

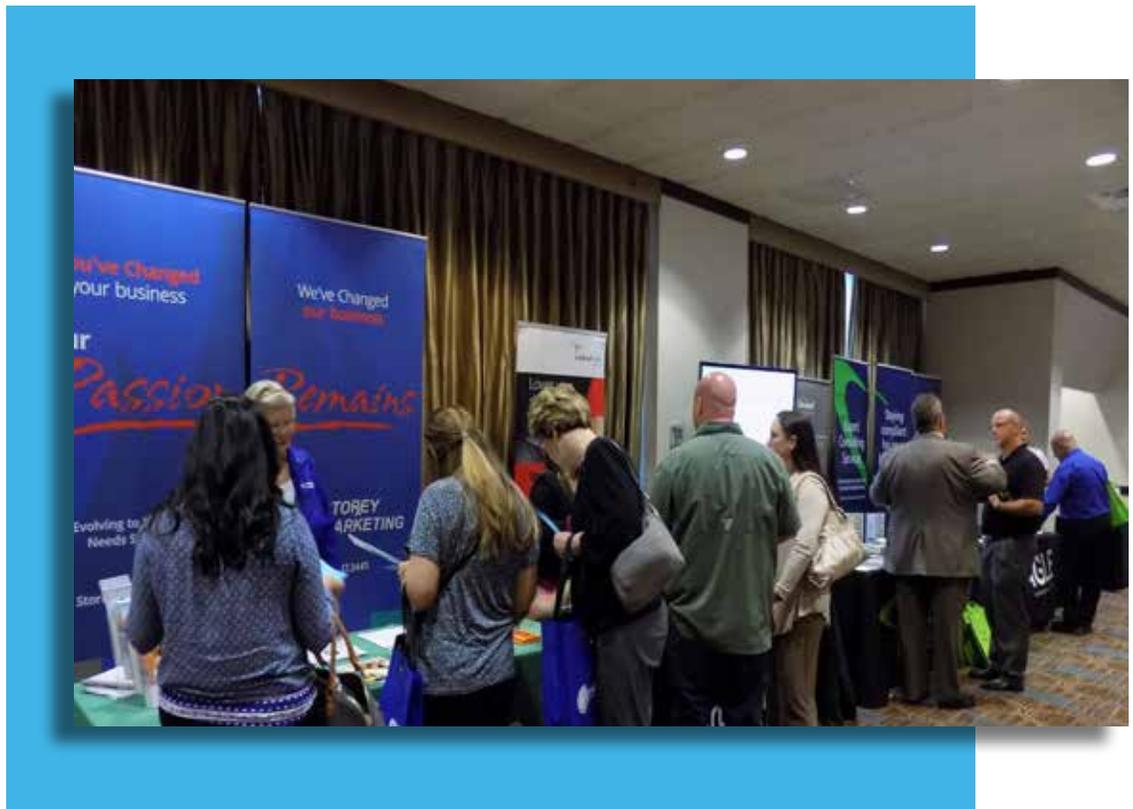
Exhibit and Sponsor Prospectus

Midwest Independent Pharmacy Expo

Ohio Pharmacists Association

The 4th Annual Midwest Independent Pharmacy Expo will offer 2 hours of interaction with independent pharmacists as well as unique education that will attract independent pharmacist owners, managers, interns, technicians and marketers from the Midwest.

Exhibit space is limited so register now to secure your booth.



Midwest Independent Pharmacy Expo
September 22, 2019
Makoy Center | 5462 Center Street | Hilliard Ohio 43026

EXHIBIT SPONSOR





Midwest Independent Pharmacy Expo

September 22, 2019

The 4th Annual Midwest Independent Pharmacy Expo is a day of exhibit time and continuing pharmacy education. Exhibit space is limited so register now to secure your booth. Exhibitors have a unique opportunity to meet face-to-face with midwest independent pharmacists. Attendees will experience specialized continuing pharmacy education programming directed to independent pharmacists, interns, technicians and marketers. This is a wonderful opportunity for you to improve your business as an exhibitor. Networking here puts you directly in front of the decision-makers of independent pharmacies.

