



Ohio Pharmacists Association

Exhibit and Sponsor Prospectus

Independent Pharmacy Expo

The 6th annual Independent Pharmacy Expo will offer virtual exhibits with more than one hour of dedicated time for the Expo Hall to interact with independent pharmacists as well as unique education that will attract independent pharmacy owners, managers, interns, technicians and marketers from all over the country.

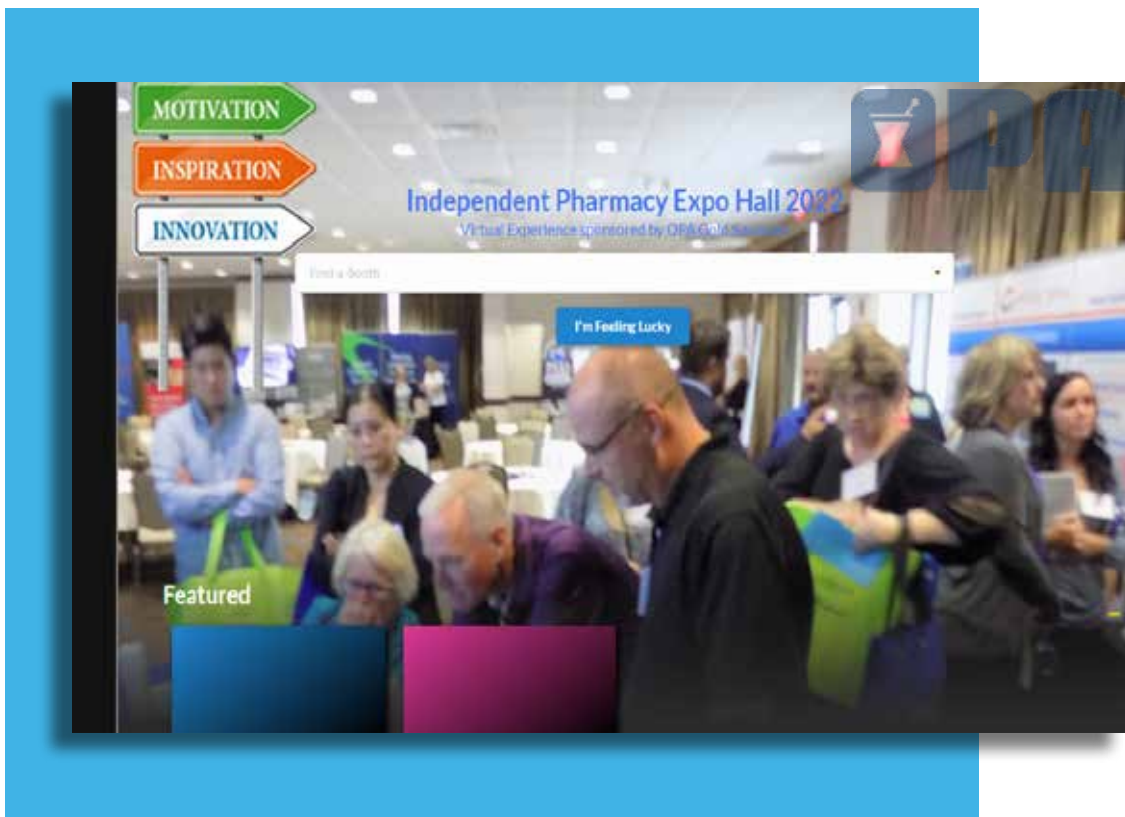


Exhibit space is limited so register now to secure your virtual booth.

Virtual Independent Pharmacy Expo | September 18 - November 18, 2022

Independent Pharmacy Expo

September 18 - November 18, 2022

Who will attend?

Attendees can be new to independent pharmacy, professionals interested in owning an independent pharmacy, seasoned veterans, and decision makers in independent pharmacy.

Live/video chat Exhibit Time

70 minutes: Sunday, September 18 11:40 am – 12:50 pm

(Actual time is subject to change; total virtual time with registrants will not change.)

Total Exhibit Time

2 months: Sunday, September 18 - Friday, November 18, 2022

Virtual Vendor Fees	OPA Member Virtual Booth	Virtual Booth with 2022-2023 OPA Membership*	Non-member Virtual Booth
Introductory offer thru 7/31/2022	\$300	\$470	\$550
after 7/31/2022	\$600	\$770	\$850

* Offers discounted OPA Associate Member exhibit package rate. Pharmacist exhibitors will be charged the difference between typical Associate and RPh rates.

Why should you exhibit?

Two reasons: 1. Review the names below of companies represented by past Expo attendees. 2. Poll results on page 8.

