

NCPA 2018 Annual Convention  
SPONSORSHIP PROSPECTUS

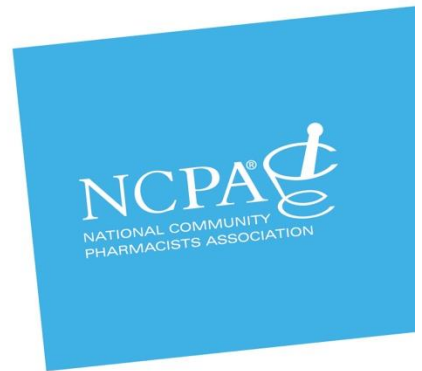
E M B R A C E  
OPPORTUNITIES

E N E R G I Z E  
YOUR BUSINESS

E V O L V E  
YOUR SERVICE MODEL

B O S T O N

OCTOBER 6 - 9





## STAND OUT AND BE NOTICED!

### PUT YOUR BRAND AND MARKETING DOLLARS WHERE INDEPENDENT COMMUNITY PHARMACISTS PUT THEIR TRUST

More than 2,500+ pharmacy professionals will be exposed to your brand at the 2018 NCPA Annual Convention & Trade Exposition scheduled for October 6 – 9 in Boston. Independent pharmacists are at the forefront of the healthcare industry, making them an invaluable market for your products and services. If branding, new customers, and market visibility are important to your company, we have sponsorship opportunities available for what you need.

#### Benefits of Sponsorship

- Company name and logo on NCPA Convention website page
- Traffic builder to your booth
- Recognition in all pre- and post-convention promotional mailings
- Recognition in the General Sessions walk-in video
- Recognition in each sponsored session
- Signage with your company's name at each sponsored event
- Company name and logo in convention program brochure
- Listing of company's name on sponsorship marquee
- And much, much more...

#### FIRST GENERAL SESSION

(Sunday, October 7, 2018)

RESERVED BY ANDA INC.

#### SECOND GENERAL SESSION

(Monday, October 8, 2018)

RESERVED BY PIONEERRX

# AWARDS

## INDEPENDENT PHARMACIST OF THE YEAR AWARD

RESERVED BY UPSHER-SMITH LABORATORIES

## AWARDS FOR FUTURE PHARMACISTS

### Benefits of Sponsorship

- Company name and logo on NCPA Convention website page
- Recognition in the General Sessions walk-in video
- Listing of company's name on sponsorship marquee
- Presentation and photo session of award with sponsoring company

### **NCPA Student Chapter of the Year Award .....\$5,000**

This award is given to the student chapter that demonstrates well-roundedness throughout the year in promoting independent pharmacy and advocating for the profession. Evaluation of chapter activities is based upon criteria such as program originality, innovation, number of chapter members involved, impact on the community, benefit to student chapter members, and collaboration with independent pharmacies and health care organizations. Chapters receive \$2000 as the chapter winner; \$1000 for the chapter which is 1st runner up; \$500 for 2nd runner up; \$250 for the Most Improved Chapter.

### **Legislative Advocacy Award .....\$4,000**

This award recognizes each school's accomplishments in promoting advocacy on a local, statewide and national levels. Evaluation of chapter activities is based upon the criteria of major events planned, day to day contact, education and creativity and innovation. Winning chapter receives \$1,000.

### **Simplify My Meds Award .....\$3,000**

The Simplify My Meds Challenge is designed to encourage student chapters to engage with local independent pharmacies to further understand the value and importance of adherence, and the vital part a medication synchronization program plays in helping patients stay adherent to their medication regimens. Evaluation of chapter activities is based upon the criteria of education, implementation, post-event engagement and creativity and innovation. Winning chapter receives \$250.

