# 2020 SPONSORSHIP BROCHURE

## NCPA 2020 ANNUAL CONVENTION

DOWNTOWN NASHVILLE

OCT. 17-20, 2020

MUSIC CITY CENTER

NCPA®

Nashville • Oct. 17-20, 2020

ncpanet.org/convention

# 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 NCPA 2020 Annual Convention scheduled for Oct. 17 - 20 in downtown Nashville. Independent pharmacists are the most trusted experts in the health care industry making them an invaluable market for your products and services. By becoming a sponsor you will increase your brand recognition and get new customers.

**Benefits of Sponsorship:**

- Company name and logo on NCPA Convention website
- Traffic builder for your booth
- Recognition in all pre and post convention promotional mailings
- Recognition in General Session walk-in videos
- Signage with your company's name at each sponsored event
- Company name and logo in convention program guide
- Listing of company's name on sponsorship marquee
- And much, much more...

**FIRST GENERAL SESSION:**
(Sunday, Oct. 18, 2020)

**SECOND GENERAL SESSION**
(Monday, Oct. 19, 2020)

# Awards

**INDEPENDENT PHARMACIST OF THE YEAR AWARD**.....RESERVED BY UPSHER SMITH
The NCPA Willard B Simmons Independent Pharmacist of the Year Award is the premier award give to an independent pharmacist each year. Make sure your company's name and logo are a part of this prestigious award, which is presented during the opening general session. Your company's representative will be present during this presentation

# Awards For Future Pharmacists

**Benefits of Sponsorship:**

- Company name and logo on NCPA 2020 Annual Convention website
- Recognition in General Session walk-in videos
- 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 excellence 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 $2,000 as the chapter winner; $1,000 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 local, statewide and national levels. Evaluation of chapter activities is based upon the criteria of major events planned, day to day contact, education, creativity, and innovation. Winning chapter receives $1,000.

**Pharmacy Practice Transformation Challenge Award**.....**$6,000**
This award is given to the student chapter that demonstrates excellence throughout the year in promoting pharmacy practice transformation through education in adherence, care planning, and engagement with CPESN-USA on the local, state or national level.  Promotion can be done through in-person events, print materials, media forms such as video, photo, radio and tv, and social media.  Chapters are evaluated on education, implementation, event outcomes, chapter impact, creativity and collaboration with other health care professions.

# Advertisement Support

**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. Along with 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 more. The Convention Program Guide is also posted on the NCPA website for ALL members (including non-registrants) to access.

**Convention Program Guide - Advertisement Only**

Use the ad to feature your latest services and products or drive traffic to your booth. Email stacey.loflin@ncpanet.org for ad specifications. **Ad space reservation and artwork deadline: Aug. 14.**

- $4,500 full page, color (Corporate Member)
- $5,000 full page, color (Non-Corporate Member)
- $3,000 half page, color (Corporate Member)
- 3,500 half page, color (Non-Corporate Member)
- $6,000 **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: nearly 18,000) and receive a 10 percent discount on the program guide advertisement. Contact Nina Dadgar at 703-838-2673 or nina.dadgar@ncpanet.org for rates.

**POCKET GUIDE ..... $10,000**

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.....$15,000**
**YOUR OWN WALKING BILLBOARD!** What better way for your company to gain visibility than by being seen over and over during the convention? Every attendee will receive the Annual Convention tote bag bearing both the sponsor's logo and the NCPA Annual Convention logo. This attractive item provides visibility not just to the registrant carrying it, but to anyone who sees it. Attendees use their bags all four days of the convention and take them home.

**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 KEY CARD & SLEEVES.....$15,000**
**GREAT VISIBILITY!** What must be in every attendee's badge pouch, pocket, or purse? Their hotel key card! Be the company that attendees see every time they go to unlock their hotel room door. Additionally, your company's name and logo will be imprinted on the key card holder that holds the key cards. Put your name and logo in the hands of every convention attendee.

**CONVENTION BADGE LANYARDS.....$10,000**
What more could you ask for? Your logo to be worn around the necks of all attendees! Great visibility at the conference – everywhere attendees walk!