Who will attend?

Attendees can be new to independent pharmacy, professionals interested in owning an independent pharmacy, seasoned veterans, and decision makers in independent pharmacy.



Exhibit times

Exhibit Set-up

Sunday, September 22 8:45 – 9:15 am

Exhibit Hours

Sunday, September 22 9:30 – 10:30 am
 12:00 – 1:00 pm

Exhibit Breakdown

Sunday, September 22 1:05 – 1:45 pm

(Actual times are subject to change; total face-to-face time with registrants will not change.)

Midwest Expo Attendees want to know about:

- Advertising opportunities
- Analytical testing equipment
- Analytical testing services
- Anti-aging products
- Business Management
- Chemical suppliers
- Compliance tools
- Computer systems and software
- Consulting services
- Cosmeceuticals
- Diabetic Care
- Flavoring
- Herbal Supplements
- Marketing Clinical Services
- Measuring Devices
- Medication Therapy Management
- Nutraceuticals
- Packaging equipment
- Pharmacy design services
- ...and much more



Expo Vendor Fees	Member	Display with 2019 Membership* until 7/20/19	Non-member until 8/8/19	Non-member after 8/8/19
	\$950	\$1,050	\$1,200	\$1,370

Expo Exhibit includes: One 6' x 30" table with black drape and fully-carpeted hall, lunch for two representatives.

2 Exhibitor Badges with Continuing Education credit and access to all education sessions are included.

In addition, all exhibitors will receive:

- Recognition in conference materials and on-site signage
- Acknowledgment on the OPA website, *Ohio Pharmacist* monthly journal, and the bi-weekly email *Ohio Pharmacy Newsline*.

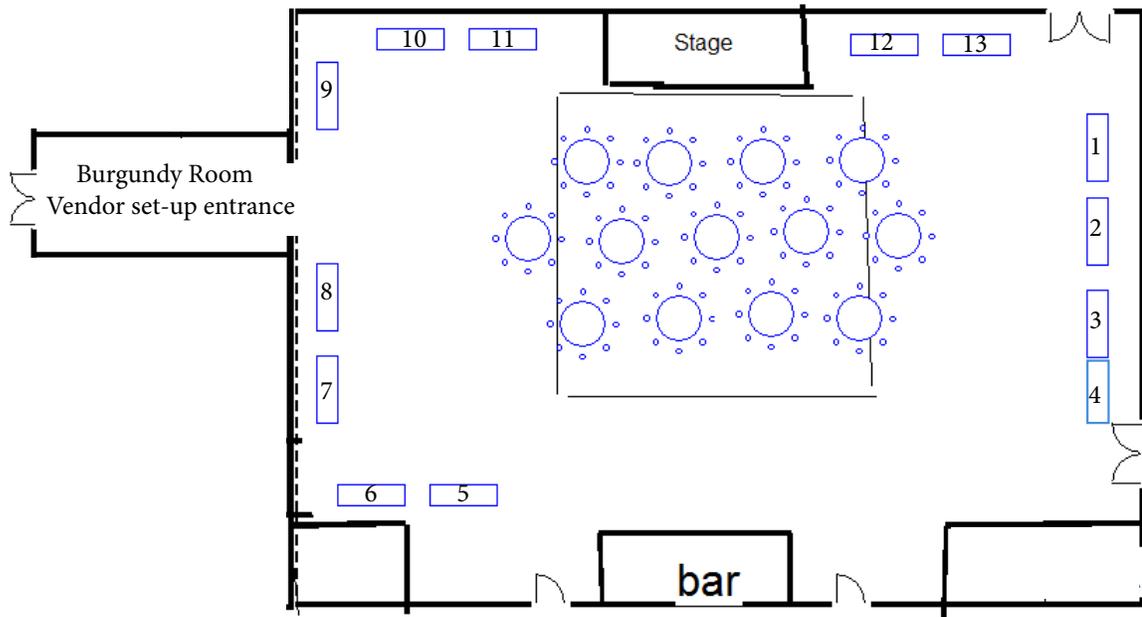
Exhibit locations will be assigned first come, first served for confirmed exhibiting companies. OPA reserves the right to adjust the assignment and diagram as needed.