### **Community Health Challenge Award .....\$3,000**

The Community Health Challenge is a project created by the NCPA National Student Leadership Council for student chapters to promote within their schools and colleges of pharmacy and implement in their communities. The project can be achieved through patient education, community outreach programs, and individual school competitions. Some examples include passing out relevant health information at health fairs, promoting health and wellness information through a local news channel, and having an internal health and wellness competition within your school. Evaluation of chapter activities is based upon the criteria of education, implementation, outcomes and creativity and innovation. Winning chapters receive \$250.

## ADVERTISEMENT SUPPORT

### **FINAL CONVENTION PROGRAM GUIDE .....\$15,000**

Maximum Exposure! The Final Convention Program Guide is distributed to all attendees when they register and pick up their badges. Your company's full-page color ad will be printed on the front inside cover. In addition to a comprehensive listing of educational sessions, networking sessions, and the exhibitor directory, the Convention Program Guide contains the schedule of events, maps of the facilities, city information, and much, much more. The Final Convention Program Guide is also posted on the NCPA website for ALL members (including non-registrants) to access.

### **Final Convention Program Guide Advertisement Only**

Use the ad to feature your latest services and products or drive traffic to your booth. Email [lois.davis@ncpanet.org](mailto:lois.davis@ncpanet.org) for ad specifications. Ad space reservation deadline: August 17th. Copy and photo deadline: August 24th.

- \$4,500 full-page, color (Corporate Member)
- \$5,000 full page, color (Non-Corporate Member)
- \$3,500 full-page, black & white (Corporate Member)
- \$4,000 full-page, black & white (Non-Corporate Member)
- \$3,000 Half-page, color (Corporate Member)
- 3,500 Half-page, color (Non-Corporate Member)
- \$750 quarter page (Corporate Member)
- \$1,000 quarter page (Non-Corporate Member)
- \$7,000 BACK COVER (Corporate Member)
- \$8,000 BACK COVER (Non-Corporate Member)

**DOUBLE YOUR EXPOSURE!** Advertise in the convention issue of America's Pharmacist magazine (circulation: 24,000) and receive a 10 percent discount on the program brochure advertisement. Call Nina Dadgar at 703-838-2673 for rates.

### **POCKET GUIDE .....\$6,000**

This handy pocket guide is a quick reference for the daily activities taking place at the Annual Convention. These helpful guides fit into the name badge pouches for easy access. Your company's name and logo will be prominently displayed on the back cover of the guide.

# LOGO/BRAND RECOGNITION

## CONVENTION TOTE BAGS

RESERVED BY COMPLIANT PHARMACY ALLIANCE

### CONVENTION T-SHIRTS .....\$20,000

**ATTENDEES LOVE T-SHIRTS!** Your company’s logo will be prominently displayed on the front of these t-shirts for everyone to see with the NCPA convention logo on the back. Every registered guest will receive a t-shirt when they pick up their badges and convention materials. Attendees always come back and ask for additional t-shirts to take home to their employees.

## HOTEL KEYCARDS

RESERVED BY COMPLIANT PHARMACY ALLIANCE

## CONVENTION BADGE LANYARDS

RESERVED BY MEDISCA

## CONVENTION NOTEBOOKS

RESERVED BY APCI

### CONVENTION BASEBALL CAPS .....\$10,000

Boston is known for their sports. Attendees will be walking around town sporting their baseball cap with your company’s logo. Great marketing tool!

### BEVERAGE BOTTLES .....\$6,000

Attendees are always looking for a cup to put their beverage in while attending workshops and other events. These plastic containers are just the item they need. Attendees will receive your company logo water bottle in their registration bags when they pick up their badges.

### TRAVEL MUGS .....\$5,000

Attendees are always looking for something to put their beverages in and bring into the session rooms or as they walk through the exhibit hall. A great way of carrying hot and cold beverages while showing your company’s name and logo. What a great daily reminder! (Sponsoring company must provide mugs)

### SMARTPHONE CARD WALLET .....\$6,000

This card pocket attaches to the back of your smartphone and holds your business cards, hotel key card, etc. Your company logo will always be seen as everyone uses their phones.

