



IOWA PHARMACY ASSOCIATION

# PharmaCE Expo 2023 Sponsorship Prospectus

**FEBRUARY 3-5, 2023**

Des Moines, IA

Hilton Des Moines Downtown

<b>SPONSORSHIP BENEFITS</b>	<b>IPA Partners</b> <i>Support IPA Year-Round</i>	<b>Diamond Sponsor</b> \$5,000	<b>Platinum Sponsor</b> \$3,500
Recognition at the IPA Reception; 2 Complimentary Tickets	✓		
Reverse Exhibit Program Participation	✓	✓	
Exhibit Program Participation	✓	✓	✓
Recognition in PharmaCE Expo Mobile App	✓	✓	✓
Recognition on PharmaCE Expo Website	✓	✓	✓
Recognition in PharmaCE Expo Remarks, Printed & Digital Program	✓	✓	✓
Inclusion in PharmaCE Expo Communications	✓	✓	✓
Complimentary Registration (2)	✓	✓	✓

Not seeing what you're looking for? **Additional sponsorship opportunities below!**

## **EXHIBIT PROGRAM** – Saturday, Feb. 4, 12:00-1:30 PM

**\$1,100**

The PharmaCE Expo Exhibit Program takes place during Saturday's lunch break. With no concurrent programming, the Exhibit Hall will be the gathering place for Expo's expected 350 attendees. Booths are assigned on a first come, first paid basis.

*\*Program details below.*

## INDUSTRY SYMPOSIUM *\*Only 3 available!*

Breakfast – **\$5,000**

Friday Lunch, *Time TBD* (Feb. 3)

Lunch – **\$7,500**

Saturday Breakfast, *Time TBD* (Feb. 4)

Sunday Breakfast, *Time TBD* (Feb. 5)

Each Industry Symposium session provides your company the opportunity to present information on the latest research or new products and services. Industry Symposiums may concentrate on specific products or drugs, and, therefore, are not eligible for CPE credit. Industry Symposiums are the only opportunity for attendees to receive a conference meal which facilitates great attendance.

### EXPO PROVIDES:

Name included on registration form – Attendees to select program of choice, Receive name and work location of attendees

- Conference center space for presentation session
- Standard room and AV equipment, including microphone, LCD projector, screen, podium, staging
- One direct email from IPA to all conference attendees announcing the session
- Includes Saturday Exhibit Program
- Food and beverage during symposium

### PRESENTATION COMPANY TO PROVIDE:

- All speaker arrangements
- Handout materials if appropriate
- Laptop computer and wireless mouse (*if needed*)

## REVERSE EXHIBIT – Saturday, Feb. 4, 2:30-4:00 PM

**\$3,000**

*\*Must be registered as part of the Exhibit Hall*

Two distinct tracks offered. Connect with area health-system pharmacy directors or community-based pharmacies in an exclusive one-on-one setting. You will be stationed around the room as pharmacy decision-makers rotate through each table. You will have 6 minutes to discuss your products and services. Past exhibitors have stated the Reverse Exhibit has provided the opportunity to meet with key pharmacy leaders they otherwise wouldn't have access to – and in less than 2 hours, they accomplish weeks' worth of work!

When you register, you also have the opportunity to request specific pharmacists be invited to attend the Reverse Exhibit program. Director names and practice sites will be provided beforehand (email addresses will not be included). Please bring business cards to distribute. To participate in this event, you must be registered as an exhibitor with up to two representatives allowed from each company. This opportunity is available to vendors, suppliers, and manufacturers only.

Only 12 stations are available for each group and will be assigned on a first come, first paid basis.

## WIFI PROVIDER

**\$3,000**

The number one question attendees ask during the convention is, "What's the Wi-Fi password?" Be the first company attendees see when they log on to access Wi-Fi. This will generate great traffic to your booth. Your sponsorship will provide Wi-Fi access throughout the convention center, including the Exhibit Hall, meeting rooms, and all public spaces.

## RECEPTION – Saturday, Feb. 4, 5:30-7:30 PM

**\$2,500**

This event will be a highlight for the attendees! Wind down the opening day of PharmaCE Expo by networking with your customers during the reception. Company signage will be provided throughout the event. Sponsor will be invited to deliver greetings and share remarks. If A/V needed, additional \$500.

