

Exhibitor Prospectus & Sponsorship Guide

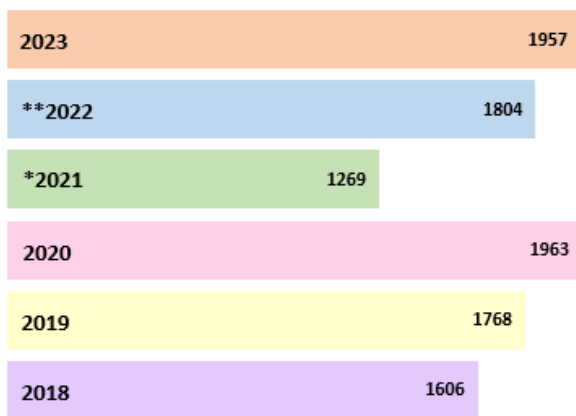
Reach thousands of leading healthcare professionals!

The 340B Coalition invites you to exhibit at the 340B Coalition Winter Conference taking place January 29-31 at the Marriott Marquis in San Diego, CA. Don't miss out on this opportunity to meet with hundreds of pharmacists and other clinicians, hospital and health center executives, federal, state, and local government officials, GPOs, wholesalers, drug company decision makers and other leading health care professionals in attendance at this conference. Make connections and join attendees for plenary sessions, roundtables, and the largest exhibitor forum for 340B Networking.

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.

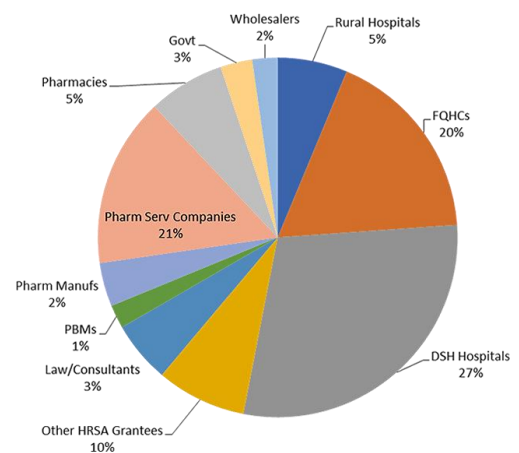
Attendance by Year



*2021 – Virtual Conference

**2022 – Hybrid Conference

Attendance by Stakeholder Categories





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!

- Reach pharmacists, other clinicians, hospitals, and health center executives
- 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.
- Connect with **leading health care professionals from all 50 states plus the District of Columbia, Puerto Rico, the Virgin Islands, and Guam.**
- More than 20 groups of attendees are represented from the 340B community.
- Pre-conference attendee contact lists will be sent on a weekly basis starting the **week of December 11** to include name, title, company, city, state, and email addresses.
Please note, Pinnacle Plus, Pinnacle and Diamond Corporate Partners of 340B Health will receive the attendee list of all who have opted in. The pre-conference attendee list will also be available at a purchase discount rate for all other corporate-partner levels (platinum, gold and silver), and non-corporate partners.
- Exhibiting at both 340B Coalition Conferences earns you significant [*priority points*](#) towards future space selection.

EXHIBITS BOOTH RATES

Corporate Partners Level	Early Bird Ends December 4	Advanced	Additional Space Rate Inline Corner Fee - \$350 Island fee - \$1,600
Non-Corporate Partner	\$ 9,875.00	\$ 10,500.00	
Pinnacle Plus	\$ 6,419.00	\$ 6,825.00	
Pinnacle	\$ 6,912.00	\$ 7,350.00	
Diamond	\$ 7,406.00	\$ 7,875.00	
Platinum Plus	\$ 7,900.00	\$ 8,400.00	
Platinum	\$ 8,394.00	\$ 8,925.00	
Gold	\$ 8,887.00	\$ 9,450.00	
Silver	\$ 9,381.00	\$ 9,975.00	
Non-Profit rate	\$ 4,000.00	\$ 4,500.00	

EXHIBIT FEES INCLUDE:

Number of Badges with each 10x10 booth:

- Pinnacle Plus, Pinnacle, Diamond and Platinum Plus Corporate Partners receive 3 complimentary badges.
 - Platinum, Gold and Silver receive 2 complimentary badges.
 - Non-corporate partners will receive 2 complimentary badges.
 - **Cost for additional exhibitor badges - \$1,000 per badge.**
- ❖ **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
 - ❖ **Pre and Post attendee list to include** (name, title, company, city & state, stakeholder group). The pre-list will be sent out 3 weeks prior to the start of the conference and the post-list will be sent 2 weeks after the conference.

EXHIBIT HALL SCHEDULE and IMPORTANT DATES

Exhibit Hall Hours**Monday, January 29**

11:45 am – 5:30 pm -open all day with the following break:

- 2:45 pm – 3:45 pm (Networking Break)

Tuesday, January 30

10:00 am- 6:30 pm- open all day with the following breaks:

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

Wednesday, January 31

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

Important Dates**Monday, December 4th**

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

Wednesday, January 24

- Booth payment due

Exhibit Installation/Move -in

Sunday, January 28 7:00 am – 10:00 pm

Monday, January 29: 7:00 am – 10:30 am

Exhibitor Dismantle/Move-out

Wednesday, January 31: 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.