### LUGGAGE CLINGS TAGS .....\$6,000

Keep picking up the wrong luggage in baggage claim because so many bags look alike? Luggage clings are a sure way to guarantee you have the right bags. These bright color clings wrap around the

handle, making it very easy to identify your luggage when it arrives. Your company logo will be prominently branded on these wraps for easy identification. Luggage wraps will be in attendee convention bags on-site.

**COFFEE CUP SLEEVES .....\$5,000**

Keep convention attendees caffeinated! These sleeves will be placed at all of the breakfast food stations and during coffee breaks for attendees to wrap around their hot cups. Your company's logo and booth number will be printed on all of the sleeves and will not be missed.

**PENS.....\$4,000**

Attendees are always looking for pens to take notes, write messages, etc. during the convention, especially at the registration desk and during the workshop sessions. Your company logo pen will be in each session and at the registration counters.

**POPCORN MACHINE w/branded logo bags.....\$8,000 Per day**

What better smell than fresh popcorn while waiting in line to pick up your badge, going to and from sessions in the convention center? Your company's logo and booth number will be printed on the popcorn bags and members can easily find your booth while walking around with these snacks. This machine will be located in the **NCPA Registration Lobby**.

**VIP NETWORKING LOUNGE .....\$12,000**

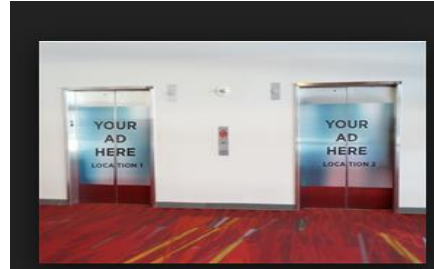
A comfortable place to sit and relax can be a welcome haven in the middle of a busy convention that include lots of walking. Ensure that your brand is front and center in this casual setting developed to encourage networking and interaction with attendees. The VIP Lounge is prominently located in the foyer as you enter into the mainstream of activity, registration, NCPA Membership booth, and includes comfortable seating, meeting table for group conversations, and power for device charging.

Your company logo and booth number will be prominently displayed on signage at entrance of lounge. Food and Beverages may be ordered directly through the convention center.

## SAMPLE BRANDING/TRAFFIC BUILDER OPPORTUNITIES



**HOTEL REVOLVING DOOR (2 SIDED)**



**HOTEL ELEVATOR CLINGS**



**EXHIBIT HALL DIRECTIONAL MATS**



**EXHIBIT HALL TABLE CLING**



**CONVENTION CENTER  
ESCALATOR CLINGS**



**CONVENTION CENTER  
COLUMN CLINGS**



**CONVENTION CENTER  
HANGING BANNER**



**NCPA SITTING CUBES**

# SAMPLE BRANDING OPPORTUNITIES



**SMART PHONE CARD WALLET**



**LUGGAGE CLING TAGS**



**BEVERAGE BOTTLES**



**COFFEE CUP SLEEVES**



**BASEBALL CAPS**



**TEE SHIRTS**



**CONVENTION CENTER  
PHOTO BOOTH**



**CONVENTION CENTER FOYER**



## SAMPLE TRAFFIC BUILDER OPPORTUNITIES



**CONVENTION CENTER**



**CONVENTION CENTER CE CAFÉ**



**EXHIBIT HALL TRAFFIC BUILDER**



**EXHIBIT HALL STEP CHALLENGE**



**CONVENTION CENTER NETWORKING LOUNGE  
(SAMPLE CONCEPT Look)**

# Maximize Your Exposure to your Target Audience!

## DOOR DROP BAGS

RESERVED BY COMPLIANT PHARMACY ALLIANCE

### DOOR DROP BAG INSERTS.....\$2,500

**AT-YOUR-DOOR SERVICE!** Deliver your message to every NCPA attendee prior to the opening of the exhibit hall. Your promotional material goes directly to attendees when your company's information is placed on the door handle of their hotel room. Pharmacists will arrive at your booth ready to talk business and learn more about your product/services. To participate, simply follow these steps:

- Send a pre-printed sample of your promotional piece to NCPA for review and approval.
- Send 2,000 pieces of your door drop insert to NCPA headquarters no later than September 10.

