

15th Annual NPPA Conference



Exhibitor Prospectus 2011

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Join us at NPPA's annual educational event and exhibition hall - bringing together pharmacy purchasing's key decision makers and the industry leading pharmaceutical and supplies providers.

Interact with your target audience and generate highly qualified leads while presenting your key products and services in our action-packed exhibit hall.

Our meeting has the highest concentration of institutional purchasing professionals than any other meeting in the country. Our only issue is Pharmacy Purchasing!

August 15-18, 2011 • Tropicana Las Vegas



Contact:

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EXHIBITOR BOOTH PACKAGES

WHAT'S INCLUDED?	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Booth Size	Up to 30 x 30	10x40	10x30	10x20	10x10
Cost if Paid by 4/15/11	\$18,000 + Contact for Details	\$13,200	\$9,450	\$6,100	\$3,000
Cost if Paid by 7/29/11	Contact for Availability	\$15,200	\$10,950	\$7,100	\$3,500
Logo on Cover of Attendee Binder	Yes				
Full Page Ad in <i>Pharmacy Purchasing Outlook</i>	1				
Support Ribbons on Rep Badges	Yes	Yes			
Full Page Ad in Attendee Binder	2	1	1		
Logo/Link on NPPA Website (from acceptance until 11/1/11)	Yes	Yes	Yes		
Company Name on Promotional Materials in PPO through September 2011	Yes	Yes	Yes	Yes	
<i>PPO</i> Subscription Certificate for New Buyer Members (to giveaway)	4	3	2	1	
Single Session Passes (Access to a single CE Session)	25	20	15	10	5
Company Name in Exhibitor Directory on NPPA Website	Yes	Yes	Yes	Yes	Yes
Attendee Passes (Expo Hall only)	25	20	15	10	5
8' Table, 2 Chairs, Wastebasket, Sign w/company name	Yes	Yes	Yes	Yes	Yes

SPONSORSHIPS

Opening Reception - \$1,000 (1)

- Sole sponsorship of the NPPA Opening Reception, Monday, August 15.
- Includes 1 Attendee list (\$200 value).
- As Sponsor, your company will be listed on our website from date of payment.
- As Sponsor, your company will be shown on the official Agenda listing for the Reception.
- All reception expenses paid by sponsor.
- Reception must include all attendees, and preferably spouses as well.

ATTENDEE SCHOLARSHIPS

\$2,380 minimum (5 Purchasing Attendees)

Attendees each receive Registration + 3 Hotel Nights

- **Receive recognition on website, in Attendee Binder, and during the Opening Session.**
- **Contribute 10 or more scholarships and receive a \$500 discount on your 2011 booth package.**

There is a great need for these scholarships, please consider contributing.

Binder - \$4,000 (1)

- Your company logo included on a 1 page Ad to be placed on the back cover of the Attendee Binder.
- Advertisements will be printed and provided by you in quantity of 425.

Lanyards - \$5,000 (1)

- Each Attendee & Exhibitor Rep will receive one of your lanyards to hang their conference badge from.
- Lanyards are provided by you in quantity of 800.

Notepads & Pens - \$4,000 (1)

- Your company logo on Notepads & Pens that the Pharmacy Professionals will use during their General Sessions to take notes.
- Notepads and Pens are provided by you in quantity of 425.

Tote Bags - \$2,500 (1)

- Tote bags will be carried throughout the conference to hold conference materials and Attendee Binders.
- Design tote bags to highlight your company and products any way you see fit.
- Tote Bags will be provided by you in quantity of 425.

Cyber Café - \$2,500 (1)

- Receive priority booth selection in order to place your booth near the cyber café or in whatever open location you'd like. Move to the front of the booth selection line in your exhibitor level upon receipt of payment.
- Your company name or logo will be used as the screen saver on all computer screens.
- Your company's website will also be used as the home page on each computer.

Hospitality Party - \$750

- We will advertise your Hospitality Party on our website 2 months prior to conference start date.
- Your event date, location, and time will be listed on the official Conference Agenda.
- Includes 1 Attendee list (\$200 value).

Exhibit Hall Bar - \$500 (2)

- Your company will be the sponsor of one bar for one day, and are responsible for bar's expenses.
- Drink tickets may be provided.

SPONSORSHIPS ARE NON-REFUNDABLE.

EVENT DESCRIPTION

Hundreds of Pharmacy Purchasing Professionals from across the country and more than 80 exhibiting companies attend the NPPA Conference each year.

Since 1997, we have conducted the only national meeting exclusively for the pharmacy purchasing community, the Annual NPPA Conference (formerly known as Pharmacy Purchasing Networking Conference), held every August, in Las Vegas, Nevada.

