

# **EXHIBITOR and SPONSORSHIP PROSPECTUS**

**2022 Meetings**



Alabama Society of Health-System Pharmacists

(ALSHP)

**ALSHP's Summer Meeting 2022**

June 19-21, 2022  
Hilton Pensacola Beach  
Pensacola Beach, FL



**ALSHP's Annual Clinical Meeting  
and Residency Showcase**

November 3-4, 2022  
Montgomery Marriott Prattville at Capitol Hill  
Prattville, 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*



# **CORPORATE SPONSORSHIP PROGRAM**

Corporate sponsors are those organizations that support ALSHP's mission and events through a prestigious level of sponsorship! ALSHP has developed a simple, cost effective structure to make it easier and more beneficial for our Corporate Sponsors. Our **Platinum, Gold** and **Silver** Level Sponsors will have the advantage of maximum visibility and face time with our ALSHP members. In becoming a **Platinum, Gold** or **Silver** Level Sponsor, you will ensure your company's inclusion in both our Summer and Fall Meetings for the year 2021, and you will have a consistent presence on our ALSHP Website. Sponsorship levels are only valid for the current calendar year and must be purchased prior to the start of ALSHP's Summer Meeting. Below are the Levels of Sponsorship, and the benefits that your Sponsorship will include:

## **SPONSORSHIP OPPORTUNITIES**

### **PLATINUM LEVEL \$6,000 (\$9,100 value)**

- ✓ Complimentary prime booth location at both Summer and Fall Meetings
- ✓ Complimentary participation in Reverse Expo for two (2) company representatives at both Summer and Fall Meetings
- ✓ Complimentary exhibitor registration for two (2) company representatives to attend both Summer and Fall Meetings (additional registrations may be purchased for \$225 per company representative)
- ✓ Access to Pharmacy Leaders Networking Reception
- ✓ Sponsor ribbons for your company's representatives
- ✓ Recognition as a Platinum sponsor in online and printed meeting programs
- ✓ Enhanced Attendees List (one month prior, one week prior) and post-event (within one week of meeting)
- ✓ ½ page ad in four (4) of ALSHP's InPharmative Quarterly e-Journal
- ✓ First choice selection on Product Theaters (Break, Breakfast, Lunch, Dinner, Reception)
  - Note: Food and Audio-Visual costs are NOT included
- ✓ Promotional brochure flyer to be distributed to attendees during registration
- ✓ Fee waived (\$500) for participation in promotional dinners, social events, or other sponsored events not associated with a major meeting

### **GOLD LEVEL \$3,750 (\$6,500 value)**

- ✓ Complimentary booth at both Summer and Fall Meetings
- ✓ Complimentary participation in Reverse Expo for two (2) company representatives at both Summer and Fall Meetings
- ✓ Complimentary exhibitor registration for two (2) company representatives to attend both Summer and Fall Meetings (additional registrations may be purchased for \$225 per company representative)
- ✓ Sponsor ribbons for your company's representatives
- ✓ ¼ Page ad in four (4) of ALSHP's InPharmative Quarterly e-Journal
- ✓ Recognition as a Gold sponsor in online and printed meeting programs

- ✓ Enhanced Attendees List (one week prior) and post-event (within one week of meeting)
- ✓ Promotional brochure flyer to be distributed to attendees during registration
- ✓ Fee waived (\$500) for participation in promotional dinners, social events, or other sponsored events not associated with a major meeting

**SILVER LEVEL**  
**\$1,750 (\$3,500 value)**

- ✓ Complimentary booth at both Summer and Fall Meetings
- ✓ Complimentary exhibitor registration for two (2) company representatives to attend both Summer and Fall Meetings (additional registrations may be purchased for \$225 per company representative)
- ✓ Sponsor ribbons for your company's representatives
- ✓ ¼ Page ad in two (2) of ALSHP's InPharmative Quarterly e-Journal
- ✓ Recognition as a Silver sponsor in online and printed meeting programs
- ✓ Health-Systems only Attendees List pre-event and Enhanced Attendees List post-event (within one week of meeting)

**CUSTOMIZED**

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!

**INDIVIDUAL OPPORTUNITIES**

**TABLETOP EXHIBIT**  
**\$1,250 (\$2,000 value)**

- ✓ Complimentary booth at the Summer **OR** Fall Meeting
- ✓ Complimentary exhibitor registration for two (2) company representatives to attend the Summer **OR** Fall Meeting (additional registrations may be purchased for \$225 per company representative)
- ✓ Exhibitor ribbons for your company's representatives
- ✓ Recognition as an exhibitor in either the Summer **OR** Fall Meeting online and printed meeting program
- ✓ Health-Systems only attendee list pre-event and post-event
  - Enhanced Attendees List pre-event and post-event may be purchased separately for additional fees.