### PRE-CONVENTION MAILING .....\$3,500

The official convention pre-meeting mailer is sent by NCPA to all pre-registered 2018 attendees, as well as pharmacists within driving distance of Boston. This marketing opportunity allows participating exhibitors the chance to get their pre-convention booth invitations, product announcements and other marketing messages into the hands of attendees as they plan their visit to Boston.

### REGISTRATION BAG INSERTS .....\$3,500

Better than first-class postal delivery. Make an impression when you put your company's product information directly into the hands of all attendees (exhibitors excluded) right from the start. NCPA will insert a pre-printed, single (no larger than 8" x 11") sheet of promotional literature into the tote bags provided to each attendee (excluding exhibitors).

## ON-LINE & MESSAGING SUPPORT

### CONVENTION CENTER WI-FI.....\$12,000

The No. 1 question attendees ask during the convention is, what is 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. The sponsor can include a webpage posted on the Wi-Fi access and will also receive a mention in the Convention Program Guide, a flier in the registration bags, and signage throughout the center acknowledging this sponsorship.

### MOBILE APP SPLASH SCREEN .....\$10,000

Capture the attention of attendees before, during and after the annual convention by sponsoring the NCPA Mobile App. Your logo will be displayed when the screen is open and cover the entire screen of any iPhone, iPad or Android device. The mobile app provides important event information, programming, exhibitors, exhibit hall floor map, schedule of events and notifications of events.

**CE CENTRAL STATIONS.....\$7,000**

Utilized by all NCPA attendees when they submit their convention CE online, the CE Central Station is prominently located in the NCPA Registration Lobby, with computers and printers, provided by NCPA, and include internet connection. Sponsor will be recognized on screen saver on each computer and signage at each station.

**PUSH NOTIFICATION MESSAGING**

Looks like a text message, but comes from the app. A push notification is a powerful real-time marketing tool that grabs attendees' attention immediately. Announce your presence at the convention, a product or service, a presentation at your booth. Messages are limited to 130 characters and must be scheduled by September 6th. (Time slots assigned in advance on a first-come, first-serve basis). Company must submit text electronically to NCPA for prior approval.

**Pre-Show Push Notification.....\$1,500**

(Reach attendees prior to their visit in Boston. Messages will be published September 24th – September 28th. Limited to three companies per day)

**On-Site Push Notifications .....\$2,000**

(Reach attendees on site in Boston. Messages will be published October 6 – 9. Limited to four companies per day)

**EMAIL BLAST.....\$5,000**

Email broadcasts are the preferred method of obtaining convention information among attendees. Drive traffic to your booth by promoting your company, product, services and booth number. We will send out your company email in an HTML format to pre-registered attendees and pharmacists in the Boston area before the NCPA Annual Convention. Emails will be sent between September 25th and October 2nd. (All materials must be approved by NCPA prior to sending. Limited to twelve companies — first-come, first-served.

**BROADCAST YOUR MESSAGE ON THE BIG SCREEN..... \$3,000 (3 days)**

These 80-inch large-screen plasma televisions are centrally located in the NCPA registration area, Exhibit Hall foyer, and educational session areas. This is the perfect vehicle to reach attendees as they come and go throughout the convention. Your company's message will be seen and heard by everyone.

Your commercial and/or message can showcase a product or service and will be shown throughout the day. Limited slots available, so sign up today! Multiple slots can be changed daily. Commercials limited to 60 seconds or less.