This conference offers a unique opportunity for Pharmacy Purchasing Professionals in many disciplines and work settings to come together to learn the latest trends in Pharmacy Purchasing. The NPPA Conference program has a dynamic and lively exhibit hall experience as well as an estimated 10 hours of Pharmacy CE available annually to registered attendees.

WHY EXHIBIT?

- Spacious Exhibit Hall open two days (August 16 & 17)
- Hundreds of Purchasing Pros Who Have Authority to Buy!
- Major National Purchasing Group Directors who Negotiate Billions in Contracts
- Wide Array of Sponsorships
- More Purchasing Pros than Reps Could Cover All Year

2010 EXHIBITORS

Abbott Laboratories	EKR Therapeutics	Pfizer, Inc.
Acute Care Pharmaceuticals	Emerlyn	Pharmaceutical Associates, Inc.
AHP Group	EXP Pharmaceuticals Service Corp.	PharmEcology Services, WMHS
Akorn, Inc.	G & W Laboratories, Inc.	PharMEDium Services, LLC.
American Health Packaging	Grifols USA, LLC	Precision Dose, Inc.
American Regent, Inc.	Guaranteed Returns	Premium Health Services
Ameridose	Health Care Logistics	Priority Pharmaceuticals
AmerisourceBergen Company	Hospira	Prodigy Health Supplier
Amneal Pharmaceuticals	ICU Medical Inc.	Quality Care Products, LLC
Apexus/340B Prime Vendor Program	Infasurf (Calfactant)-ONY, Inc.	R & S Northeast, LLC
APP Pharmaceuticals	King Pharmaceuticals	RD Plastics Company, Inc.
ASD Healthcare	Lifeline Pharmaceuticals	Reliance Wholesale, Inc.
AstraZeneca Pharmaceuticals	Lilly USA	Rising Pharmaceuticals, Inc.
Atlantic Biologicals	Major Pharmaceuticals	Sagent Pharmaceuticals, Inc.
BDI Pharma, Inc.	McKesson	Sandoz, Inc.
Bedford Laboratories	Medefil, Inc.	Sigma-Tau Pharmaceuticals, Inc.
Beutlich LP Pharmaceuticals	Medi-Dose, Inc./EPS, Inc.	STAT Pharmaceuticals
Bioniche Pharma	Merck & Co, Inc.	Teva Health Systems
Calgonate Corp.	National Coalition of Pharmaceutical Distributors	UDL Laboratories
Cardinal Health	National Hospital Specialties	Upsher-Smith
Chapin Specialty Healthcare	NECC	US WorldMeds
Clean Harbors	Nephron Pharmaceuticals	VistaPharm
Contec, Inc.	Nexus Pharmaceuticals, Inc.	Watson
Covidien-Mallinckrodt	Novis Pharmaceuticals	West-Ward Pharmaceuticals
Custom Compounding Centers LLC	NovoNordisk	Williams Medical Co.
Diversified Biologicals	Paddock Laboratories, Inc.	Winfield Laboratories, Inc.
Dubin Medical, Inc.	Pall Medical	Wockhardt USA
FFF Enterprises	PAR Pharmaceuticals	X-Gen Pharmaceuticals, Inc.

NPPA 2011 AT THE TROPICANA LAS VEGAS

Exhibitor Form

(Circle One) **DIAMOND** **PLATINUM** **GOLD** **SILVER** **BRONZE**

\$450 Corner Upgrade \$750 End-Cap Upgrade (Silver Only)

List Extra Sponsorships: _____

Booth Fee (Pg. 2) \$ _____

Sponsorships Total (Pg. 3) \$ _____

Corner or End-Cap Fee \$ _____

Total Booth + Sponsorships \$ _____

Deposit Amount (at least half of total) \$ _____

Did an NPPA Member refer you to us? If so, please provide their name and facility so they can receive credit. Once this form is submitted, referrals will no longer be accepted from your company for this conference.

Name: _____

Facility: _____

Participating in this program does not affect your booth expense.