## **WI-FI SPONSORSHIP**

**\$5,000**

- ✓ Includes sponsorship for entire meeting at the Summer **OR** Fall Meeting
- ✓ Complimentary booth at the Summer **OR** Fall Meeting
- ✓ Complimentary exhibitor registration for two (2) company representatives (additional registrations may be purchased for \$225 per company representative)
- ✓ Sponsor ribbon for your company's representatives
- ✓ Recognition as Wi-fi sponsor in either the Summer **OR** Fall Meeting online and printed meeting program

## **EXHIBITION LUNCH SPONSORSHIP (Boxed)**

**\$1,250**

- ✓ Complimentary prime booth location at either the Summer or Fall Meeting
  - Fee includes exhibiting during all exhibit days and times
- ✓ Complimentary exhibitor registration for two (2) company representatives to attend either the Summer or Fall Meeting (additional registrations may be purchased for \$225 per company representative)
- ✓ Greet attendees as they enter the Exhibition
- ✓ Email blast of Exhibition Lunch Sponsorship sent by ALSHP to all attendees within 2 weeks of meeting
- ✓ As the Boxed Lunch Sponsor, your company has the unique potential to establish a higher level of brand recognition across the entire meeting
- ✓ You will have the option to provide branded napkins, stickers and/or a promotional insert for the boxed lunches
- ✓ Your company name will appear on lunch signage
- ✓ Recognition as an Exhibition Lunch Sponsor in either the Summer or Fall Meeting online and printed meeting program
- ✓ Choice of menu selection
  - Food costs are not included in the price listed above
- ✓ Full or partial sponsorship opportunities may be available. Contact Dan Gillis [dhgillis3@gmail.com](mailto:dhgillis3@gmail.com) for availability and additional details

## **PRODUCT THEATER**

### **Meal Sponsorship**

**\$2,500 (each opportunity)**

- ✓ 50-minute promotional sessions that provide the sponsor with live marketing opportunity
- ✓ Unique opportunity to discuss the appropriate uses of your products or services with a target audience
- ✓ Complimentary exhibitor registration for two (2) company representatives to attend the Summer OR Fall Meeting (additional registrations may be purchased for \$225 per company representative)
- ✓ Complimentary meeting space for up to 200 people seated

- ✓ Complimentary table will be provided during session for promotional use
- ✓ Company name will appear on lunch signage
- ✓ Recognition as Meal sponsor in either the Summer OR Fall Meeting online and printed meeting program
- ✓ Choice of Meal sponsorship (Breakfast or Lunch) and menu selection
  - Note: Food and Audio-Visual costs are NOT included
- ✓ Meal sponsorships are promotional. CE credit is not provided for these sessions.
- ✓ Email blast of Product Theater sent by ALSHP to all attendees within 2 weeks of meeting

**Break Sponsorship**  
**\$1,750 (each opportunity)**

- ✓ 15-minute promotional opportunity to network with attendees in between sessions
- ✓ Complimentary exhibitor registration for two (2) company representatives to attend the Summer OR Fall Meeting (additional registrations may be purchased for \$225 per company representative)
- ✓ Complimentary table will be provided during break for promotional use
- ✓ Recognition as Break sponsor in either the Summer OR Fall Meeting online and printed meeting program
- ✓ May be scheduled during any of ALSHP's morning or afternoon break times
- ✓ Choice of Break option
  - Food costs are NOT included
- ✓ Email blast of Product Theater sent by ALSHP to all attendees within 2 weeks of meeting

**Dinner Sponsorship**  
**\$500 (each opportunity)**

- ✓ 50-minute promotional sessions that provide the sponsor with live marketing opportunity
- ✓ Email blast of Dinner Sponsorship sent by ALSHP to all attendees within 2 weeks of meeting
- ✓ Dinner Sponsor is responsible for securing the restaurant, as well as, all of the food, beverage, and audio-visual expenses.
- ✓ This sponsorship is solely promotion of your event to promote your dinner to attendees
- ✓ This opportunity includes promotion of the dinner event
- ✓ Recognition as Sponsor in either the Summer OR Fall Meeting online and printed meeting program

**REVERSE EXPO**  
**\$1,250**

- ✓ 45-minute session that allows Vendors the opportunity to network with Pharmacy Leadership
- ✓ Complimentary exhibitor registration for two (2) company representatives to attend the Summer OR Fall Meeting Reverse Expo (additional registrations may be purchased for \$225 per company representative)
- ✓ Meet face-to-face with multiple Pharmacy Leaders in one location

- ✓ Meet briefly with each Pharmacy Leader and engage in one-on-one discussions

## **ADVERTISEMENT**

### **ALSHP's InPharmative Quarterly e-Journal**

- ✓ Publication ad ½ page \$750/year (4 publications)
- ✓ Publication ad ¼ page \$500/year (4 publications)
- ✓ Distributed electronically to ALSHP membership
- ✓ Available to ALSHP members on the ALSHP website

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

- ✓ Add a promotional brochure flyer to be distributed to attendees during registration
  - Promotional flyers are provided by your company and subject to ALSHP approval

### **Enhanced Pre-Event Attendees 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-Event Attendees 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.

## **OTHER 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 assignment is 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.

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.

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.

### **Materials Shipping**

Items must be properly packed and shipped and include the name of the group, exhibiting company representative, date(s) of the program and the item number of the total number of items (i.e. 1 of 3, 2 of 3, 3 of 3). Separate hotel fees may apply. More details on shipping will be sent to the designated contact person prior to the meeting.

### **Hotel Information**

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

### **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 2022 Corporate Sponsorship/Exhibit Space

You may register and pay online [HERE](#) or submit this form

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**

Platinum \$6,000

Gold \$3,750

Silver \$1,750

## **Fees**

Exhibit Only \$1,250 + \$225 individual registered

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 ½ page \$750/year ¼ page \$500/year

Reverse Expo \$1,250

Marketing Insert \$250

Opt-in Pre-Event Attendee List \$500

Opt-in Post-Event Attendee List \$500

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

Our company will plan to provide a door prize? \_\_\_\_ YES \_\_\_\_ NO

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. Our W-9 may be found [HERE](#).

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 \_\_\_\_\_

Telephone \_\_\_\_\_

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