This event is a product of OPA's Center for Entrepreneurship



September 22, 2019 Midwest Independent Pharmacy Expo

Exhibit Hall Layout



Thank you to past sponsors and vendors of the Midwest Independent Pharmacy Expo:

- | | | |
|--|------------------------------|---|
| Allergan | KEMBA Financial Credit Union | QS/1 |
| American Pharmacy Services Corporation | Letco | RDC |
| BSN Medical, Inc | McKesson | Rite Aid Pharmacy |
| Capital Wholesale Drug Co | Omnicell, Inc. | Senior Elite Services/
Benefits Plans of America |
| Cardinal Health | NCPA | SmartFill |
| Eagle | PAAS National | Storey Marketing |
| Electronic Billing Services | Parata Systems | SunRx |
| First Financial Bank | PioneerRx | |
| FisherBroyles, LLP | PRS Pharmacy Services | |
| Independent Rx Consulting | Pharmacists Mutual Companies | |

Consent for use of photographic images:

Registration and attendance at, or participation in, OPA meetings and other activities constitute an agreement by the registrant to OPA's use and distribution (*both now and in the future*) of the registrant or attendee's image in photographs, videotapes, and electronic reproduction of such events and activities.

Expo Sponsorship Opportunities —

LOGO ITEMS

EXPO Tote Bags – \$2,000

Tote bags will have your company's logo and/or marketing message on one side and the meeting's artwork on the other side. Sponsorship includes one insertion with promotional messaging in each bag. Promotional materials must be printed and delivered to the OPA office in Columbus, Ohio (at the sponsor's expense) no later than July 1, 2019.

EXPO Programs – \$2,000

The Expo provides each attendee with a program containing the meeting schedule with exhibitor and sponsor listings. Your company will receive a full-page color ad with premium placement inside the program.



Morning Break with Exhibitor Experience – \$500

All attendees are invited to refill their coffee and visit exhibitors providing the latest products and services to advance the pharmacy profession.

Lunch with Exhibitor Experience – \$1,500

All attendees are invited to gather in the exhibit hall to enjoy lunch and visit with vendors once again.

Dessert Station Sponsor – \$1,000

To encourage interaction in the exhibit hall, dessert stations will be offered during lunch. Sponsor one of these stations to attract attendees with something delicious while they learn about your products and/or services.



More Expo Sponsorships

Back Cover ad Expo Program - \$800

Full-page ad Expo Program - \$700

Half-page ad Expo Program - \$350

Tote Bag Insert - \$500

Chair Drop - \$500

Coffee Sleeve advertisement - \$350

Expo Attendee Pens - \$300

Want a different sponsorship? Contact Janice at jjohnson@ohiopharmacists.org



Gain Additional Exposure —

Advertise your products and services in the go-to source of information for Ohio pharmacists, OPA's award-winning, monthly publication, the *Ohio Pharmacist* and the much-anticipated bi-weekly *Ohio Pharmacy Newsline* member email.

Advertising information is on [page 7](#) of this prospectus or contact Janice at jjohnson@ohiopharmacists.org to reserve your space in OPA communications.



Midwest Independent Pharmacy Expo Vendor Application/Contract Sponsor Form
 September 22, 2019 | Makoy Center | 5462 Center Street | Hilliard, Ohio 43026

Exhibit Coordinator _____ E-mail _____ Phone () _____
(Exhibit kit will be emailed to this person.)

This information may be used in the Expo program.

