

**SPONSOR & EXHIBITOR**  
**PROSPECTUS**



Alabama Society of Health-System Pharmacists

(ALSHP)

# ALSHP's MEETING DATES & LOCATIONS

## ANNUAL CLINICAL MEETING & RESIDENCY SHOWCASE

**November 2-3, 2023**

Marriott Birmingham

Birmingham, AL



## SUMMER MEETING

**June 23-25, 2024**

The Grand Golf Resort and Spa

Point Clear, AL



## **About ALSHP**

The Alabama Society of Health System Pharmacists (ALSHP) was established in 1952 and has over 1,000 members across the state. Since then, ALSHP has grown to become the leading organization for Alabama pharmacists practicing in a health system setting.

### **ALSHP MISSION**

*ALSHP exists to promote, develop, and unite pharmacy practitioners in the pursuit of providing optimal patient care across all health care settings.*

### **ALSHP VISION**

*Pharmacy professionals maximizing patient outcomes*



## SPONSORSHIP LEVELS

ALSHP's Annual Meetings provide a wide range of affordable sponsorship, advertising and exhibit opportunities. Sponsoring ALSHP's Annual Meetings is the most effective way to show your support for ALSHP and its members. Since exhibit space, registration and advertising are included at most levels, a sponsorship will offer the best value and maximize your presence at meetings during the year. If you are looking for something different, ALSHP is here to assist you with putting together a custom program. Contact us, and we will work together to make the most of your ALSHP Meeting experience!

ALSHP Sponsorship Entitlements	Diamond	Platinum	Gold	Silver	Exhibitor
<b>Fee</b>	<b>\$10,000</b>	<b>\$6,000</b>	<b>\$3,750</b>	<b>\$1,750</b>	<b>\$1,250</b>
<b>Prime Booth Location</b>	X	X			
<b>Number of Meetings Included</b>	2	2	2	2	1
<b>Number of Exhibit Tables</b>	2	1	1	1	1
<b>Complimentary Exhibit Registration</b>	4	3	2	2	2
<b>Complimentary Reverse Expo Registration</b>	4	2	2		
<b>Exclusive Invite to Attendee Social Event</b>	X				
<b>Early Entry into Reverse Expo</b>	X	X			
<b>Enhanced Pre and Post Attendees List*</b>	X	X			
<b>First Choice Selection on Product Theaters**</b>	X	X			
<b>Dinner Program Fee Waived (\$500) ***</b>	X	X			
<b>ALSHP's InPharmative Quarterly e-Journal Ad</b>	Full page 4 issues	½ page 4 issues	¼ page 4 issues	¼ page 2 issues	
<b>Marketing Insert in Registration Bag</b>	X	X	X	X	
<b>Sponsorship Ribbon</b>	X	X	X	X	
<b>Logo/Links on Website</b>	X	X			
<b>Recognition in Online and Printed Program</b>	X	X	X	X	X

\* Sponsors will receive only the information of those attendees who do NOT opt out

\*\* First choice selection on Product Theaters (Break, Breakfast, Lunch, Dinner). Food and Audio-Visual costs are NOT included. Separate sponsor fee applies (see additional details below)

\*\*\*Diamond or Platinum Sponsor fee is waived (\$500) for participation in promotional dinners associated with a major meeting, as well as promotional dinners, social events, or other sponsored events that are not associated with a major meeting. Gold Sponsor fee is waived (\$500) for participation in non-meeting related events only.

## INDIVIDUAL OPPORTUNITIES

If a Sponsorship package is not the right fit for your organization, please select from the list of individual opportunities. These opportunities allow you to choose which best fits your marketing strategy. Individual opportunities are per meeting. Once an Individual Sponsorship is secured, additional details with deadlines dates, etc will be provided. All Sponsors of the items below will be recognized on ALSHP's website and in the printed program.

### **Reverse Expo – \$1,250**

Connect with top hospital and health-system pharmacy directors and leaders. The Reverse Expo is a cost and time-effective way to ensure that you get to meet as many hospital decision-makers as possible.