# HOTEL & CONVENTION CENTER OPPORTUNITIES

**NEW THIS YEAR! HOST HOTEL REVOLVING DOOR ENTRANCE .....\$12,000**  
**(2 available)**

You're sure to get everyone's attention as they enter and exit the Sheraton Hotel daily. Your company's logo will be prominently displayed on one of these highly visible window panels as guests enter and depart from the hotel

**HOTEL ELEVATOR PLACARDS .....\$8,500**

**GUARANTEED EXPOSURE!** Grab attendees' attention when they are a captive audience awaiting the elevators. Your company's name and logo are prominently displayed on the elevator doors before hotel guest board. Great visibility!

**ESCALATOR CLINGS .....\$8,000**

**GUARANTEED BRANDING!** These clings will be seen coming and going and located on the inside of the escalators! Showcase your message before all attendees and drive folks to your booth from this high-traffic area as they see your name going up and coming down the escalators.

**PHOTO BOOTH .....\$8,000**

These booths are becoming the #1 most popular item at conventions. Your company's logo & booth number and NCPA logo will be prominently displayed on the equipment. Photo booth will be set up in your booth.

**TABLE CLINGS.....\$5,000**

**(10 tables)**

Everyone has to eat, so why not have them looking at your logo when they do so. Lunch will be served in the exhibit hall Monday and Tuesday. These table clings will cover the tables in the rear of the hall with your company name, logo and booth number and will not be missed.

**HANGING BANNER (4x8) .....\$4,000**

Your company's message will be prominently displayed on a banner hung above the foyer area of the convention center. A great way to maximize your exposure on the exhibit floor! These hanging banners are the perfect opportunity to direct customers to your booth.

**EXHIBIT HALL DIRECTIONAL FLOOR MATS .....\$3,500**

Direct attendees to your booth. These large floor mats are displayed at the entrance to each aisle in the exhibit hall, with your company's name and booth number.

**COLUMN WRAPS .....\$3,000**

A branding opportunity with high visibility! Columns are located throughout the Convention Center. Expand your message on these wraps with your company logo and/or booth number for everyone to see as they enter and exit the center. (103.75' wide x 96' tall)

**WINDOW CLINGS .....\$3,000 (2)**

Let the natural light shine on your brand. This branding opportunity is a great way to capture the attention of attendees and the public, both on the inside and outside of the convention center.

**CONVENTION CENTER MONITOR ADS.....\$2,500**

Display your company message, logo and booth number on the monitors located throughout the Hynes Convention Center (Ad will run for 45 minutes on all 21 monitors. You select time frames). Let everyone know you are here!

**EXHIBIT HALL AISLE BANNERS .....\$2,500**

Placing your company logo and booth number on these hanging banners will lead attendees to your booth and provide great exposure in the Exhibit Hall.

**SITTING CUBES .....\$1,500 (2)**

These cubes are located in a highly visible area that is sure to seize premium attendee attention, with your company's name, logo and booth number.

## **TRAFFIC BUILDER**

**PREFERRED EXHIBITOR ACCESS PROMOTION ..... \$900 per company**

GREAT TRAFFIC BUILDER! Your company's name and booth number will be listed on a special card for registered pharmacists (owners/managers/staff pharmacists only) to visit your booth in the Exhibit Hall and learn about your products and services. This is a great opportunity for your sales representatives to engage in conversation before validating their cards. Pharmacists must visit each and every booth in order to participate in the drawing. After visiting with each company and getting their card initialed by you, pharmacists will bring the cards to the NCPA Membership Booth and deposit them in a drum.

Each day prior to the close of the Exhibit Hall (Monday, and Tuesday), two names will be drawn and those individuals will have an opportunity to go into the "Money Tank" and keep as much money as they can catch within 20 seconds. (\$1,000 cash per day will be deposited in the "Money Tank.")

Funding for the award is via a separate sponsorship and does not include funding from the Preferred Exhibitor Access Promotion Program. Sign up today!