Company _____

Contact _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone () _____ Website _____

Email _____

Please complete a 25-word description of your company for promotional purposes. _____

Representatives who will staff Expo exhibit: All representatives' names need to be provided by July 26, 2019. All exhibitors are encouraged to join pharmacists in continuing pharmacy education sessions. All exhibitors must wear their Expo name badges. *If your company representative is a pharmacist who would like to report the CPE from the Expo, please check the box below so that OPA may prepare his/her continuing education form. (The pharmacist-exhibitor CPE fee offers a savings of \$100 or more off the pharmacist-attendee registration rate.)*

Name _____	Suffix _____	Name _____	Suffix _____
<small>CPE attendance for licensed pharmacist exhibitor</small>		<small>CPE attendance for licensed pharmacist exhibitor</small>	
<input type="checkbox"/> No CPE needed		<input type="checkbox"/> No CPE needed	
<input type="checkbox"/> 1 day CPE - Free		<input type="checkbox"/> 1 day CPE - Free	
Nickname for badge _____		Nickname for badge _____	
Email _____	Rep Phone _____	Email _____	Rep Phone _____
Emergency Contact _____	Emer Phone _____	Emergency Contact _____	Emer Phone _____

Exhibit Location: Location is assigned on a first registered—first assigned basis. OPA reserves the right to change location to improve overall function.

Number of booths to be purchased: _____

Indicate any specific company(s) that you would like to be near: _____

Indicate any specific company that you would prefer to avoid: _____

We agree to abide by the rules and regulations that are listed on the Independent Pharmacy Expo contract included. We agree to enclose a check, or include arrangements for payment, when submitting this contract. The non-member early fee is due by August 10, 2019. All payments must be received no later than August 30, 2019. All cancellations will forfeit at least a \$50 administration fee per the contract.

Authorized signature _____ Date _____

Payment Information:

Expo Vendor Fee —

Midwest Independent Expo Trade Show Fee \$ _____

If you need electricity for the Expo, please add \$15. \$ _____

Independent Expo Sponsorship \$ _____

Total amount remitted \$ _____

Visa MasterCard American Express Check Make payable to: *Ohio Pharmacists Association (Tax ID 31-4271660)*

Account Number _____ Exp. Date _____

Name on Card (please print) _____ Security Code _____

Billing Address (if different from above) _____

City _____ State _____ Zip _____

Exhibit Contract for the Ohio Pharmacists Association Midwest Independent Pharmacy Expo, September 22, 2019

SPACE ASSIGNMENTS

1. Space assignments will be made by the Ohio Pharmacists Association (OPA) on a first-come, first-serve basis according to the date that payment for the booth space is received for the Independent Pharmacy Expo to be held at the Makoy Center, 5462 Center Street, Hilliard, Ohio, 43026 on September 22, 2019.
2. The Ohio Pharmacists Association reserves the right to shift space assignments after the contract has been signed if they find it necessary to do so. Space is leased with the understanding that the Exhibitor will hold the Ohio Pharmacists Association blameless for any and/or all liability which may result for any cause whatsoever.

PAYMENTS AND CANCELLATIONS

1. In applying for space, the Exhibitor will pay for the full cost of the space with the application or as soon thereafter as possible. The cost of an 8' x 30" table exhibit space being \$1,000 for the member rate, \$1,100 for the booth/member rate until 7/10/19, \$1250 from 7/11/19-8/8/19 or the \$1350 after 8/8/19. The contract and space reservations are not binding until payment for the booth space is received by OPA.
2. Written notice of cancellation must be received by the OPA office before July 24, 2019 in order for the Exhibitor to receive a refund less the \$50 administration fee. Any cancellations after that date, but before August 24, 2019, will receive a 50% refund. If notice is received after August 24, 2019, Exhibitor is obligated to pay full fee. In the event of a cancellation, OPA shall have the right to use said space for its own convenience.

EXHIBIT EQUIPMENT

1. The exhibit space will include 8' x 2' skirted table and two folding chairs. Any other items or services will be at each exhibitor's own expense and responsibility. The display area, which is fully carpeted, will be available for move-in of materials from 9:00-9:45 a.m. on Sunday, September 22, 2019. Set-up must be completed by 9:30 a.m. **Trade Show hours are Sunday, September 22, 2019 from 10:00 - 10:45 a.m.; 11:45 am - 1:15 p.m. and 2:45-3:15 p.m.** Materials may not be removed before 3:15 p.m., Sunday, September 22, 2019 and must be completely removed by 4:30 p.m. on September 22, 2019. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the show without permission first being secured in writing from OPA. *Note:* Exhibitors are advised to provide locked storage facilities within their own display area for excess merchandise.

