

NCPA 2026 ANNUAL CONVENTION | OCTOBER 3-6 | KANSAS CITY, MISSOURI

26 ACCIN KC

SPONSORSHIP BROCHURE



NCPA® 
NATIONAL COMMUNITY
PHARMACISTS ASSOCIATION

STAND OUT AND BE NOTICED!

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

Thousands of pharmacy professionals will be exposed to your brand at NCPA's 2026 Annual Annual Convention. 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 name at each sponsored event
- Company name and logo in convention online Program Guide
- Listing of company name on sponsorship marquee
- And much, much more...

ATTENDEE PROFILE

Our marketplace

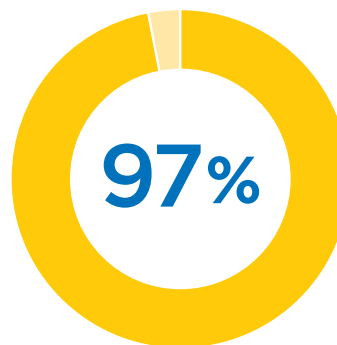
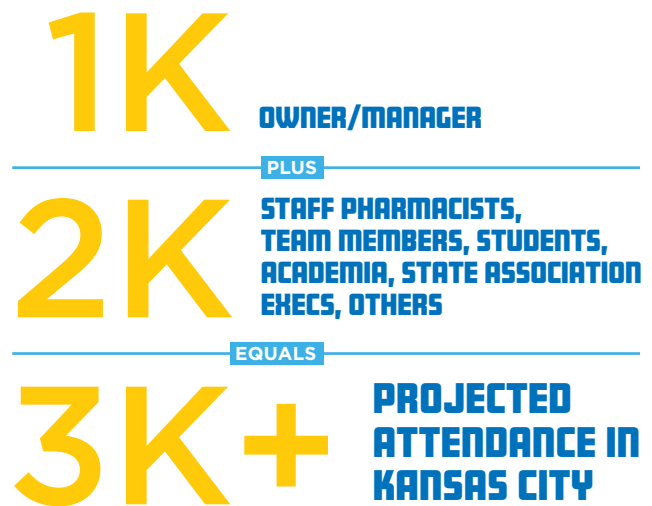
The National Community Pharmacists Association, founded in 1898, represents America's community pharmacists, including the owners of more than 18,900 pharmacies. The nation's independent pharmacies, independent pharmacy franchises, and independent chains represent a \$103 billion marketplace, and comprise 36 percent of all retail pharmacies in the U.S.

Who attends?

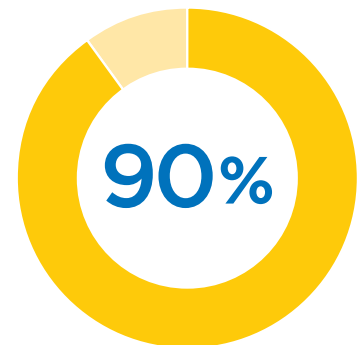
The NCPA Annual Convention provides you an opportunity to meet face-to-face with independent community pharmacy owners and managers as well as other trusted members of their teams.

Who sponsors?

NCPA's Annual Convention has a variety of exhibitors that sponsor, from companies that provide back office support, to technology firms that provide the nuts and bolts of pharmacy, to the front end of the store where you can find unique products. If your company falls into any of these categories, you need to be an exhibitor and sponsor at NCPA's Annual Convention.



of attendees rate the convention as excellent or good



of attendees found products or services at the NCPA Annual Convention that helped their business

AWARDS

INDEPENDENT PHARMACIST OF THE YEAR AWARD.....\$20,000

The NCPA Willard B Simmons Independent Pharmacist of the Year Award is the premier award given to an independent pharmacist each year. Make sure your company 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.