Barr's Hometown Pharmacy
Beacon Charitable Pharmacy
Bostick's Prescription Pharmacy, Inc
Brossart Inc
Buderer Drug Company
Carson's Northridge Pharmacy
Central Ohio Compounding Pharmacy
Charleston Pharmacy
Clark's Pharmacy
Clinic Pharmacy
Coler Drug Ltd
Compounding Pharmacy of Green
Conway's Pharmacy
Corner Pharmacy, LLC
Day's Miami Heights Pharmacy
Discount Drug Mart Inc. #10
Essentra Pharmacy
Fitzgerald's Pharmacy

Gahm's Pharmacy II
Gahm's Pharmacy
Good Life Health Services Inc
Grund Drug Co
Happy Druggist Pharmacy-KRD
Harrison Pharmacy & Wellness
Hart Pharmacy, Inc.
HealingSprings Pharmacy
Health Enterprises
Heartland Pharmacy LLC
Heritage Square Pharmacy
Heritage, Inc
Hill's Compounding Pharmacy
Hock's South Charleston
Holbrook's Hometown Pharmacy
Jackson Pharmacy & Wellness Center
Jungle Jim's Pharmacy
K-C Health Services, Inc

Kings Pharmacy & Compounding
Klein's Pharmacy & Medical Equipment
Koehler Drug Company, Inc.
Kratzer's Hometown Pharmacy, Inc.
Lee Silsby Compounding Pharmacy
Marion Prescription
Marty's Pharmacy
McFadden Pharmacy
McKesson
Medicine Shoppe #1065
Medi-Wise Pharmacy
Midwestern Compounding Pharmacy
Mortons Hilltop Pharmacy
Nature's Pharmacy
Northside Home Infusion
O'Reilly Family Pharmacy
Oakland Park Pharmacy
Plain City Druggist

Prescription Center
Quay Drugs, Inc.
Ruwe Pharmacy
Rxpedit Pharmacy
RXQ Compounding
Saint Paris Pharmacy
Schaeper's Pharmacy
Schieber Family Pharmacy
Shrivers Pharmacy
SimplicityRx, LLC
Sterling Pharmacy
The Shadyside Pharmacy, Inc
Tony's Market Pharmacy
Trio Pharmacy LLC
Tri-State Pharmacy

Vendor Benefits

- Virtual exhibit presence available until November 18, 2022
- One hour of exclusive live-video chat exhibit time with no concurrent continuing education programming
- 50-80 Expo attendees expected; comprised of pharmacy owners, staff pharmacists, student pharmacists, interns, and technicians
- All exhibitors are invited to join attendees in the educational sessions. The educational sessions may shed light on opportunities for your company in the profession.
- Two pharmacist exhibitors per booth are eligible for one free day of CPE
- Prize Drawings for attendees
- Social Media promotion on OPA Facebook, LinkedIn and Instagram Channels of each vendor or sponsor
- Company listing and description in the pre-event issue of the *Ohio Pharmacist* journal for all exhibitors reserving space by June 30, 2022
- Company description in the Expo App, Lecture Panda
- Company recognition in a post-conference issue of the *Ohio Pharmacist* journal
- Complimentary list of 2022 OPA Expo attendees' names, businesses and mailing addresses sent to company contact after the event (no emails provided)

Note that only registered exhibitors will receive an accurate list of Independent Pharmacy Expo attendees from Janice Johnson, OPA Marketing Director. Be wary of organizations trying to sell you a list of Expo attendees with contact information.



Exhibit Highlights

- Small group video chat capability
- Multiple video chat rooms available concurrently or sequentially in your booth
- Tutorial video for Lecture Panda exhibit use
- Self-service exhibit set-up
- Ability to use branding colors for your exhibit
- Exhibit: video, downloadable files, bio/contact info, website link, booth representatives list
- Downloadable list of attendees who visit your exhibit for post-event follow-up
- Video pop-up auto play from Expo hall logo tile on Expo Hall
- Prize drawings for attendees
- Vendor-attendee interaction through the *OPA Prize Codes*
- Message Center capability between attendees and vendors
- Visible countdown so attendees can plan their time to visit the booths in the Expo hall

Attendee experience: Talk with vendors and colleagues via Video Chat



Attendee experience: Hover over booth tiles for video auto-play



Expo Sponsorship Opportunities —

Expo App – \$2,000

Your logo and company name can appear on the landing page of the Independent Pharmacy Expo Hall.

New Live & On-Demand Sponsor Showcase – \$2,000

Sponsor a 30-minute, live session during the lunch break and the Showcase will be available on-demand until November 18, 2022. Promote your product, service or message.

1 opportunity | Sponsor commitment due June 30, 2022

New Live Sponsor Showcase – \$1,500

Sponsor a 30-minute, live session during the lunch break. Promote your product, service or message.

1 opportunity | Sponsor commitment due June 30, 2022

New On-Demand Sponsor Showcase – \$1,500

Sponsor a 30-minute, on-demand Showcase. Provide a pre-recorded presentation of your product, service or message and it will be available until Nov. 18, 2022.