### **Badge Lanyard – \$3,000**

#### **(Exclusive- 1 Availability per Meeting)**

This is a great sponsorship with big impact – Lanyards will be distributed onsite to all meeting attendees. Attendees are required to wear their name badge for the duration of the annual meeting, giving your company's name hundreds of impressions. Fee includes production\*

### **Tote Bag – \$3,000**

#### **(Exclusive- 1 Availability per Meeting)**

Tote bags with sponsor and ALSHP logos are distributed to all meeting attendees. This sponsorship provides an excellent opportunity for brand/name recognition during the meeting. Fee includes production\*

### **Meeting T-Shirt – \$3,000**

#### **(Exclusive- 1 Availability per Meeting)**

Showcase your company logo on every attendee with a t-shirt sponsorship. Sponsor logo will be placed on shirt, along with ALSHP's logo. Fee includes production\*

### **WiFi Access – \$5,000**

#### **(Exclusive- 1 Availability per Meeting)**

Connect with attendees as they get connected at ALSHP's Annual Meeting. Sponsorship includes a tabletop exhibit.

### **Marketing Insert- \$250**

Add a promotional brochure flyer to be distributed to attendees during registration\*

### **Exhibition Boxed Lunch - \$1,250**

#### **(1 Availability per Meeting)**

As the Boxed Lunch Sponsor, your company has the unique potential to establish a higher level of brand recognition. Your company name will appear on the lunch signage. Sponsorship includes a tabletop exhibit. You will have the option to provide branded napkins, stickers and/or a promotional insert for the boxed lunches. Choice of menu selection. Food costs are additional.

### **Product Theater Break- \$1,750**

#### **(4 Available per Meeting)**

Promote your company by supporting a 15-minute break (of your choice) during an ALSHP Annual Meeting. Sponsorship includes a table for promotional use. Food and beverage costs are additional.

### **Product Theater Meal- \$2,500**

#### **(2 Available per Meeting)**

Take advantage of this 50-minute forum to promote new products, services or learning opportunities for attendees. Sponsorship includes a table for promotional use. Food, beverage and audio-visual costs are additional.

### **Product Theater Dinner - \$500**

#### **(2 Available per Meeting)**

This promotional event provides the sponsor with a live marketing opportunity. Sponsor is responsible for securing the restaurant (if not at hotel). Food, beverage and audio-visual costs are additional.

*\*indicates deadline applies*

# ADVERTISING OPPORTUNITIES

## ALSHP Meeting Program

The meeting program is scheduled to print mid-June (for Summer Meeting) and mid-October (for Fall Meeting). Advertising space is available in color or black and white; full-, half-, and quarter-page sizes will be accepted from corporations and universities. The program is prepared in 8 1/2" x 11" format.

### Meeting Program Advertising

Back cover full-page:	\$ 1,000
Inside front cover full-page:	\$ 850
Inside back cover full-page:	\$ 850
Full-page:	\$ 600
Half-page:	\$ 350
Quarter-page:	\$ 200

### Advertising Specs

Back Cover, Inside Front Cover, Full-Page: Size: 8.5"w x 11"h, bleed 1/8" (bleed size 8.75"w x 11.25"h)

Half-Page Horizontal: 7.5"w x 5"h

Half-Page Vertical: 3.5"w x 10"h

Quarter Page: 3.5"w x 5"h

## ALSHP INPHARMATIVE QUARTERLY

InPharmative Quarterly e-Journal is distributed electronically (4x per year) to ALSHP membership and available to members on the ALSHP website

### InPharmative Quarterly Advertising

Publication full page ad:	\$1,000/per year
Publication ½ page ad:	\$750/per year
Publication ¼ page ad:	\$500/per year

## Enhanced Pre- Meeting List- \$500\*

Let attendees know why they need to visit your booth and meet with you. The list will be provided electronically prior to the meeting (one month, one week). The attendee list is for the use of the paid exhibitor in preparation for the event only.

## Enhanced Post-Meeting List- \$500\*

Reinforce your message and follow up after the meeting with a post-event attendee list. The list will be provided electronically within one-week, post-event. The attendee list is for the use of the paid exhibitor for post event only.

\*ALSHP will electronically provide a PDF list of pre-registered attendees that will be distributed prior to the meeting, followed by an updated list of attendees within one week after the meeting. ALSHP is obligated by law to ask attendees if they wish to opt out of publishing their names and contact information for exhibitors. Exhibitors will receive only the information of those attendees who do NOT opt out.

## **ADDITIONAL EXHIBIT INFORMATION**

### **BOOTH RENTAL**

Booth rental for each meeting is payable in full to ALSHP and should be sent with the Exhibit Space Contract. Booth assignments are at the sole discretion of ALSHP and will be assigned based on date the contract is received, with corporate sponsors receiving highest priority. Electrical outlets are not included in exhibit fees.

