



Exhibit and  
Sponsor Prospectus

340B  
Midwest Regional  
Conference  
& Expo

September 23 and 24, 2024  
Hilton Columbus at Easton  
3900 Chagrin Drive, Columbus, OH 43219

# 340B MIDWEST REGIONAL CONFERENCE & EXPO

September 23 and 24, 2024 | Hilton Columbus at Easton, 3900 Chagrin Drive, Columbus, OH 43219



## CONNECT

Join 340B Covered Entities and other stakeholders in a discussion of the current state of the 340B Program. Midwest pharmacists and other clinicians, hospital and health center executives, directors or assistant directors, as well as federal, state, and local government officials, GPOs, wholesalers, drug company decision makers and other leading health care professionals will be invited to attend this conference to learn, interact, network and address today's toughest challenges in community health care. You will have the opportunity to share your message with this region's healthcare market.

## WHAT'S INCLUDED WITH AN EXHIBIT?

- 6 foot table and two chairs
- Three hours of live exhibit time with no concurrent continuing pharmacy education programming
- Reach a highly targeted audience
- Connect with key decision-makers
- Network with prospective clients and industry partners
- Increase brand awareness and showcase your products and services
- Exhibit representatives are invited to join attendees in the educational sessions. The educational sessions may shed light on opportunities for your company.
- Two exhibit representative passes for full conference access to opening keynote session, breaks, meals and the Monday evening reception
- Option to register additional exhibit representatives at the regular conference rate
- Opportunity to donate a prize or purchase a prize sponsorship (prizes will be distributed from the OPA booth)
- Company logo and description in the Conference App
- Company recognition in a post-conference issue of the *Ohio Pharmacist* journal
- Complimentary list of 2024 conference attendees' names, businesses and mailing addresses sent to company contact after the event (*no emails provided*)

## 340B CONFERENCE AGENDA

### Monday, September 23

8:00 am	<b>30-minute Breakfast Theatre</b> & Registration
9:00 am	Keynote Session
	<b>Exhibit move-in until 10:30 am</b>
10:00 am	Education Session
<b>11:00 am</b>	<b>Exhibit Opening</b>
11:15 am	Education Session
<b>12:15 pm</b>	<b>Networking Lunch &amp; Exhibit Experience</b>
1:30 pm	Education Session
2:30 pm	Education Session
<b>3:30 pm</b>	<b>Exhibit Experience</b>
4:00 pm	Education Session
5:00 - 6:00 pm	<b>Evening Reception</b>

### Tuesday, September 24

<b>8:00 am</b>	<b>30-minute Breakfast Theatre, Exhibits</b> & Registration
9:00 am	Education Session
	<b>Exhibit move-out 9:00 am to 10:00 am</b>
10:00 am	Education Session
11:00 am	Break
11:15 am	Education Session
12:15 pm	Conference Adjournment

## CONFERENCE HOTEL

Make your online reservation with the special conference rate by **August 23, 2024**.

The Hilton Columbus of Easton  
3900 Chagrin Dr. Columbus, OH 43219  
Room rate: \$194 per room, per night  
Call: (614) 414-5000 | Group Code: 94Z  
Online Registration:  
[bit.ly/340BMidwestConferenceExpo2024](https://bit.ly/340BMidwestConferenceExpo2024)



## BOOTH ONLY



### Exhibit Set Up

**Monday, September 23, 2024**

**9:00 - 10:30 am**

### Exhibit Hours

**11:00 - 11:15 am**

**12:15 - 1:30 pm**

**3:30 - 4:00 pm**

**Tuesday September 24, 2024**

### Exhibit Hours

**8:00 - 9:00 am**

### Exhibit Removal

**9:30 - 10:15 am**

	OPA Member	Exhibit with new OPA Membership through December 31, 2024*	Non-member	Non-Profit
thru 7/31/2024	Prime \$1,800	Prime \$1,970	Prime \$2,250	Prime \$1,400
	Standard \$1,400	Standard \$1,570	Standard \$2,150	Standard \$950
after 7/31/2024	Prime \$2,000	Prime \$2,170	Prime \$2,450	Prime \$1,400
	Standard \$1,600	Standard \$1,770	Standard \$2,350	Standard \$950

\* Membership is offered at the Associate rate. If a pharmacist would like to join, he must pay an additional \$70 for the pharmacist rate.