## CONTINUING EDUCATION & NON-CE SUPPORT OPPORTUNITIES

### CONTINUING EDUCATION WORKSHOPS.....\$3,000

The number one reason NCPA convention attendees return to the event every year is because of the depth and focus of continuing education offered at the convention. This year's CE workshops help pharmacists manage all aspects of their business: the front-end, expansion opportunities in clinical partnerships, and the back office. Workshop listing and description in Preliminary Program Brochure – [WWW.NCPANET/ORG/CONVENTION](http://WWW.NCPANET/ORG/CONVENTION)

#### Benefits

- Company's name on signage at sponsored event.
- Acknowledgement in podium copy.
- Company logo will appear in walk-in video in general sessions and name will appear in sponsored workshop session.
- Company listing on sponsorship marquee and in Convention Program Guide.

#### NON-CE PRODUCT THEATER WORKSHOPS — INCLUDES MEAL

Product Theater Workshops provide a great opportunity for companies to present information about their product and services or introduce new products to educate pharmacists attending the convention. The material presented during the Product Theaters may be promotional and concentrate on a specific product. These sessions are considered promotional and may not offer continuing education credits. Top-notch time slots available; contact [lois.davis@ncpanet.org](mailto:lois.davis@ncpanet.org) for additional information and forms.

#### Fee

Breakfast — Exhibitor .....	\$25,000
Buffet lunch*/Dinner — Exhibitor.....	\$35,000-\$50,000
Buffet lunch/dinner — Non-exhibitor .....	\$75,000

\*No other lunch provided on Saturday or Sunday to attendees.

The administrative fees include promotion of the Product Theater Workshop, basic A.V. package (screen, mike, podium, lcd projector), food and beverage, scanners. All other expenses are the responsibility of the supporting company. Estimated attendance is provided as guidance; actual attendance is not guaranteed.

#### BUSINESS BREAKFAST FOR SUCCESS SAMPLE BAG ..... 200 samples

Be a part of one of the most highly attended non-CE events, featuring Gabe Trahan, NCPA's Senior Director of Store Operations and Marketing. This high-energy presentation provides front-end tips and products that fit customers' needs and features the top items pharmacists should stock in their stores to bring in customers and build up profits. Your product will be guaranteed to be on this list and the samples will be shown during the session. In addition, samples of your product will be placed in the sample bags for attendees at the session to take home. (Companies must provide 200 sample products by September 21<sup>st</sup>). Do not miss out on this opportunity to make sure your products will be in the hands of community pharmacy owners!

# REACH YOUR FUTURE CUSTOMER!

## PHARMACY STUDENTS SPONSORSHIP

More than 500 pharmacy students attend the Future Pharmacists Programs during the NCPA Annual Convention. THESE ARE YOUR FUTURE CUSTOMERS! On Saturday and Sunday, students can experience special programming specifically designed for their careers. These sponsorships provide your company the opportunity to reach the next generation of pharmacy professionals. Use these sponsorship opportunities to connect with pharmacy students and show what your company can offer them as a future employer.

### **FUTURE PHARMACISTS LUNCHEON (Saturday)**

RESERVED BY McKESSON

### **“ALL ABOUT YOUR FUTURE” STUDENT LUNCHEON (Sunday, October 7) ..... \$10,000 per company (UP TO 3 COMPANIES – ONE SLOT LEFT) RESERVED BY LIVE OAK BANK AND AMERISOURCEBERGEN**

The “All About Your Future Luncheon” for pharmacy students only, allows companies to present non-CE topics on their business and services such as personal finance, ownership, adherence, leadership, and networking skills for young professionals and entrepreneurs. Your company may provide a topic and speaker, or moderate a panel. Each speaker will be allowed 20 – 25 minutes to talk on-stage at the podium. This is a great opportunity to REACH YOUR FUTURE CUSTOMERS!