### **CANCELLATION**

Written cancellation requests received 30 days prior to the meeting date will be honored with a 50% refund of the booth rental fee. After that time, no refunds will be given. In the unlikely event of cancellation due to any force majeure event (e.g., fire, strike, governmental regulation or order, transportation interruption, terrorism, national emergency, natural disaster, outbreak or continuance of an epidemic or contagion or declaration of pandemic by the U.S. government or the World Health Organization, power outage, or other cause beyond the reasonable control of ALSHP that prevents or makes ALSHP commercially unreasonable or inadvisable for its scheduled commencement or continuance), then neither party will have any further obligation to the other. Payment for any promotions or sponsorships that have been delivered before cancellation of the meeting will be fully refunded or applied to the next meeting.

### **FEES**

Booth fees include meal functions; however, *do not include the participation in CE activities*. Per the fee structure provided, individuals wishing to attend education programming and receive CE should pay an additional \$225 registration fee.

### **HOTEL INFORMATION**

Information on reserving a hotel room will be made available on the ALSHP event website. Exhibitors are responsible for making their own accommodation(s).

### **SERVICE KIT**

The Summer Meeting and the Annual Clinical Meeting exhibits are tabletop displays and no formal service kit will be provided.

### **LIABILITY**

The Alabama Society of Health-System Pharmacists will provide reasonable and professional security and precautions during non-show hours to safeguard exhibitor's property. However, it is understood that neither ALSHP, nor the host hotels, nor their members, officers, directors, or employees shall be responsible for loss or damage to any property belonging to the exhibitor or any person or persons while in transit to or from, or while at the respective properties. The exhibitor assumes complete responsibility and liability and agrees to protect, save and hold forever harmless, ALSHP, host hotels, and all their agents, officers and employees (hereafter collectively called indemnities) for any and all injury to persons or property in any way connected with the exhibitor's display. The exhibitor agrees to hold harmless the indemnities against and from any and all losses costs, damage, liability, or expenses (including attorney's fees) arising from or other occurrence to any person or persons, including the exhibitor, its agents, employees, and business invitees which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or any part thereof. The undersigned hereby authorizes ALSHP to reserve exhibit space as indicated on the Exhibit Space Contract for use by the above company/organization during the events of that calendar year. The undersigned acknowledges receipt of, and agrees to abide by the conditions under which exhibit space at the host hotels are leased to ALSHP as printed in the Exhibitor Prospectus.

# ALSHP Contract for Corporate Sponsorship/Exhibit Space

Company Name \_\_\_\_\_

Individual Representative Name #1 \_\_\_\_\_

Individual Representative Email #1 \_\_\_\_\_

Individual Representative Name #2 \_\_\_\_\_

Individual Representative Email #2 \_\_\_\_\_

Product/Services to Display \_\_\_\_\_

**REGISTRATION FEES** please circle your choice(s) and enter a total amount per column

## **Sponsorship levels**

Diamond	\$10,000
Platinum	\$6,000
Gold	\$3,750
Silver	\$1,750

## **Fees**

Exhibit Only	\$1,250		
Additional Reps (per Rep)	\$225		
Product Theater/Break Sponsorship	\$1,750		
Product Theater/Meal Sponsorship	\$2,500		
Boxed Lunch Sponsorship	\$1,250		
WiFi Sponsorship	\$5,000		
Dinner Sponsorship	\$500		
Publication Ad	\$1,000 Full page/year	½ page \$750/year	¼ page \$500/year
Meeting Program Ad	\$ _____ (indicate option)		
Reverse Expo	\$1,250		
Marketing Insert	\$250		
Tote Bag Sponsorship	\$3,000		
Badge Lanyard Sponsorship	\$3,000		
Meeting T-shirt Sponsorship	\$3,000		
Opt-in Pre or Post Attendee List	\$500		

**Total Fees** \$ \_\_\_\_\_

*Please make your check payable to the Alabama Society of Health- System Pharmacists (TAX ID # 63-0774188) and send with this reservation form to: ALSHP, 429 Green Springs HWY, Suite 161 #204, Birmingham, AL 35209*

Email a copy of the reservation form to Jackie Cannon [meetings@alshp.org](mailto:meetings@alshp.org) or Dan Gillis [dan.gillis@alshp.org](mailto:dan.gillis@alshp.org)

Company Contact: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact Phone: \_\_\_\_\_