do not pertain to your organization's purchases.** Please make note of those relevant to your exhibition and sponsorship requirements.

Missing deadlines may negate your purchase and bar you from refund. Please follow all listed deadlines.

Specifications and Deadlines		
Item	Specs	Submission Deadline
<b>Conference Badges &amp; Lanyards</b>	<ul style="list-style-type: none"> <li>Please reach out to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a> for the template</li> </ul>	<b>01/13/2023</b>
<b>Hotel Key Card</b>	<ul style="list-style-type: none"> <li>2.125" x 3.375"</li> <li>30 mi thickness</li> <li>Please reach out to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a> for the template</li> </ul>	<b>01/13/2023</b>
<b>Agenda-at-a-Glance</b>	<ul style="list-style-type: none"> <li>300 dpi or higher</li> <li>PNG, JPEG, or EPS</li> <li>Color</li> </ul>	<b>02/03/2023</b>
<b>Hand Sanitizer</b>	<ul style="list-style-type: none"> <li>Artwork for sanitizer bottles, please reach out to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a> for more details</li> </ul>	<b>02/03/2023</b>
<b>Conference Registration Bags</b>	<ul style="list-style-type: none"> <li>Artwork for tote bags, please reach out to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a> for more details</li> </ul>	<b>02/03/2023</b>
<b>VIP Demo</b>	<ul style="list-style-type: none"> <li>Topic, speaker, and 1-2 sentence description</li> </ul>	<b>02/03/2023</b>
<b>VIP Demo</b>	<ul style="list-style-type: none"> <li>Topic, speaker, and 1-2 sentence description</li> </ul>	<b>02/03/2023</b>
<b>Hand Sanitizer</b>	<ul style="list-style-type: none"> <li>Artwork for sanitizer bottles, please reach out to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a> for more details</li> </ul>	<b>02/03/2023</b>

<b>Conference Registration Bags</b>	<ul style="list-style-type: none"> <li>Artwork for tote bags, please reach out to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a> for more details</li> </ul>	<b>02/03/2023</b>
<b>Conference Bag Inserts</b> <i>(e.g., pen, stylus, glass cleaning cloth, flash drive, half-page flyer)</i>	<ul style="list-style-type: none"> <li>Order 1,500 copies to the Alliance warehouse</li> <li>Email tracking information to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a></li> </ul>	<b>Proof due: 02/17/2023</b>  <i>Any inserts received that have not been pre-approved may not be utilized.</i>
<b>Complimentary Registrations</b>	<ul style="list-style-type: none"> <li>Complete the complimentary registration form</li> </ul>	<b>03/03/2023</b>  <i>Registrations and changes received after this date may not be updated.</i>
<b>Complimentary Registrations</b>	<ul style="list-style-type: none"> <li>Complete the complimentary registration form</li> </ul>	<b>03/03/2023</b>  <i>Registrations and changes received after this date may not be updated.</i>
<b>Conference Mobile App</b>	<ul style="list-style-type: none"> <li>Phone: 480 x 50 px</li> <li>Tablet: 800 x 66 px</li> <li>PNG, JPEG, or GIF</li> </ul>	<b>03/03/2023</b>
<b>Conference Daily Briefing Banner Ad for daily emails</b>	<ul style="list-style-type: none"> <li>600 x 100 px</li> <li>PNG or JPEG</li> <li>72 dpi resolution</li> </ul>	<b>03/03/2023</b>
	<ul style="list-style-type: none"> <li></li> </ul>	
<b>Function Space Requests</b>	<ul style="list-style-type: none"> <li>Complete the function space request form</li> </ul>	<b>03/03/2023</b>
<b>Conference Wi-Fi</b>	<ul style="list-style-type: none"> <li>Landing page URL</li> </ul>	<b>03/03/2023</b>
<b>Hotel Items</b> <i>(e.g., concierge headers, escalators, elevators)</i>	<ul style="list-style-type: none"> <li>Please reach out to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a> for specifics on dimensions for your particular sponsorship</li> </ul>	<b>03/03/2023</b>
<b>Digital Agenda</b>	<ul style="list-style-type: none"> <li>600 x 100 px</li> <li>PNG or JPEG</li> <li>72 dpi resolution</li> </ul>	<b>03/03/2023</b>
<b>Push Notification</b>	<ul style="list-style-type: none"> <li>Clickable title: 180-character limit, no special characters except apostrophes</li> <li>Body: Short paragraph that can include hyperlinks</li> </ul>	<b>03/10/2023</b>