## OFFICIAL APP SPONSOR

**\$2,500**

The mobile app is the most up-to-date way to access Expo information while at the event – Great visibility!

## CONFERENCE PROGRAM GUIDE

**\$2,500**

All attendees receive a Program Guide with a listing of all activities throughout the event. Your company's name and logo will be prominently displayed on the back of the Program Guide – and will receive wide-spread recognition!

## REJUVENATION ROOM

**\$1,000**

Provide attendees an opportunity to rest and recharge in-between sessions so they can fully benefit from all the educational programming at Expo! Your company's name and logo will be posted throughout the room. This "technology free" space will create a relaxing, calm environment for all!

## NAME BADGE LANYARDS

**\$1,000**

Your company's logo will be worn around the necks of all attendees! Great visibility at PharmaCE Expo... everywhere attendees walk! Each PharmaCE Expo attendee and speaker receives a name badge with a lanyard. This sponsorship must be secured by December 15th to ensure time for production.

## APP-ORTUNITIES: ACTIVITY STREAM POSTS

**\$100** Each Post

Choose between 4 different formats to appear in the app's activity stream where attendees will be interacting with each other:

- **Sponsored Session:** Promote a session that features one of your employees.
- **Gallery:** Upload one or more images to show a product or service.
- **eCommerce:** Promote a special discount code or produce purchase opportunity.
- **App Download:** Promote a mobile app with direct downloads from the App Store.

Posts will be scheduled and time slots will be assigned in advance on a first come, first serve basis.

## Interested in becoming a Corporate Partner of IPA?

Investment in IPA signals your support of the association and our members as we advance our mission to improve health outcomes. For more information on how to become a Corporate Partner of the Iowa Pharmacy Association, contact Kellie Staiert at [kstaiert@iarx.org](mailto:kstaiert@iarx.org).

# PharmaCE Expo Exhibit Program Details

## LOCATION & DATE

Hilton Des Moines Downtown  
435 Park Street  
Des Moines, Iowa 50309

## CONFERENCE PROMOTION

Program information will be distributed to over 350 pharmacists, student pharmacists and technicians. There will be no concurrent programming during the Industry Symposiums or Exhibit Programs.\*\*\*

## ADMISSION TO SESSIONS & FUNCTIONS

To attend sessions and functions other than the Industry Symposium, Exhibit Hall or Reverse Exhibit, company representatives are required to register for the conference.

## BOOTH DESCRIPTION & FEE

Standard booth is 8'X10' and includes pipe and draping, identification sign, 6' skirted table, 2 chairs, and 2 luncheon tickets. Booths are assigned on a first come, first paid basis and allowing for specific exhibitor requests.

## SET UP & TAKE DOWN

Exhibitors may have access to the exhibit area at 10:00 am Saturday morning. Exhibits must be set up by 11:45 am. All exhibits must be removed immediately following the Exhibit Program.

## PAYMENTS & CANCELLATIONS

The contract and space reservations are not binding until payment for the booth space is received by the Iowa Pharmacy Association. Written notice of cancelation must be received by the IPA office **before January 10, 2023**.

An administration fee of \$200 will be assessed. Exhibit cancelations **after January 10** will be charged the full exhibit fee unless space can be resold prior to the event. If the exhibit space is resold, a 50% refund will be awarded.

## TAX-ID

42-0333952

## LIABILITY INSURANCE

Space is leased with the understanding that the exhibitor will hold the Iowa Pharmacy Association blameless for any and/all liability which may result for any cause whatsoever.

The exhibitor is responsible for any claims arising out of its own negligence, or out of the negligence of its employees or agents. The exhibitor shall be responsible for protecting its own property to its full value, either through purchased insurance or through self-insurance. IPA will not assume responsibility for any loss or damage to exhibitor property. IPA does not act as the agent of the exhibitor, the facility, the service contractor, or any other party. In the event of any claim or personal injury, bodily injury, or property damage, the exhibitor agrees to indemnify, defend, and hold harmless IPA as to any such claims.

For any additional conference information or questions:

## CONTACT

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