

GROW ▶ PLAY ▶ CONNECT

2024 Georgia
Pharmacy
Convention

JUNE 13-16, 2024 🌀 OMNI AMELIA ISLAND

Get your brand out there. Connect with the most engaged, most active, and most influential pharmacy professionals in the south at **the 2024 Georgia Pharmacy Convention**.

These are the pharmacy decision makers and leaders — and they're an attentive audience in a beautiful location. Gain leads. Increase brand recognition. Tell your story.



Full Sponsorship and Exhibit Packages

Packages make perfect. Sponsoring the Georgia Pharmacy Convention gives you the best ROI of the show: You get increased visibility before and during the event, with more booth traffic and stronger brand recognition to boot. Your logo — your brand — will be prominent, and you'll stand out as an industry leader with the top pharmacy pros in Georgia.

SPONSORSHIP LEVEL	YOUR FLYER IN ATTENDEE BAG	BANNER ADS IN GPHA BUZZ NEWSLETTER	AD IN GEORGIA PHARMACY MAGAZINE	EXPO HALL BOOTH	BOOTH REPS	TICKETS TO THE PRESIDENT'S BASH	À LA CARTE SPONSORSHIP DISCOUNT	ATTENDEE LIST (AFTER CONVENTION)	LOGO ON CONVENTION WEBSITE, IN MARKETING MATERIALS, AND AT START OF GENERAL SESSIONS
PLATINUM \$8,000	✓	6	Full Page	Premium Placement	4	4	15%	✓	✓
GOLD \$6,500		4	1/2 Page	Premium Placement	3	2	10%	✓	✓
SILVER \$5,000		2	1/4 Page	Premium Placement	2	1	5%	✓	✓

Exclusive Opportunities

Lunch 'n' Learn Product Theatre

\$25,000 EXCLUSIVE

Get exclusive access to most attendees with your own 45-minute presentation during an attendee luncheon. We provide the food and the audience — you just bring your pitch!

Sponsorship includes all the benefits of Platinum-level sponsorship (see above)!



Name Badge Holders

\$4,000 EXCLUSIVE

Deadline: April 15, 2024

Premium logo exposure on the front of the badge holder used by every attendee. GPhA will provide the holders; you'll need to supply a high-res logo.

Note: Badge shown is example only. Actual badge design may differ.



A La Carte Sponsorship Opportunities

Target the moment. Event sponsorships are a great way to get your brand in front of attendees, and we've got plenty of alternatives to fit your business needs. If you have an idea you don't see here, ask — we're happy to work with you to get you the recognition you deserve.

The President's Bash

\$10,000 — EXCLUSIVE; INCLUDES PREMIUM EXPO BOOTH

Sponsor the entertainment at this popular Saturday night party — the President's Bash is a highlight for all attendees.

Sponsorship includes:

- VIP table placement for four company representatives
- Announcement recognizing your company during the event
- Your logo on table tents placed throughout the banquet
- Convention attendee list (after event)
- Your flyer in attendee goody bags
- Your logo on all marketing materials and convention website
- Full-page ad in *Georgia Pharmacy* magazine



PharmPAC Reception

\$10,000 — EXCLUSIVE; INCLUDES PREMIUM EXPO BOOTH

Join investors in GPhA's political action committee for a chance to connect with this small group of politically aware pharmacy professionals.

Sponsorship includes:

- Invitations for two representatives to attend the reception
- Announcement recognizing your company during the event
- Your logo and thank-you signage at the event
- Convention attendee list (after event)
- Your flyer in attendee goody bags
- Your logo on all marketing materials and convention website
- Full-page ad in *Georgia Pharmacy* magazine



General Session Sponsorships

\$5,000 per session

Two available; first come, first choice

Support a popular motivational keynote session that attendees will enjoy and remember.

Sponsorship includes:

- Opportunity for a promotional material "chair drop"
- Recognition by speaker at the event
- Convention attendee list (after event)
- Your flyer in attendee goody bags
- Your logo on all marketing materials and convention website
- Full-page ad in *Georgia Pharmacy* magazine

Expo Hall Receptions

\$5,000 — TWO EXCLUSIVES

Have your brand front and center while attendees mingle and network during the expo hall receptions on either Thursday or Friday (first come, first choice).

Sponsorship includes:

- Your logo and thank you signage at beverage stations
- 90-second welcome by a company representative
- Convention attendee list (after event)
- Your flyer in attendee goody bags
- Your logo on all marketing materials and convention website
- Full-page ad in *Georgia Pharmacy* magazine



À La Carte Sponsorship Opportunities

Academy Luncheons

\$3,000 — TWO EXCLUSIVES; first come, first choice

Get exclusive access to one of GPhA's major practice-area academies — the Academy of Employee Pharmacists or the Academy of Clinical and Health-System Pharmacists — during its luncheon.

Sponsorship includes:

- Invitations for two company representatives to attend the luncheon
- Your logo and thank-you signage
- 90-second welcome by a company representative
- Convention attendee list (after event)
- Your flyer in attendee goody bags
- Your logo on all marketing materials and convention website
- 1/4-page ad in *Georgia Pharmacy* magazine

Council of Presidents Reception

\$3,000 — EXCLUSIVE

Have a chance to meet and impress the GPhA Council of Presidents, a group consisting of the top pharmacy leaders in the state: all GPhA past presidents and current leadership.