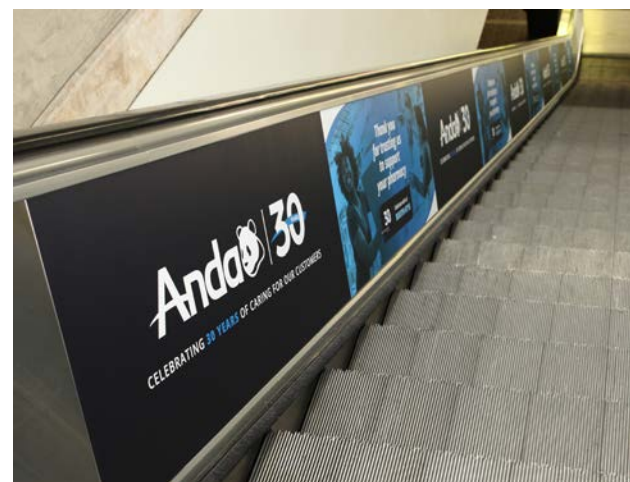
AWARDS FOR FUTURE PHARMACISTS

Benefits of sponsorship:

- Company name and logo on NCPA 2026 Annual Convention website
- Recognition in general session walk-in videos
- Company 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 first runner up; \$500 for second runner up; and \$250 for the most improved chapter.



LOGO/BRAND RECOGNITION

CONVENTION TOTE BAGS.....RESERVED: CPA

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.....\$15,000

ATTENDEES LOVE T-SHIRTS! Your company 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..... \$17,000

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. Put your name and logo in the hands of every convention attendee.

CONVENTION BADGE LANYARDS.....RESERVED: PBA HEALTH

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..... RESERVED: APCI

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!

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

Attendees will be walking around town sporting their baseball cap with your company logo. Great marketing tool!

BEVERAGE BOTTLES..... \$8,000

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.

MIRROR CLINGS.....RESERVED: PFIZER

Make every moment count at the convention center! Our innovative bathroom mirror clings are your direct channel to reach attendees. Captivate your audience with your company message in a prime location, where everyone freshens up. Ensure your brand's visibility and engagement with these unique advertising opportunities. Get your message across with style, impact, and a personal touch - right in front of your target audience! Your branded mirror clings will be located in NCPA's contracted space.

SMARTPHONE CARD WALLET..... \$3,000

This card pocket attaches to the back of your smartphone and holds items such as 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..... \$5,000

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 logo and booth number on every coffee sleeve to increase your visibility at NCPA's 2026 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.

PRIVACY PODS..... \$5,000

Introducing our exclusive Privacy Pods for vendors. Secure your private oasis and enjoy a dedicated 10x10 office space equipped with a table and four chairs. Your company logo will take center stage on the front of the pod, ensuring visibility and brand presence. Positioned conveniently outside the exhibit hall, our Privacy Pods offer four full days of networking opportunities during the convention, enabling you to meet with customers, foster relationships, and maximize your exposure. Make the most of your convention experience - reserve your Privacy Pod today!

**SAMPLE
BRANDING/
TRAFFIC BUILDER
OPPORTUNITIES**



HOTEL ELEVATOR CLINGS



PRIVACY POD



HANGING BANNER



FLOOR CLINGS



ESCALATOR CLINGS



COLUMN WRAPS



PARK BENCH

MEMBERS' COFFEE LOUNGE..... \$10,000

A comfortable place to sit and relax can be a welcome haven in the middle of a busy convention that includes lots of walking. Ensure that your brand is front and center in this casual setting developed to encourage networking and interaction with attendees. The lounge is prominently located in the foyer as you enter into the activity near the registration area and NCPA Membership booth. The lounge includes comfortable seating, a 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. Boards measure 36 inches wide x 84 inches high.

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

Capture the spotlight at our upcoming convention with our exclusive Convention Photo Booth! Over two exciting days, you can elevate your brand presence within the exhibit hall. Your company logo will adorn every digital photo taken, ensuring maximum visibility and recognition. This photo booth isn't just fun, it's a powerful extension of your exhibit floor booth. Plus, as a sponsoring company, you'll receive a treasure trove of digital leads. Join us and make your mark while creating lasting memories for convention attendees. Don't miss out on this unique opportunity to shine!

