

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.

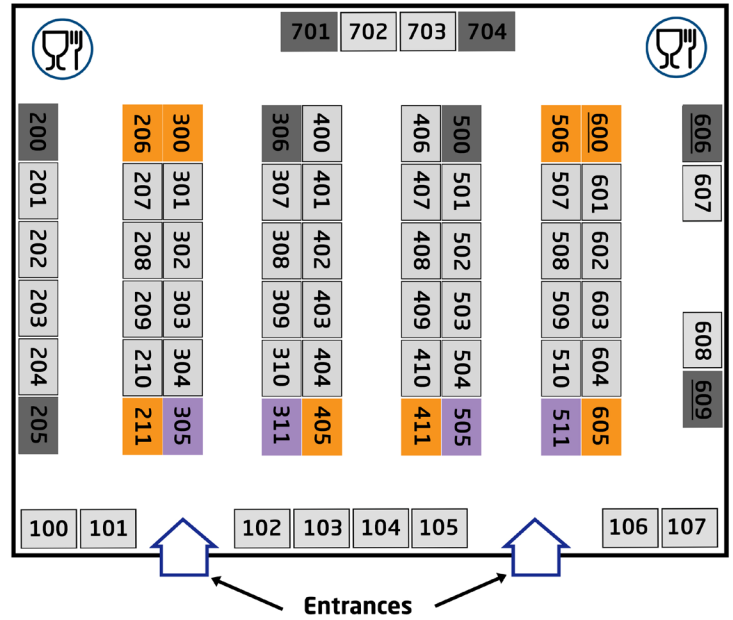
All booths are \$1,999

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

Platinum Booth
Gold Booth
Silver Booth



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.

Expo Hall hours

Set-up: Wednesday, June 12, 3:00 – 7:00 PM
and Thursday, June 13, 7:00 AM – noon

Thursday, June 13: **Open 1:00 – 6:00 PM**
with Grand Opening Reception 3:00 – 6:00 PM

Friday, June 14: **Open 7:00 AM – 6:15 PM**
with reception 4:15 – 6:15 PM



Choose your booth!

Go to GPhA.org/sponsorship

Call **(404) 231-5074**

Scan here:



• The 2024 Georgia Pharmacy Convention
 June 13 - 16, 2024
 Omni Amelia Island Resort

Please fill out this form legibly and fax it to **(404) 237-8435**.

You may also mail it to:
Convention 2024
6065 Barfield Road NE
Suite 100
Sandy Springs, GA 30328

Cancellation Policy

A cancellation fee equal to 50 percent of the full agreement will be assessed for cancellations received in writing prior to April 1, 2024.

After April 1, 2024, this contract is noncancellable, and the exhibitor/sponsor will be liable for the full agreement price and terms of said agreement.

No refunds will be made after April 1, 2024.

Terms are enforced regardless if exhibitor/sponsor does not attend the conference or the exhibit space is resold. Should the agreement be referred to a collection agency/attorney for any reason, the client and/or representing agency of said client is responsible to pay a 25% attorney fee plus costs associated with any and all collection efforts.

Exhibitor and Sponsorship Agreement



To choose your sponsorships and booth online, and to pay by credit card, visit GPhA.org/sponsorships.

• Exhibit booths and sponsorships

Sponsorship packages

Platinum: \$8,000 Gold: \$6,500 Silver: \$5,000 \$ _____

À la carte sponsorships

Sponsorship: _____ \$ _____

Sponsorship: _____ \$ _____

Sponsorship: _____ \$ _____

Expo Hall Booth (included with Platinum, Gold, and Silver sponsorships)

\$1,999 \$ _____

TOTAL \$ _____

• You

Your company: _____

Contact name: _____

Contact e-mail address and phone number:

• Booth selection (if paying by check)

Visit GPhA.org/sponsorships to see the latest map and booth availability.

Booth choice #1 _____ Booth choice #2 _____

Please list any competitors (so we can avoid having you next to them):

• Check payment

PAYMENT METHOD: Check # _____

I hereby acknowledge that I am authorized on behalf of the exhibitor/sponsor to enter into this contract. I have read, understand, and agree to the terms, conditions, and procedures on both pages (see Terms and Conditions on page 2) of this contract.