USE OF EXHIBIT SPACE

1. All demonstrations and exhibits must be confined to the exhibit space. All Exhibitors must arrange their displays so they utilize only the area contracted for and in such manner as to recognize the right of other Exhibitors and show visitors to conform to the overall floor layout developed by OPA. OPA adheres to the IAEM guidelines for exhibits (available upon request). Heights: No constructed booth display or sign or advertising matter may exceed a height of ten feet (10') unless approved by the OPA Exhibit Manager. No lights, standards, signs, mirrors, advertising matter, display racks, display cases, other construction may exceed 42 inches in height in the front two-thirds of the space. Exhibitors who display machines or equipment that measure eight feet (8') in height must submit to OPA for approval of a floor plan showing the location of such equipment or machines by August 24, 2019. Lighting: Light bulbs or other light sources must not be visible from the aisles. The use of flashing electric signs or lights is not permitted. Appearance: An Exhibitor must arrange to remove excessive amounts of trash or waste materials during show hours. Fire regulations: All materials shall be fire-resistant. No Exhibitor shall assign, sublet or share the whole or any part of the booth space allocated.
2. Exhibitor agrees to pay when due all royalties, license fees or other charges accruing or becoming due to any firm, person or corporation by reason of any music, either live or recorded, or any other entertainment of any kind or nature, played, staged or produced by the Exhibitor, its agents, employees within the premises covered by this license agreement including but not limited to, royalties or licensing fees due to BMI, ASCAP, or SESAC. Exhibitor agrees to hold harmless OPA, its agents and employees against any and all such claims and charges, and to defend, at its own expense any, and all, such claims and charges. Exhibitor shall have the right, however, to protest and if desired, to litigate and adjudicate any and all such claims.
3. Only customary and descriptive product literature and samples may be distributed to meeting registrants and only within the space assigned to the Exhibitor presenting such material. Firms or organizations not assigned space in the Exhibit Hall will not be permitted to solicit business within the Hall. Food or drink distribution must be approved by the OPA exhibit manager.

DIRECTORY LISTING

The Exhibitor is solely responsible for his/her material contained in Exhibitor listing. The Exhibitor agrees to indemnify and hold harmless the OPA for any trademark, trade name, copyright or patent infringement claims or controversies arising out of, or related to this agreement or the program and Exhibitor listing.

OBJECTIONABLE MATERIAL AND ACTIVITIES

1. OPA reserves the right to request modification of any questionable exhibit. All products displayed in the exhibit booth must be suitable to the pharmacy market.

LIABILITY AND INSURANCE

1. OPA, the Makoy Center, or any officer or staff member thereof will not be responsible for the safety of the property of the Exhibitor, his agents or employees from theft, damage by fire, accident, or any other cause.
2. The Exhibitor agrees that OPA and the Makoy Center or its employees: (a) will not be responsible for any damages to or for the loss or destruction of the Exhibitor's property or injuries to the Exhibitor, his representatives, or injury being expressly waived by the Exhibitor, (b) will be exempted from or indemnified for any claims for injury to any part of the Exhibitor's representatives, agents or employees.
3. OPA, its agents and employees, will not be liable for failure to hold the exhibit as scheduled. Payments for exhibit space will be returned in that event except that any actual expenses incurred in connection with the exhibit will be deducted if the exhibit is called off on September 22, 2019, because of fire, or any natural cause, or strike, or epidemic or any law or regulation of public authority, which makes it impossible or impractical to hold the exhibition.
4. The Exhibitor agrees to obtain the following insurance coverage during the OPA exhibition, including move-in, move-out times, and be prepared to furnish certificate of insurance to the OPA if requested: (a) Comprehensive general liability insurance coverage including protective and contractual liability coverage of not less than one million dollars for bodily injury, property damage, and product liability coverage and (b) Employers' liability insurance within minimum limits of \$250,000 per accident.