### **FUTURE PHARMACISTS NETWORKING RECEPTION (Saturday) .....\$30,000**

Now more than ever our future pharmacists are involved in leadership, advocacy, community outreach and shaping the pharmacy of tomorrow. As they end a busy day of programming, this is a great venue for them to sit back, eat a light snack, network with their peers and learn about your company in a relaxed setting. Make a lasting impression on your future customers before they graduate. More than 500 pharmacy students, with an interest in pharmacy ownership, are expected to attend this function. This event provides the ideal venue for your representatives to brand your company, your services and other key components.

### **NOTEBOOK AND PEN .....\$5,000**

These special notebooks and pen will have your company logo imprinted on the front cover (along with the NCPA convention logo). Students will have these notebooks handy in their bags to take notes during the sessions and take back home with them.

### **STUDENT WORKSHOP .....\$3,000**

Share your insights and expertise before 500+ student attendees. These 30-45 minute lectures can be on a topic of your choice. (Must be approved by NCPA Student Affairs Department first)

### **BACKPACKS**

RESERVED BY PHARMACISTS MUTUAL COMPANIES

# MEMBER BENEFITS NETWORKING SUPPORT

**OPENING NIGHT CELEBRATION .....\$75,000**

Welcome attendees at the Opening Night Reception Celebration, featuring networking, food and exciting entertainment. Your company’s name will be disseminated to the attendees before the conference officially opens. Sponsor will be invited on stage to deliver greetings and more throughout the evening.

**CLOSING NIGHT RECEPTION.....1 Company at \$100,00, or  
2 Companies at \$50,000 each**

Close the show with a bang! Networking, food and exciting entertainment. Your company’s name will be disseminated to the attendees before the conference officially opens. Sponsor will be invited on state to deliver their message.

**LEADERSHIP DINNER  
RESERVED BY LIVE OAK BANK**

**EXHIBIT HALL WINE RECEPTION.....\$20,000**

This event is a highlight for the attendees. Wind down the opening day of the Exhibit Hall by networking with your customers during the wine reception. Napkins with your company’s name will be at each station, along with signage. One station will be in front of your booth.

**LONG-TERM CARE RECEPTION.....\$8,000**

Meet and mingle with NCPA long-term care pharmacists and learn more about their business, give them advice on how your company can be of assistance, and forge new business relationships. Your company representatives can be in attendance, distribute business cards, and greet members at the door.

**MEET AND GREET RECEPTION .....\$5,000**

A great opportunity for your company to thank your best customers and invite them to a private Meet and Greet networking event and photo shoot with the general session speaker, John Quinones, and NCPA leadership. This private event is by invitation only. Electronic pictures will be e-mailed to all in attendees after the convention. (Limit – 15)

**NEW & LONG-TIME MEMBERS RECEPTION.....\$5,000**

What a great way to “make a first impression” by sponsoring this event. Be in the receiving line to greet and mingle with attendees at this special gathering of first-time convention attendees, new NCPA members, and members who have been with NCPA for 25 years or more. Excellent opportunity for your company to renew old acquaintances, network with your colleagues, and meet new NCPA members.



**PRESIDENT’S RECEPTION..... \$2,500 – \$10,000 per company**

This private reception recognizes the contributions of NCPA President David Smith. Your company’s name will be included on all invitations and extra copies will be provided for you to distribute to your staff and colleagues. Company representatives may address the guests and/or present a special plaque or gift during the reception.

**FOCUS GROUP..... \$8,000 and up**

Stay ahead of your competition. Many companies have received valuable information from pharmacists that have helped them grow their market and get a feel for the independent pharmacy marketplace. Focus groups provide an ideal opportunity for you to listen to the community pharmacists in an informal setting and get their opinions on topics (i.e., marketing, pain counseling, diabetes, etc.) that are relevant to your service and product. Focus groups consist of 10 participants.