Prime Exhibit (Select Location & Electricity)

Standard Exhibit (OPA Assigns Location; Electricity not included)

Non-Profit Prime Exhibit (Limited Availability; Select Location; Electricity not included)

Non-Profit Standard (Limited Availability; OPA Assigns Location; Electricity not included)

Exhibit Additions

Electricity Hook-up - \$100

EXTRA Exhibit Representative - \$230 (no CPE credit offered)

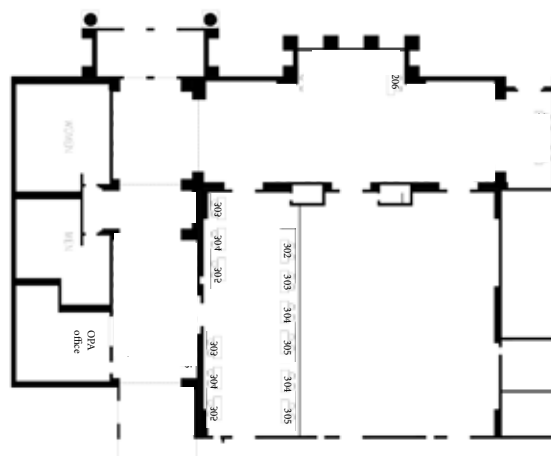
Expo Prize Recognition - \$100

To encourage interaction in the Expo Hall, attendees will qualify for prizes by visiting each exhibit. Your company name will be recognized as a sponsor when the prize winners are announced from the OPA booth.

## IMPORTANT DATES

March 31, 2024	Exhibit Registration Opens
Early May	Healthcare professional attendee registration opens
June 30, 2024	Advertising deadline
July 10, 2024	Payment/Cancellation Deadline
August 23, 2024	Hotel Block closes
Late August	Sponsors receive attendee list (vendors do not receive the pre-event list)
September 16	Shipments can be received by hotel
September 23	Exhibitor Move-In/Check-in
September 24	Exhibitor Move-out
Late-September	Vendors and Sponsors receive complete attendee list

## EXPO HALL LAYOUT



340B Education Sessions and Breakfast Theatres and Exhibits will be in the Regent 123 Rooms of the Hilton Columbus at Easton

# SPONSOR OPPORTUNITIES

## RECEPTION SPONSOR PACKAGE – \$5,500

(Two Available)



- EXHIBIT (*Select prime location, includes electricity if ordered*)
- 3 EXHIBITOR ATTENDEE Passes
- Listing as Sponsor in All CONFERENCE SIGNAGE
- ATTENDEE LIST (before and after conference)
- Sponsor LISTING IN PROGRAM GUIDE (*commitment and ad material by 6/30/2024*)
- Sponsor LISTING IN CONFERENCE SLIDESHOW
- Company LISTING & LINK ON CONFERENCE WEBSITE PAGE  
(from time of commitment through one month after the conference)

### PLUS SPONSOR OF:

- MONDAY EVENING RECEPTION
- Option to pay for all drinks with your corporate credit card
- SIGNATURE DRINK at the Bar with Logo on Cocktail Napkins
- RECEPTION ANNOUNCEMENT with logo on Conference App
- RAFFLE PRIZE - Winners Drawn from Names Collected at Your Booth
- FULL-PAGE COLOR AD in the Program Guide with preferred position (*commitment by 6/30/2024*)
- The CONFERENCE MOBILE APP with rotating banner ad for all of the Conference

## Wi-Fi SPONSOR PACKAGE – \$5,000 (*\$10,000 to exclusively sponsor Wi-Fi for the Conference*)

(Multiple Available)

- EXHIBIT (*request prime location; includes electricity if ordered*)
- 2 EXHIBITOR ATTENDEE Passes
- The CONFERENCE MOBILE APP with rotating banner ad on first day of Conference
- Listing as Sponsor in All CONFERENCE SIGNAGE
- ATTENDEE LIST (before and after conference)
- Sponsor LISTING IN PROGRAM GUIDE (*commitment by 6/30/2024*)
- Sponsor LISTING IN CONFERENCE SLIDESHOW
- Company LISTING & LINK ON CONFERENCE WEBSITE PAGE  
(from time of commitment through one month after the conference)

### PLUS SPONSOR OF:

- Option to sponsor the CONFERENCE Tote Bag with one-color logo at exclusive level
- Option to add an INSERT OR PROMO ITEM IN BAG for partial or exclusive sponsor(s)
- MONDAY or TUESDAY'S SNACK BREAK - Limited opportunities, Includes sponsor signage
- FULL-PAGE COLOR AD in the program guide (*commitment by 6/30/2024*)



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### MORNING COFFEE SPONSOR PACKAGE – \$2,500 (TWO Available)

- PRIME EXHIBIT (*choice of location, includes electricity if ordered*)
- 2 EXHIBITOR ATTENDEE Passes (attend sessions as well as interact with attendees at your booth during breaks)
- Listing as Sponsor in All CONFERENCE SIGNAGE
- ATTENDEE LIST (before and after conference)
- Sponsor LISTING IN PROGRAM GUIDE (*commitment by 6/30/2024*)
- Sponsor LISTING IN CONFERENCE SLIDESHOW
- Company LISTING & LINK ON CONFERENCE WEBSITE PAGE (from time of commitment through one month after the conference)