**CONVENTION NOTEBOOKS.....$10,000**
For a long term investment that keeps delivering visibility after the conference, Your company logo is placed on the cover of the notebooks. These notebooks are used all year round which means you're always top of mind!

**BEVERAGE BOTTLES.....$7,500**
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.

**SMARTPHONE CARD WALLET.....$3,000**
This card pocket attaches to the back of your smartphone and holds items such as your your business cards and hotel key card. Your company logo will always be seen as everyone uses their phones.

**LUGGAGE CLINGS.....$4,000**
Keep picking up the wrong luggage at 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 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**..... RESERVED BY AMERISOURCEBERGEN

Attendees love coffee, and what better way to enjoy their favorite brew than with a coffee sleeve to wrap around their hot cups. Put your company's logo and booth number on every coffee sleeve to increase your visibility at NCPA 2020 Annual Convention. Coffee sleeves will be placed at every breakfast food station and provided during coffee breaks to attendees.

**PENS**..... **$5,000**

Attendees are always looking for pens, especially at the registration desk and during the workshop sessions. Your company logo pen will be in each session and at the registration counters.

## Sample Branding/Traffic Builder Opportunities

HOTEL ELEVATOR CLINGS

EXPO TABLE CLING

CONVENTION CENTER HANGING BANNER

EXPO DIRECTIONAL MATS

CONVENTION CENTER ESCALATOR CLINGS

PARK BENCH

CONVENTION CENTER COLUMN CLINGS

**MEMBER'S COFFEE LOUNGE..... $8,000**

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 Member's Coffee Lounge is prominently located in the foyer as you enter into the mainstream of activity near the registration area. The Member's Coffee Lounge 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 the entrance of the lounge. Food and beverages may be ordered directly through the convention center.

**ADVERTISING BOARDS..... $2,500**

Deliver your message and branding on our advertising boards throughout the convention! Your advertising will be placed outside of the exhibit hall and will be seen by all attendees as they walk the convention halls. Board measures 36" wide x 84" high.

SMART PHONE CARD WALLET

LUGGAGE CLING TAGS

BEVERAGE BOTTLES

## Sample Branding Opportunities

COFFEE CUP SLEEVES

BASEBALL CAPS

ADVERTISING BOARDS

TEE SHIRTS

# Sample Traffic Builder Opportunities

EXPO TRAFFIC BUILDER – MONEY MACHINE!

CONVENTION CENTER NETWORKING LOUNGE (SAMPLE CONCEPT LOOK)

## Maximize Exposure to Your Target Audience!

**DOOR DROP BAGS ..... $6,000**
Display your company logo on the door drop bag, which will be delivered to all attendees staying at the host hotels on Saturday and Sunday. Your company may provide one complimentary flyer to be inserted into each bag each day.

**DOOR DROP BAG INSERTS ..... $3,000**
**AT YOUR DOOR SERVICE!** Deliver your message to every NCPA attendee prior to the opening of the Expo. 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 Sept. 10.

**PRE-CONVENTION MAILING ..... $3,500**
The official convention pre-meeting mailer is sent by NCPA to all pre-registered 2020 attendees, as well as pharmacists within driving distance of San Diego. 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 San Diego.

**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.

**PUSH NOTIFICATION MESSAGING**

Looks like a text message, but comes from the NCPA Convention 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, or a presentation at your booth. Messages are limited to 130 characters and must be scheduled by Sept. 6th. (Time slots assigned in advance on a first-come, first-serve basis). Company must submit text electronically to NCPA for prior approval.

**Pre-Convention Push Notification ..... $2,000**
(Reach attendees prior to their visit in Nashville. Messages will be published Oct. 10-13. Limited to six companies per day.)

**On-Site Push Notifications ..... $3,000**
(Reach attendees on site in Nashville. Messages will be published Oct. 17-18. Limited to six companies per day.)

**BROADCAST YOUR MESSAGE ON THE BIG SCREEN ..... $3,500 (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 are limited to 60 seconds or less.