(Circle One) **CHECK ENCLOSED** **VISA** **MASTERCARD** **AMERICAN EXPRESS** **DISCOVER**

AMOUNT TO CHARGE TO CARD: \$ _____

CREDIT CARD #: _____

BILLING STREET NUMBER: _____ EXP. DATE: _____ BILLING ZIP CODE: _____

NAME ON CARD: _____ SIGNATURE: _____

CONFERENCE CONTACT (Required)

(Note: The Exhibitor Service Kit will be e-mailed to the Booth set-up Contact)

First Name: _____ Last Name: _____

Phone: _____ Email: _____

Fax: _____ Contact Me For: **ALL** **BOOTH SETUP** **BILLING** **SPONSORSHIPS**

ADDITIONAL CONFERENCE CONTACT (Optional)

(Note: The Exhibitor Service Kit will be e-mailed to the Booth set-up Contact)

First Name: _____ Last Name: _____

Phone: _____ Email: _____

Fax: _____ Contact Me For: **ALL** **BOOTH SETUP** **BILLING** **SPONSORSHIPS**

COMPANY INFO (Required - Your Company Name will appear in our directory as printed here)

COMPANY: _____ WEBSITE: _____

ADDRESS: _____ CITY, STATE, ZIP: _____

PHONE: _____ FAX: _____

SEND EXHIBITOR & SIGNED POLICIES FORMS TO: Summerdale Enterprises, Inc., NPPA Founder
4747 Morena Blvd Suite 340, San Diego, CA 92117-3468, or by Fax: 858-581-6372
For further details contact us by phone or email: 858-581-6373, Jennifer@PharmacyPurchasing.com
Or visit us online at www.PharmacyPurchasing.com

EXHIBITOR POLICIES & INFO

DEPOSITS: 50% of the total cost of the Exhibit Package must be paid and received with this agreement as a non-refundable deposit. Checks and credit cards are acceptable forms of payment. No invoices will be issued for the deposit amount. Sponsorships (extra items) must be paid in full at the time of order.

DUE DATES: The balance of the total fees due will be invoiced and expected in full no later than April 15th for early pricing and July 29th for standard pricing. Invoices not paid by April 15th will owe the difference of the standard pricing and will be due no later than July 29th.

LATE FEES: Invoices not paid by July 29th will be subject to a 10% late fee. No exhibitor will be allowed to set up until full payment is received.

CANCELLATION/REFUNDS: Exhibit packages that are paid in full and are canceled prior to June 1st, will receive a 50% refund. No refunds will be paid after June 1st. No credit will be provided for any unused portions of exhibitor packages. Sponsorships and any other add-ons including additional exhibitor credentials are non-refundable. Corner and End-Cap Upgrades are refundable at the discretion of Summerdale Enterprises, Inc. only.

EXHIBIT LOCATION: Space assigned will be determined by sponsorship level, promptness of deposit and company preferences, but ultimately is decided upon and assigned by Summerdale Enterprises, Inc.

EXHIBIT DAYS: The Exhibit Hall will be open on August 16 & 17, 2011. Times are TBD.

EXHIBITOR SERVICES KIT: Your Exhibitor Services Kit will come from GES via email around 90 days from the date of show. Kits will be emailed to the person listed on the contract as the "Conference Contact". The kit will include information on drayage, electrical services, furniture rental, labor, shipping, etc., with a complete list of charges. Full payment must be received in order to receive a kit.

EXHIBIT SET-UP: Companies may not combine to share exhibit space or packages. All Exhibitors agree not to erect a structure that obstructs the line of sight to adjacent booths. All activities taking place in your exhibit space must be fully contained within the space provided and must not protrude into aisles or others exhibit spaces.

EXHIBITOR CREDENTIALS: We will contact you at a later date to register your booth personnel. Exhibitor badges will be issued only to employees or contracted representatives of your company; Identification will be requested upon check-in. Unused credentials have no monetary value and will not be refunded. Any additional credentials purchased beyond those included in your package are non-refundable.

PHOTO RELEASE: I hereby give permission for images of my company representatives, captured during the 15th Annual NPPA Conference through video, and photo, to be used solely for the purposes of Summerdale Enterprises, Inc. promotional material and publications, and waive any rights of compensation or ownership thereto.

LIABILITY INSURANCE: Exhibitor agrees to obtain and maintain general liability insurance in an amount of no less than \$1 million per incident/occurrence and cover the operations of the exhibitor in their assigned space. Exhibitor shall provide a Certificate of Insurance naming Summerdale Enterprises, Inc. as a certificate holder. Exhibitor agrees to indemnify and hold harmless Summerdale Enterprises, Inc. from any and all claims, demands, and causes of action that may be made by anyone for injuries to persons or damage to property resulting from acts or omissions of exhibitor or which result from exhibitor's operation of its exhibit, including the loading, assembly, and unloading of exhibitor's property.

As a representative of the exhibiting company I agree to the terms of this contract:

PRINT NAME: _____ **EXHIBITING COMPANY:** _____

SIGNATURE: _____ **DATE:** _____

If detached, sign and return this form with the Exhibitor Registration Form.