**SAMPLE
BRANDING/
OPPORTUNITIES**



COFFEE CUP SLEEVES



LUGGAGE CLING TAGS



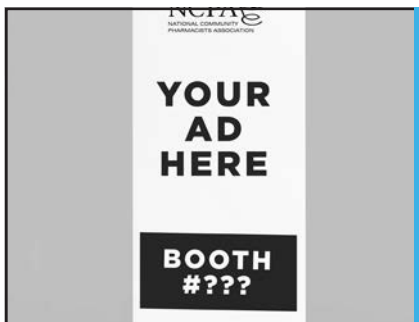
BEVERAGE BOTTLES



BASEBALL CAPS



T-SHIRTS



ADVERTISING BOARDS



PHOTO BOOTH

SAMPLE TRAFFIC BUILDER OPPORTUNITIES



(SAMPLE CONCEPT LOOK)

MAXIMIZE EXPOSURE TO YOUR TARGET AUDIENCE!

DOOR DROP BAGS \$6,000

Your logo on every single attendee door drop in the host hotel, the Loews.

DOOR DROP INSERT \$3,500

Door drops at the Loews Kansas City place your brand directly in attendees' hands. Deliver a targeted, high-visibility message to guests as they check in or start their day, ensuring your company stands out with a personalized, memorable touch. Inserts should be no larger than 8.5" x 11" and received by Aug. 15. Send 1000 copies to NCPA Door Drop, 100 Daingerfield Road, Alexandria, Va. 22314.

PRE-CONVENTION MAILING \$3,500

The official convention pre-meeting mailer is sent by NCPA to all pre-registered 2026 attendees, as well as pharmacists within driving distance of the convention center. 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. Mailers must arrive at NCPA headquarters no later than 9/1/2026.

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 8.5 inches x 11 inches) sheet of promotional literature into the tote bags provided to each attendee (excluding exhibitors). Inserts must arrive at NCPA headquarters no later than 9/1/2026.

ONLINE AND MESSAGING SUPPORT

DIGITAL PROGRAM GUIDE AD..... \$5,000

Maximize your visibility at the NCPA 2026 Annual Convention with a digital ad placement in the online Program Guide and Agenda Builder! Your ad will be prominently displayed in a prime location within the guide, ensuring exposure to pharmacy owners not just during the four-day event, but also throughout the following 8 months. As the highest viewed page on www.ncpa.org, with a typical viewership surpassing 20,000 views, this digital platform offers unparalleled reach and engagement. Your 822 x 120-pixel ad will capture the attention of industry professionals, providing a lasting impression and valuable exposure for your brand. Secure your placement by sending your ad to stacey.loflin@ncpa.org no later than Aug. 15. Don't miss out on this opportunity to elevate your presence and connect with key stakeholders in the pharmacy industry.

CONVENTION CENTER WI-FI \$25,000

The top 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 will also receive a mention in the convention online Program Guide, a flyer in the registration bags, and signage throughout the center acknowledging this sponsorship.

PUSH NOTIFICATION MESSAGING

Looks like a text message, but comes from the NCPA Convention website. 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. (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.....\$3,500

Push notifications will reach attendees within one week prior to their arrival. Limited to six companies per day.

On-site push notifications.....\$3,500

Push notifications will reach attendees during the convention. 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 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 90 seconds or less.