# Hotel & Convention Center Opportunities

**HOTEL ELEVATOR PLACARDS..... $10,000**
**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 guests 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 when going up and coming down the escalators!

**TABLE CLINGS..... $3,500 (10 tables)**
Everyone must 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)..... $5,000**
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.

**EXPO DIRECTIONAL FLOOR MATS..... $5,000**
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.

**GENERAL SESSION CHAIR ADVERTISING ..... $12,000 (2 available)**
Imagine all the attendees walking into the general session and seeing a sea of chairs with your logo on them. What a great way to advertise your company.

**COLUMN WRAPS..... $5,000**
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..... $8,000 (4 clings)**
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.

**EXPO 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 Expo.

**PARK BENCH..... $1,500 each**
Stand out in the Exhibit Hall with your company branding placed down the heavily trafficked hallways leading to the exhibit hall and inside the exhibit hall. Each set of benches will include signage with your company name and booth number. **(Sign up early - limited number of benches available)**.

# Continuing Education & Non-CE Support Opportunities

**Business Education..... $5,000**

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 business education helps pharmacy owners, staff pharmacists and other members of the team reclaim their profits in all aspects of business: tracking care over time, implementing services with an immediate return on investment, and improving efficiencies.

**Benefits**

- Recognition as a supporter of practice transformation
- Company's name on signage as providing support for the event
- Acknowledgment in podium copy
- Company logo in walk-in video in general sessions and company 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 for additional information and forms.

**Fee**

Breakfast — Exhibitor/Corporate Member ..... $25,000
Buffet lunch*/Dinner — Exhibitor/Corporate Member ..... $35,000-$75,000
Buffet lunch/dinner — Non-exhibitor ..... $50,000-$90,000
*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 ..... $3,000**

Your company logo and booth number will be placed on these reusable totes that are handed to every attendee at this much coveted session! A company representative can speak with attendees for five minutes.

**YOUR PRODUCTS IN SAMPLE BAG ..... 200 samples**

Be a part of one of the most highly attended non-CE events, featuring NCPA's Senior Director of Store Operations and Marketing, Gabe Trahan. 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 Oct. 1). Do not miss out on this opportunity to make sure your products will be in the hands of community pharmacy owners! ***We cannot accept any CBD products for the sample bags – Must be a current exhibitor.***

# Reach Your Future Customers!

**PHARMACY STUDENTS SPONSORSHIP**
More than 500 pharmacy students attend the Future Pharmacists Programs during the NCPA 2020 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 business partner.

**FUTURE PHARMACISTS LUNCHEON (Saturday, Oct. 17)**
RESERVED BY McKESSON

**"ALL ABOUT YOUR FUTURE" STUDENT LUNCHEON (Sunday, Oct. 18) .....$10,000 per company**
(UP TO THREE COMPANIES)
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!

# Member Benefits Networking Support

**OPENING NIGHT CELEBRATION.....one company $100,000 or two companies at $50,000 each**
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.....one company $50,000 or two companies at $25,000 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 stage to deliver its message.

**EXPO RECEPTION .....$15,000**
This event is a highlight for the attendees. Wind down on the opening day of the Expo 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.

**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 - $50,000 per company**
This private reception recognizes the contributions of NCPA President Brian Caswell, RPh. 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 (such as marketing, pain counseling, and diabetes) 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 ..... $2,500 and up**

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 provide much-needed broad support to NCPA independent community pharmacists and goes directly to support events at NCPA's 2020 Annual Convention. Your company's name will be highlighted on the convention website, in the convention program and throughout the convention center.

# NCPA Sponsorship Agreement

NCPA®
Nashville • Oct. 17-20, 2020

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.....

Signature..... Date .....

**FAX OR E-MAIL THIS FORM TO**

NCPA Convention Department
Attention: Stacey Loflin
Phone: 703-683-8200, ext. 2652 / Fax: 703-683-3619
stacey.loflin@ncpanet.org

**SPONSORSHIP TERMS AND CONDITIONS**

The NCPA Annual Convention 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 Aug. 1, 2020. 50 percent refund before July 31, 2020.