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: \$3,750

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

AISLE SIGNS: \$6,500

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: ~~\$10,000 FULL, \$8,000 PARTIAL~~ SOLD

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



CONFERENCE AMBASSADORS: \$5,500

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: ~~\$9,000~~ 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: ~~\$10,500~~ 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: ~~\$8,500~~ SOLD

Company logo featured on the front of the tote bag. Handed to every attendee during registration.

DIGITAL AGENDA: \$4,000

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: ~~\$9,000~~ 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 '24 CONFERENCE REGISTRATION + AIRFARE: \$2,500

One lucky attendee will win registration plus roundtrip airfare to attend the **340B Coalition Summer Conference 2024 in Washington, DC**. Sponsorship includes a push notification prior to the morning refreshment break on 01/30, 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 two-night stay at the Marriott Marquis San Diego Marina for the 340B Coalition Winter Conference 2024. Sponsorship includes a push notification prior to the afternoon refreshment break on 01/30.

LOGO HAND SANITIZER: ~~\$4,500~~ SOLD

Logo and/or branding on hand sanitizer handed out to all registrants.



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

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 in high traffic areas near the exhibits and meeting spaces.



COLUMN WRAPS: \$5,500

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: \$750 (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: 1/29 **SOLD**, 1/30 **SOLD**, or 1/31 **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.

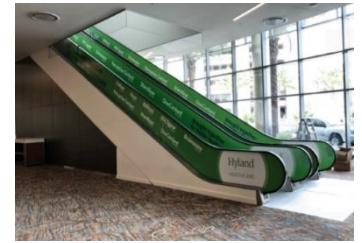
NORTH TOWER ELEVATOR WRAP: \$2,500 for interior or exterior, \$4,500 for both

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, exterior, or both.



NORTH TOWER ENTIRE ESCALATOR: \$12,000 SOLD

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: \$4,750 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: \$5,250 (interior or exterior)

Branding will be front-and-center as attendees ride escalators between meeting space floors during conference sessions.



NETWORKING BREAK: \$4,000 (4 Available)

Sponsor 1 of 4 networking breaks over the course of the conference (Monday – Wednesday). This is a great opportunity to gain exposure! Signage with your company logo will be displayed throughout the exhibit hall on all the food and beverage tables. Each break will be announced over the intercom in the hall thanking the sponsoring company.

EVENING RECEPTION: \$8,000 (2 available) SOLD

Give attendees a night to remember by sponsoring the evening reception on **Tuesday, January 30th**! 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.

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

LARGE FLOOR DECALS: \$2,000 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: \$1,800 EACH SOLD

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



MOBILE APP BANNER LOGO: \$900 (10 available)

Feature your branding on a custom banner that will appear at the top of the conference mobile app.

PUSH NOTIFICATIONS: \$800 EACH SOLD

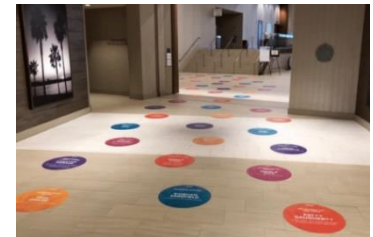
Encourage attendees at the conference to visit your booth with your branded message. Choose to send your message during one of the following day/times: 01/29 9:45 AM **SOLD**, 01/29 11:30 AM **SOLD**, 01/29 2:30 PM **SOLD**, 01/30 6:00 AM **SOLD**, 01/30 10:00 AM **SOLD**, 01/30 12:00 PM **SOLD**, 01/30 3:00 PM **SOLD**, 01/31 6:45 AM **SOLD**, 01/31 9:45 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: \$400 EACH

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



STAIR RISER: \$7,750 SOLD

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



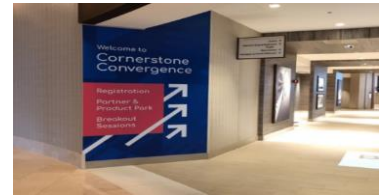
DIRECTIONAL WALLPAPER LARGE: \$13,000 SOLD

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



DIRECTIONAL WALLPAPER SMALL: \$3,000

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.



VIP DEMOS: ~~\$2,750 (10 available)~~ 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.

Important — When deadlines are not adhered to, we incur an additional fee. Missed sponsorship deadlines will result in a penalty of up to 50% of the sponsorship cost. Please ensure you adhere to all sponsorship deadlines.

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

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:** GoPro Camera (\$750) *
- **Level 4:** Ring Doorbell (\$350) *
- **Level 5:** \$100 Amazon Gift Card (\$175) *
- **Level 6:** \$50 Uber Gift Card (\$85) *

**Unlimited opportunities available*

Charity Fun Walk



At our most recent conference, we once again saw incredible support from our sponsors, which helped us raise over \$10,000 for our partner, Shelter House! 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 11/17/23 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
- For information on sponsorship, please contact Rita Yang at rita.yang@340bhealth.org