HOTEL AND CONVENTION CENTER OPPORTUNITIES

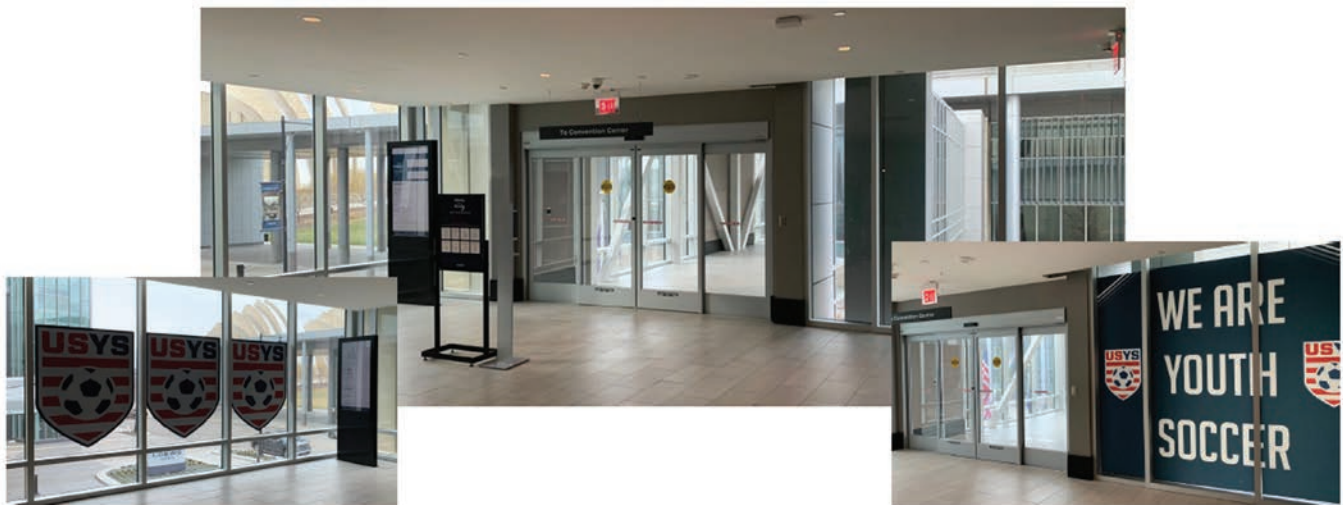
LOEWS MEDIA WALL \$5,000

Imagine your brand on display for four days in the lobby! One-fourth of the media wall will have your branding displayed from Saturday through Tuesday. Must be a still image or video (no sound).



SKY BRIDGE WINDOW CLINGS \$3,000

Loews sky bridge window clings – four days. \$3000 per cling.



SCOOTING AROUND \$5,000

Even a busted knee won't slow Stacey down! She'll be zooming around the convention center on a scooter, turning heads and making sure your brand gets noticed. With your logo and booth number front and center, this four-day rolling advertisement guarantees high visibility among attendees. Take advantage of this fun, attention-grabbing opportunity for just \$5,000 – because nothing stops a great brand from being seen!

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.

WINDOW CLINGS..... \$8,000 (3 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.

FLOOR CLINGS \$600 each

4 foot x 4 foot clings placed throughout the convention center with your artwork.

PRODUCT SHOWCASE \$900 each

This one cubic-foot clear box will showcase your product and will be placed in the registration area and other strategically located areas. Label will contain your product name, company name and logo.

WHERE IS STANLEY \$2500

Where is Pharmacist Stanley: Only two exhibitors can have this! Pharmacist Stanley is an expo gamification and increases your booth traffic. Stanley will be placed at your booth, maybe attached to your backdrop or peeking around the frame of the pipe and drape. Attendees will fill out their card as to what booth they saw Stanley in on Sunday and Monday and turn it in for a prize paid by NCPA. Winner will be selected one hour prior to the exhibit hall closure on day two and must be present.

HANGING BANNER (4 foot x 8 foot)..... \$5,000

Your company 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.

COLUMN WRAPS \$4,000

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 inches wide x 96 inches tall).

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 \$5,000

Stand out in the of the convention center with your company branding placed down the heavily trafficked hallways leading to the exhibit hall and inside the exhibit hall. Two benches included. Each set of benches will include signage with your company name and booth number. **(Sign up early - limited number of benches available.)**



STACKING CUBE..... \$5,000

Look at all the marketing space on these three stacked cubes that will be found in the pre-function areas. Limited availability so act NOW! Stacking cubes at convention centers are versatile advertising tools, ideal for showcasing brands with eye-catching visuals. Their modular design and prominent placement offer excellent visibility, making them a strategic choice for effective marketing campaigns in high-traffic environments. Four days of advertisement for \$5,000. Atwork due date August 15.