BUILDING RULES

1. Exhibitors must comply with all regulations; meet the requirements of the U.S. Government, the State of Ohio, Franklin County and municipal authorities, police and fire departments for Norwich Township/City of Hilliard and all regulations of the Makoy Center.
2. Fire regulations require that all display materials be flame proofed and all hangings must clear the floor. Electrical signs and equipment must be wired to meet specifications of the National Electrical Code Safety Rules.
3. Exhibitors shall not deface any part of the Exhibit Facility. The cost of repairing any damage to the Exhibit Hall caused by the Exhibitor, its employees, representatives, or agents will be billed to and paid by the Exhibitor. Nothing can be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floor, ceiling, furniture, or properties of the Exhibit Hall. All setup and dismantling of Exhibit space and equipment must be conducted within the Exhibit Hall.
4. **SMOKING IS NOT PERMITTED IN THE EXHIBIT HALL.**

HANDLING AND STORAGE

1. The Makoy Center will accept shipped exhibit items beginning on September 18, 2019 to:

Makoy Center
The Midwest Independent Expo
Your company name and Onsite contact
5462 N. Center Street
Hilliard Ohio 43026

2. All items must be shipped out on Sunday, September 22, 2019. Exhibitors must provide shipping labels for items and are responsible for all shipping charges. Shipping charges will not be accepted by the Makoy Center. If venue personnel are required to assist in loading your shipment, you will incur a \$5.00 per box and \$75.00 per skid charge. These fees stand for both incoming and outgoing packages. If necessary, an invoice will be sent to your business.

TERMINATION AND DEFAULT

If the Exhibitor shall fail to perform any of the covenants or obligations under this contract, OPA may, as its option, terminate this contract immediately upon written notice to the Exhibitor. Any termination by OPA under this contract shall be without prejudice to any other rights or remedies of OPA hereunder. The failure of OPA to exercise the right of termination herein granted at any time shall not constitute waiver of its rights therefore under subsequent default.

GENERAL

1. All matters and questions not covered by the contract provisions are subject to the decisions of the OPA Exhibit Manager. The contract provisions may be amended at any time by OPA, and all amendments or additions that may be so made shall be equally binding, on all parties affected, as the original contract provisions.
2. Severability. The intention of the parties to this agreement is to comply fully with all laws and public policies, and this agreement shall be construed consistently with all laws and public policies to the extent possible. If and to the extent that any court or competent jurisdiction determines it is impossible to construe any provision of this agreement consistently with any law or public policy and consequently holds that provision to be valid, such holding shall in no way affect the validity of the other provisions in this agreement, which shall remain in full force and effect.
3. Superseding Agreement. In case of conflict between any term of this agreement and the OPA contract with the Makoy Center, the latter shall control.
4. Arbitration. Any controversy or claim arising out of, or relating to, this contract, or its breach, shall be settled by arbitration, in accordance with the rules, then obtaining, of the American Arbitration Association, and judgment on the award rendered may be entered in any court having jurisdiction.

Gain Additional Exposure—

OPA Communication Sponsorship Opportunities

Ohio Pharmacist Journal Advertising - One of only a few state pharmacy association journals still publishing on a monthly basis. The award-winning journal arrives on the doorstep of 3500 Ohio pharmacists each month. It is also available online in the *members only* section of the OPA website. Pre-Annual Conference issues are February and March. Post-Annual Conference issue is June. Pre-Expo issues are July and August. Post Expo issue is October.

Display Advertising

Color process per issue (effective July 1, 2015)
An electronic file in PDF format with 350 dpi is the preferred format for submission of ad materials.

	12X	6X	1X
Inside Front	\$650	\$780	\$820
Full page	640	770	810
1/2 page	350	480	520
Back 1/2 pg	450	520	580
1/3 page	300	420	480
1/4 page	200	320	380
Business Card/Print Classified			\$75

Premium - \$4000 - Inserts, Cover belly bands or wraps.

Journal Closing Dates and Acceptance—Reservations for space are due on the 5th day of the month preceding publication issue date. Materials are due on the 10th day of the month preceding issue date. *Ohio Pharmacist* reserves the right to reject any advertisement or to require that the word “advertisement” appear in any ad.

E-mail: opa@ohiopharmacists.org ~ Journal Editor: Amy Bennett, R.Ph.