Authorized Signature: _____ Date: _____

Print Name & Title : _____

Exhibitor and Sponsorship Terms and Conditions

Exhibitor Agenda, Rules, & Regulations

1. MANAGEMENT

The principal purpose of the exhibit hall, also referred to as the expo hall, is to offer pharmacists and other professionals the opportunity to examine the latest pharmaceutical products and equipment and to be educated in the most recent services available to the industry. No exhibitor will engage in any activity inconsistent with this principal purpose. The exhibitor will comply with all instructions of the management and of the Omni Amelia Island Plantation Resort personnel concerning all aspects of the use of exhibit space. Exhibits will be shown only in the official exhibit area.

2. BOOTH

A standard 7' x 10' booth consists of an 8-foot-high draped back wall and 3-foot high side rails. The rental price of the booth includes a 6-foot skirted table, two chairs, one wastebasket, and a 7-inch x 44-inch sign listing the exhibitor's name and booth number along with two conference registrations. All display fixtures over 4' in height and within 10 linear feet of an adjoining booth must be confined to the back half of the booth. No exhibitor will block the sightline from the aisle of any adjoining exhibitor.

3. SPACE ASSIGNMENT

Allocation of available space will be made on a first-come, first-served basis. Every effort will be made to assign the exhibitor to one of its chosen spaces, however, GPhA reserves the right to make the final space assignment or change the space assignment after the acceptance of the application. Payment must be received before placement is made.

4. DEFAULT OCCUPANCY

Any exhibitor failing to occupy space contracted is not relieved of its obligation of paying for such space at the full rental price. GPhA shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall. Subleasing of any space by exhibitors is prohibited.

5. CANCELLATION OF EXHIBIT SPACE

Cancellation of the convention or the exhibits at any time for any reason will not subject GPhA to any damages or liability of any kind. In the event of such cancellation, the exhibitor waives any and all damages and agrees that GPhA may, after deducting all costs and expenses, including a reserve for claims, refund to the exhibitor its pro-rated amount of all funds paid by all exhibitors, which will constitute complete settlement to the exhibitor.

6. EXHIBITOR'S PROPERTY

Neither GPhA nor GPhA affiliates, subsidiaries, officers, directors, agents and employees will be liable for damages, loss or destruction to the exhibitor's exhibits or other property by reason of theft, fire or other casualty, Acts of God or gods, accident, or other destructive causes and each exhibitor will lease booth(s) at its sole risk.

7. LIABILITY

The exhibitor will be liable for any and all damages to the Omni Amelia Island Plantation Resort building and facilities and the furniture and fixtures contained therein which will occur through acts or omissions of the exhibitor, its agents, employees or invitees.

Neither GPhA nor the affiliates and subsidiaries, nor the officers, directors, agents and employees, will be responsible for any injury, loss or damage that may occur to the exhibitor, the exhibitor's employees, agents or invitees or the exhibitor's property, however caused. The exhibitor agrees to defend, indemnify, and hold harmless GPhA and affiliates subsidiaries and the officers, directors, agents, and employees from all claims or liabilities for any such injury, loss or damage. Exhibitors will not schedule, foster, or conduct outside activities that would take qualified attendees from the exhibit hall during exhibit hours.

8. INDEMNIFICATION

Exhibitor will defend, indemnify and hold harmless GPhA and affiliates and subsidiaries, the officers, directors, agents, and employees from and against all loss, claims, causes of action, suits, damages, liability, expenses and cost, including reasonable attorneys' fees, arising from or out of any violation or infringement (or claimed violation or infringement) by the exhibitor, exhibitor's agents or its employees of these rules, or of any patent, copyright, or trade.

9. INTERPRETATION AND AMENDMENTS

GPhA reserves the right to interpret or amend these regulations as is deemed proper to ensure the success of the exhibit hall and further its educational purposes.

10. PAYMENT

Applications must be accompanied by full payment of the total rental fee. All space is sold on a no-refund basis. The only exception to this rule is if GPhA cancels the convention/tradeshow for any reason or if it is able to resell the booth space.