Sponsorship includes:

- Invitations for two company representatives to attend the reception
- Your logo and thank you signage
- Sponsor recognition at the reception
- Your logo on all marketing materials and convention website
- 1/4-page ad in *Georgia Pharmacy* magazine



Refreshment Breaks

\$1,500 — Three available; first come, first choice

Put your logo on signage in front of attendees while they relax after each session.

Also includes:

- Your logo on all marketing materials and convention website
- 1/4-page ad in *Georgia Pharmacy* magazine

Morning Coffee and Pastries

\$2,500 — Four available; first come, first choice

Be the early bird and reach attendees at these well-attended breakfasts each day of the convention with your logo and thank-you signage at each of the coffee/pastry stations.

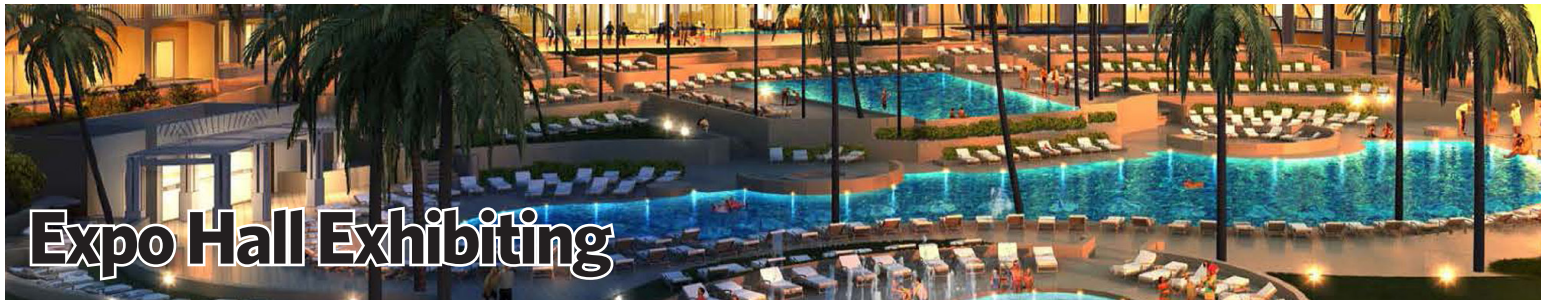
Also includes:

- Your logo on all marketing materials and convention website
- 1/4-page ad in *Georgia Pharmacy* magazine

Choose a booth or reserve your sponsorship today!

**Go to GPhA.org/sponsorship
Call (404) 231-5074**





Exhibitor package

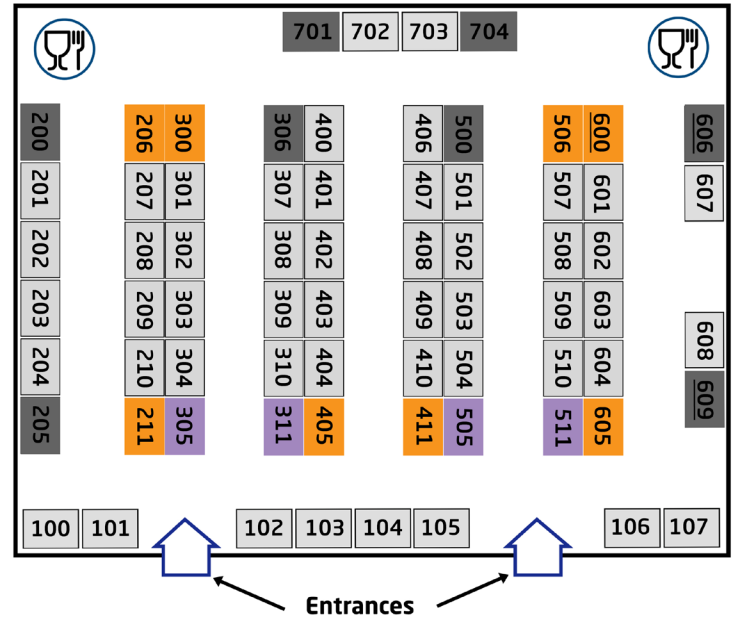
Get out there! **You need to be where attendees will come to you:** in the Expo Hall! Promote your products, meet with current clients, and generate new leads for your business.

All booths are \$1,999

Remember: A booth is included with platinum, gold, and silver sponsorship packages, as well as President's Bash and PharmPAC Reception sponsorships.

Exhibitors Receive:

- A 7' x 10' booth space
- One 6' skirted table, two chairs, waste basket
- One 7" x 44" simple booth ID sign
- Two conference registrations (additional booth badges available for \$100 each)
- Access to the post-show attendee list



Note: The Expo Hall is carpeted. Booth furniture, electricity, Internet access, and other items are not included. Costs for these items and more can be found in the exhibitor service kit that will be distributed prior to the conference. Exhibitors will be able to ship to either the hotel directly or through the show decorator.

Attendee Expo Hall hours

Thursday, June 13: 1:00 – 6:00 PM
(Reception: 3:00–6:00 PM)

Friday, June 14: 7:00 AM – 6:00 PM
(Reception: 4:15–6:15 PM)



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