CONTINUING EDUCATION AND NON-CE SUPPORT OPPORTUNITIES

CONTINUING EDUCATION WORKSHOPS

More than 98 percent of NCPA convention attendees rate our education programming as good or excellent. This year's business education helps pharmacy owners, staff pharmacists and other members of the team expand their services in all aspects of business: tracking care over time, implementing services with an immediate return on investment, and improving efficiencies. NCPA welcomes support from like-minded organizations for business education through an unrestricted educational grant. ACPE standards mandate that CE supporters are not involved in the planning process for CE; therefore, there are not speaking or promotional opportunities available during any CE session. If you are interested in supporting continuing business education opportunities at the convention with an education grant, please contact stacey.loflin@ncpa.org.

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 the convention online 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 CE credits. Top-notch time slots are available; contact stacey.loflin@ncpa.org for additional information and forms.

Fee

Buffet lunch/dinner — Exhibitor/corporate member	\$35,000-\$75,000
Buffet lunch/dinner — Non-exhibitor	\$50,000-\$90,000

The administrative fees include promotion of the product theater workshop, basic A.V. package (screen, microphone, podium, LCD projector), food and beverage, and scanners. All other expenses are the responsibility of the supporting company. Estimated attendance is provided as guidance; actual attendance is not guaranteed.

REACH YOUR FUTURE CUSTOMERS!

PHARMACY STUDENTS SPONSORSHIP

More than 500 pharmacy students are expected to attend the Future Pharmacists programs during the NCPA 2026 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\$12,500

**“ALL ABOUT YOUR FUTURE” STUDENT LUNCHEON \$12,500 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\$65,000

Welcome attendees at the Opening Night Reception Celebration, featuring networking, food and exciting entertainment. Your company 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.

MIX & MINGLE DINNER & DANCE PARTY..... one company \$50,000 or two companies at \$25,000 each

Close the show with a bang! Networking, food, and exciting entertainment. Your company 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 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 \$8,500

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 the outgoing NCPA president. Your company 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.

GENERAL SUPPORT SPONSOR\$2,500 and up

NCPA’s Annual Convention is designed to not only bring high-quality education 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 directly support events at NCPA’s 2026 Annual Convention. Your company name will be highlighted on the convention website, in the convention program and throughout the convention center.

ASSOCIATION WIDE SPONSORSHIPS

Available throughout the year. Please contact Nina Dadgar (nina.dadgar@ncpa.or or 703-838-2673).

AMERICA'S PHARMACIST MAGAZINE SUPPLEMENTS AND 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 reports or white papers. This provides the tools and techniques your customers and our members need to thrive in today's health care business environment.

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

Six supplements/advertorials are available per year

Click-to-learn: Integrating both audio and visual presentation capabilities on the web, NCPA's Click-to-Learn product tutorials, modeled on physician e-detailing, offer the opportunity to differentiate your product and train or otherwise educate pharmacists virtually on any topic. These programs may be custom-designed to fit your needs and can include all or some of the following services: animation and narration, participant surveys and activity tracking, incentives for participation (additional cost).

Cost for program: \$25,000 to \$35,000

Interactive quiz: NCPA can deliver your educational message through an interactive quiz, where the test takers are engaged and at the same time they can measure their responses with their peers. NCPA will work with your team to come up with the most engaging questions. NCPA will promote the quiz via our social media and online products. Limited number of questions.

Cost: \$15,000

NCPA SPONSORSHIP AGREEMENT



Contact Name.....
Address.....
State.....
Telephone
E-mail.....

Company.....
City.....
Zip Code.....
Fax

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. 2655 / Fax: 844-293-1403.
stacey.loflin@ncpa.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, 2026. 50 percent refund before July 31, 2026.