#### PLUS! SPONSOR OF:

- ALL-MORNING MONDAY or TUESDAY COFFEE  
Includes OPA-provided signage with your logo and logo on custom coffee sleeves
- HALF-PAGE COLOR AD in the Program Guide

### GUIDE SPONSOR PACKAGE – \$2,400 (Multiple Available)

- PRIME EXHIBIT (*choice of location, includes electricity if ordered*)
- 2 EXHIBITOR ATTENDEE Passes (attend sessions as well as interact with attendees at your booth during breaks)
- Listing as Sponsor in All CONFERENCE SIGNAGE
- ATTENDEE LIST (before and after conference)
- Sponsor LISTING IN PROGRAM GUIDE (*commitment by 6/30/2024*)
- Sponsor LISTING IN CONFERENCE SLIDESHOW
- Company LISTING & LINK ON OFFICIAL CONFERENCE WEBSITE (from time of commitment until one month following the conference)

#### PLUS! SPONSOR OF:

- The Conference PROGRAM GUIDE (with your logo on outside cover)
- HALF-PAGE COLOR AD in the Program Guide
- Logo included in the pre-event reminder email

### Breakfast Theater – \$3,500

Present a 30-minute breakfast theater about your product or service for up to 50 attendees. Hot-plated meal and signage included.

*2 opportunities | Sponsor commitment due June 28, 2024*

### Keynote CPE Sponsorship – \$4,000

Support of the first continuing pharmacy education session of the Conference will offer company name recognition via multiple channels. The Keynote topic is History/Current State.

### CPE Session Sponsorship – \$2,500 each

Support of a continuing pharmacy education (CPE) session will offer company name recognition via multiple channels.

### Program Guide Ads

(Full-color, high-resolution ads in pdf format *due June 28*. If ad is not received by deadline, your logo will fill the ad space.)

Full-Page Ad (5.25" w X 8.25" h) .....\$1,050

Half-Page Ad (5.25" w X 4" h) .....\$550

Quarter-Page Ad (2.5" w X 4" h) .....\$300

*Sponsor commitment due June 20 | Limited opportunities*

### Continental Breakfast – \$1,000 each

### Monday Lunch – \$1,800

### Expo App Ad– \$2,000

Your banner ad can appear on the landing page of the Conference app. Ad specs: 120 high x 335 wide pixels  
*Sponsor commitment: June 28 | Ad due Aug. 12*

### 340B Attendee Confirmation Email with Logo – \$500

Each registrant will receive an Expo confirmation email that includes your company name, logo and website link.  
*Sponsor commitment: April 20, 2024*

### Sponsor Hotel Key Cards – \$2,500

### Sponsor-provided lanyards – \$1,500

*Sponsor commitment due June 28, 2024*

*Lanyards due Aug. 20, 2024*

### Conference Bag 1-page Inserts – \$1,000



## HOW TO REGISTER:

1. Visit [www.ohiopharmacists.org/sponsor](http://www.ohiopharmacists.org/sponsor) and click on the 340B Midwest Regional Expo "Register" button
2. Complete the online registration form

OR complete the application below and mail to OPA 2674 Federated Blvd., Columbus, OH 43235 OR email it to [jjohnson@ohiopharmacists.org](mailto:jjohnson@ohiopharmacists.org).



## 340B MIDWEST REGIONAL EXPO Vendor Application/Contract Sponsor Form

September 23 & 24, 2024 | Hilton Columbus at Easton, 3900 Chagrin Drive, Columbus, OH 43219

Company \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Website \_\_\_\_\_

Email \_\_\_\_\_

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

\_\_\_\_\_

Exhibit Coordinator \_\_\_\_\_ E-mail \_\_\_\_\_ Phone ( ) \_\_\_\_\_

**Representatives who will staff Expo Exhibit:** All representatives' names need to be provided by **August 30, 2024**. All exhibitors are encouraged to join attendees in the continuing pharmacy education (CPE) sessions. *If your company representative is a licensed pharmacist who would like to receive CPE credit from the Expo, please check the box below so that OPA may provide a CPE form. (The pharmacist-exhibitor CPE benefit offers a savings of \$200 or more off the pharmacist-attendee registration rate.)*

Name _____	Suffix _____	Name _____	Suffix _____
Email _____	<small>CPE access for licensed pharmacist exhibitor</small>	Email _____	<small>CPE attendance for licensed pharmacist exhibitor</small>
Phone _____	<input type="checkbox"/> No CPE needed <input type="checkbox"/> 1 day CPE - Free	Phone _____	<input type="checkbox"/> No CPE needed <input type="checkbox"/> 1 day CPE - Free

We agree to abide by the rules and regulations that are listed on the 340B Midwest Regional Conference & Expo contract included in this prospectus. We agree to include credit card information or enclose a check for payment, when submitting this contract. The early fee is due by July 31, 2024. All payments must be received no later than August 30, 2024. All cancellations will forfeit at least a \$50 administration fee per the contract.