Multiview sells advertising for the OPA website. For website advertising, contact Jon Smith at opa@multiview.com or 972.402.7023.

Ohio Pharmacy Newline— An OPA member benefit, this anticipated, bi-weekly email has high readership. Choose to sponsor one issue or a whole year with your company's message and/or logo with a horizontal Banner Ad on each blast email. *Only one sponsor per issue permitted.* Contact Janice for specs and to reserve this preferred opportunity.

	2X(one month)	6X(3 mos.)	12X(6 mos.)	24X(one year)
Horizontal Banner Ad [600 px wide - up to 400 px high]	\$350	\$900	\$1,600	\$2,800

Newline Ad space has been sought after since its inception- Sept. 2015

NEW

Ohio Pharmacist and Pharmacy Newline Package offer— \$1,000 — Typically your audience needs to be exposed 2.5 times for brand recognition. This package offers two issues of the electronic *Newline*, & reinforces your message with one full-page print ad in the monthly journal.

Company Sponsored OPA eBulletin— \$300 per issue or 3 months for \$700 — OPA provides Ohio pharmacists with eBulletin updates approximately four times a month. Become a proud sponsor of an OPA eBulletin. As a sponsor, your company's logo and tagline will be prominently placed and linked to your website. Logos can be up to 225 pixels wide. Examples of eBulletin audiences:

OPA members only	members and non-members	non-members pharmacists
pharmacists interested in LAI programs	pharmacists interested in Immunization programs	pharmacy technicians
OPA Conference attendees	student pharmacists.	independent pharmacists

RxCE onDemand— \$2500 for 6 months of sponsorship — As the sponsor of a web-based OPA continuing education program, your company name and logo will appear on the RxCE onDemand catalog page. The OnDemand catalog lists over 100 options of either Live Webinars or CE onDemand programs. Past examples of programming include OSHA Training, Pain CE, Pediatrics and Infant Care, Diabetes Management, and Street Spices.

NEW

Local Association Newsletter sponsorship or advertisement— \$300 to Sponsor an issue — Sponsor an issue of the OPA local association newsletter, which is distributed twice a year (fall and winter) to Ohio's 15 local pharmacy associations. The newsletter is received by pharmacy leaders all around the state. As the newsletter Sponsor, your company logo and name or tagline will be prominently placed in a 5.5 x 1" space. If you prefer, an inside-page banner advertisement (5.5 x 1") can be purchased for \$150 per issue.

Website Vendor Directory listing— \$300 annually — The *Vendor Directory* features the company information and promotions of OPA member exhibitors and sponsors. The *Vendor Directory*, on OPA's homepage, is easily accessible to Ohio pharmacists looking for new products and services. Add your company to the *Directory*. For optimal resolution, please submit logos up 225 pixels wide.

Career Center Listing— \$50 per month; \$270 per 6 consecutive months; \$480 per 12 consecutive months — non-member Job/Classified rate - Pharmacists looking for positions or career changes, turn to OPA. If you are a member, you can post two free classified ads each year. To join OPA, check the box on page 10 for information about associate membership and its benefits.

Annual Conference Program Advertising— See details on page 4 of the OPA Sponsor Brochure on the OPA website.

Questions? Contact Janice Johnson at jjohnson@ohiopharmacists.org or 614.389.3236

SPONSOR



OHIO PHARMACISTS ASSOCIATION

2674 FEDERATED BLVD

COLUMBUS OHIO 43235-4990

WWW.OHIOPHARMACISTS.ORG

EXHIBIT SPONSOR

*Thanks to our 2018 Midwest Independent
Pharmacy Expo Sponsors & Exhibitors—*

American Pharmacy Service Corporation (APSC); Capital Wholesale Drug Co; Cardinal Health; Compliant Pharmacy Alliance; Eagle; Electronic Billing Services; Fisher-Broyles, LLP; Independent RX Consulting; Letco Med; McKesson; Ohio Pharmacists Association; Omnicell; PAAS National; RDC; Smart-Fill; Storey Marketing; SunRx

Expo Vendor Registration Opens March 20!
www.ohiopharmacists.org