NCPA will provide

- Meeting space for up to two hours
- Recruitment of 10 community pharmacists
- Refreshments
- Honorarium to each participant

**GENERAL SUPPORT SPONSOR ..... \$5,000 – \$20,000**

NCPA’s annual convention is designed to not only bring a high level of educational opportunities to meeting attendees, but also to provide an environment of unlimited networking opportunities. Annual Convention Support Grants provides much-needed broad support to NCPA independent community pharmacists and goes directly to support events at NCPA’s 2018 Annual Convention. Your company’s name will be highlighted on the convention website, in the convention program and throughout the convention center.

## **ASSOCIATION WIDE SPONSORSHIPS (Available throughout the year)**

### ***America’s Pharmacist Magazine Supplements & Advertorials***

Supplements to *America’s Pharmacist* magazine offer a great opportunity to advance your mission to provide high quality products and services to the independent community marketplace. Supplements can be offered with or without CE credits. They are free to members and bound separately with the magazine.

CE Supplement: the CE supplement will offer approximately 1.5 hours of CE credit. CE supplements are a valued resource to NCPA members providing a free opportunity to gain continuing education and stay abreast of the latest information in the field.

Advertorial Supplement: advertorial supplements can be product specific without CE credits offered. Tell your story as only you can, highlighting features, benefits, problems solved, patient improvements, business solutions, research or white papers, etc. providing the tools and techniques your customers and our members need to thrive in today's healthcare business environment.

Cost: \$10,000-\$20,000 call for quote

Six (6) supplements/advertorials are available per year

### **NCPA Webinars**

Audio conferences and webinars offer an immediate way to connect with your customers. NCPA will include your logo with ours in three (3) broadcast emails to promote the program, provide the 1 hour program and post the recordings on our website, with your company name listed with a link to your website.

Cost: \$7,500-\$10,500

Four (4) available per year

### **NCPA Community Pharmacy Start Up Benchmarking Report**

Start-up pharmacies have traditionally had limited ability to evaluate their performance versus other new pharmacies in their first five years of business. The start-up benchmarking report measures pharmacies that have been in business for less than five years. It is a great tool for newer pharmacies to measure their businesses. Your company logo along with ours will be on the cover and the report is distributed electronically to NCPA members.

Cost: \$25,000

One available per year, minimum 2-year commitment

# NCPA SPONSORSHIP AGREEMENT



Contact Name ..... Company .....

Address ..... City .....

State..... Zip Code .....

Telephone ..... Fax .....

E-Mail.....

## PLEASE RESERVE THE FOLLOWING SPONSORSHIP

## COST OF SPONSORSHIP

.....

.....

PLEASE INVOICE ME

CHECK ENCLOSED

CHARGE MY CREDIT CARD

Visa  MC  AMEX  DISCOVER

Number .....

Exp. ....

Security Code .....

Signature.....

Date.....

### FAX OR E-MAIL THIS FORM TO

NCPA Convention Department  
Attention: Lois Davis  
Phone: (703) 683-8200, ext. 2655/ Fax: (703) 683-3619  
lois.davis@ncpanet.org

### SPONSORSHIP TERMS AND CONDITIONS

The NCPA Annual Convention and Trade Exposition will recognize sponsors for their support as outlined in the sponsorship brochure and in other activities as determined by NCPA to be appropriate for the convention. National Community Pharmacists Association reserves all rights and decision-making authority over all aspects of the sponsorship component, but not limited to selection of sponsors, identification of appropriate sponsorships; recognition of sponsors and any and all other terms, conditions and fees. All sponsors receive the right-of-first refusal to sponsor the same opportunity at next year's conference. All sponsor listings for printed or electronic recognition benefits are contingent upon receipt of the sponsor's signed agreement and payment before specified deadline. Sponsors shall not assign, allocate or contract out the whole or any part of the sponsorship responsibilities or obligations assigned to it without the express prior consent of NCPA. There will be no refund after August 1, 2018. 50% refund before July 31, 2018.