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

## PAYMENT

340B Expo Trade Show Fee \$ \_\_\_\_\_

340B Sponsorship(s) \_\_\_\_\_ \$ \_\_\_\_\_

Total Remitted \$ \_\_\_\_\_

☐ Check included

### Credit Card

☐ VISA ☐ MasterCard ☐ American Express

Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Account # \_\_\_\_\_

Billing Address \_\_\_\_\_

(If different from above)

### Electronic Funds Transfer

☐ Checking ☐ Savings ☐ Business Checking

Routing # \_\_\_\_\_

Account # \_\_\_\_\_

Name on Account \_\_\_\_\_

Please mail to: Ohio Pharmacists Association, Attn: Janice Johnson, 2674 Federated Blvd, Columbus OH 43235  
fax to: 614.389.4582 OR register online at [www.ohiopharmacists.org](http://www.ohiopharmacists.org). Questions? Call 614.389.3236



# Exhibit Contract for the Ohio Pharmacists Association 340B Midwest Regional Conference & Expo September 23 & 24, 2024

## ASSIGNMENTS

1. Assignments will be confirmed/made by the Ohio Pharmacists Association (OPA) on a first-come, first-serve basis according to the date that payment for the exhibit is received for the 340B Midwest Regional Conference & Expo, September 23-24, 2024.
2. Exhibit 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. *Member Rate:* \$1,800 for Prime exhibit by 7/31/2024 or \$2,000 after 7/31/2024; \$1,400 for standard exhibit by 7/31/2024 or \$1,900 for standard exhibit after 7/31/2024. *Non-member Rates:* \$1,970 for prime exhibit with new 2024-2024 OPA membership by 7/31/2024 or \$2,170 after 7/31/2024; \$2,250 for Prime exhibit only by 7/31/2024 or \$2,450 after 7/31/2024; \$2,150 for standard exhibit only by 7/31/2024 or \$2,350 standard exhibit only after 7/31/2024; *Non-profit Rates:* \$1,400 for a non-profit prime exhibit or \$950 for a non-profit standard exhibit. The contract and space reservations are not binding until payment for the exhibit space is received by OPA.
2. Written notice of cancellation must be received by the OPA office before July 10, 2024 in order for the Exhibitor to receive a refund less the \$50 administration fee. Any cancellations after that date, but before August 10, 2024, will receive a 50% refund. If notice is received after August 10, 2024, 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 6' skirted table and two 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 9:00-10:45 a.m. on Monday, September 23, 2024. Set-up must be completed by 10:45 a.m. **Trade Show hours are Monday, September 23, 2024 from 11:00 - 11:15 a.m.; 12:15 - 1:30 p.m. and 3:30-4:00 p.m. and Tuesday, September 24, 2024 from 8:00 - 9:00 a.m.** Materials may not be removed before 9:00 a.m., Tuesday, September 24, 2024 and must be completely removed by 10:00 a.m. on September 24, 2024. 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. No Exhibitor shall assign, sublet or share the whole or any part of the vendor space allocated. 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 exhibit 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 20, 2024. 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 exhibit space allocated. *Note:* Exhibitors are advised to provide locked storage facilities within their own display area for excess merchandise.
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 and app 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 exhibit must be suitable to the pharmacy market.

## LIABILITY AND INSURANCE

1. OPA, the Hilton Columbus of Easton, 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 Hilton Columbus of Easton 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 23, 2024, 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, as well as all regulations of the Hilton Columbus of Easton.
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 Hilton Columbus of Easton will accept shipped exhibit items beginning on September 18, 2024 to the address below. All shipped items must be marked with the name of your company, the on-site contact name, and the event date. A fee of \$5.00 per box and \$75.00 per skid will be charged to your room for storage, handling and delivery of items to the meeting area on the date of the event. If necessary, an invoice will be sent to your business.

The Hilton Columbus of Easton, 3900 Chagrin Dr. Columbus, OH 43219

2. All items must be shipped out on Tuesday, September 24, 2024. Exhibitors must provide shipping labels for items and are responsible for all shipping charges. Shipping charges will not be accepted by the Hilton Columbus of Easton. Hotel personnel required to assist in loading your shipment for departure will incur the \$5.00 per box and \$75.00 per skid. An invoice will be sent to your business for these charges.

## 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 Hilton Columbus of Easton, 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.