2 opportunities | Sponsor commitment due June 30, 2022

Sponsor Promo – \$500

Sponsor a 5-minute, pre-recorded message that is strategically placed in the Expo schedule. Promote your product, service or message.

3 opportunities | Sponsor commitment due June 30, 2022

Expo Attendee Confirmation email with logo recognition– \$500

Each registrant will receive an Expo confirmation email that includes your company name, logo and website link.

Sponsor commitment: June 15, 2022

CPE-Package Sponsorship – \$2,000

Support of the continuing pharmacy education 7-activity package will offer company name recognition via multiple channels. 2021 topics include: enhanced revenue, provider status, clinical networks, entrepreneurship, DIR, veteran advice, finance. (Sponsorship of individual sessions is not available)

Expo Prize Event company name recognition– \$50

To encourage interaction in the Expo Hall, attendees will qualify for prizes by visiting each exhibit. Prize winners are chosen via wheelofnames.com website. Your company name will be recognized as a sponsor when the live prize announcements are made during the livestreamed part of the event.



Expo Hall Featured Display– \$500

Featured exhibitors or sponsors have video and brand recognition in the Expo Hall. Increase your presence by adding a featured display sponsorship to your registration. Get noticed.



Thank you to past sponsors and vendors:

Allergan	KEMBA Financial Credit Union	QS/1
American Pharmacy Services Corporation	Letco	RDC
BSN Medical, Inc	McKesson	Rite Aid Pharmacy
Capital Wholesale Drug Co.	Omnicell, Inc.	Senior Elite Services/
Cardinal Health	NCPA	Benefits Plans of America
Eagle	PAAS National	SmartFill
Electronic Billing Services	Parata Systems	Storey Marketing
First Financial Bank	PioneerRx	SunRx
FisherBroyles, LLP	PRS Pharmacy Services	
Independent Rx Consulting	Pharmacists Mutual Companies	

Independent Pharmacy Expo

Independent Pharmacy Expo Vendor Application/Contract Sponsor Form
September 18 - November 18, 2022 | Virtual event via LecturePanda platform

Exhibit Coordinator _____ E-mail _____ Phone () _____
(Exhibit kit will be emailed to this person.)

Company _____

Contact _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone () _____ Website _____

Email _____

Please complete a 25-word description of your company for promotional purposes. _____

Representatives who will staff Expo exhibit: All representatives' names need to be provided by **September 1, 2021**. All exhibitors are encouraged to join pharmacists in livestreamed continuing pharmacy education (CPE) sessions. *If your company representative is a licensed pharmacist who would like to report the CPE from the Expo, please check the box below so that OPA may give him/her access for claiming CPE. (The pharmacist-exhibitor CPE benefit offers a savings of \$100 or more off the pharmacist-attendee registration rate.)*

Name _____ Suffix _____ Name _____ Suffix _____

Email _____ CPE access for licensed pharmacist exhibitor Email _____ CPE attendance for licensed pharmacist exhibitor

Phone _____ ☐ No CPE needed ☐ 1 day CPE - Free Phone _____ ☐ No CPE needed ☐ 1 day CPE - Free

We agree to abide by the rules and regulations that are listed on the Independent Pharmacy Expo contract included in this prospectus. We agree to enclose a check, or include arrangements for payment, when submitting this contract. The non-member early fee is due by August 5, 2022. All payments must be received no later than August 30, 2022. All cancellations will forfeit at least a \$50 administration fee per the contract.

Authorized signature _____ Date _____

Payment

Independent Expo Trade Show Fee \$ _____

Independent Expo Sponsorship(s) _____ \$ _____

Total Remitted \$ _____

☐ Check included

Register online at www.ohiopharmacists.org OR Mail to: OPA 2674 Federated Blvd, Columbus, OH 43235 OR fax: 614-389-4582 OR call: 614-389-3236

Credit Card

☐ VISA ☐ MasterCard ☐ American Express

Exp. Date _____ Sec. Code _____

Name on Card _____

Account # _____

Billing Address _____

(If different from above)

Electronic Funds Transfer

☐ Checking ☐ Savings ☐ Business Checking

Routing # _____

Account # _____

Name on Account _____

Exhibit Contract for the Ohio Pharmacists Association Independent Pharmacy Expo Virtual, September 18 - November 18, 2022

ASSIGNMENTS

1. Assignments will be made by the Ohio Pharmacists Association (OPA) on a first-come, first-serve basis according to the date that payment for the booth is received for the 5th Independent Pharmacy Expo, held September 19 - November 19, 2021.
2. Virtual booth space is leased with the understanding that the Exhibitor will hold the Ohio Pharmacists Association blameless for any and/or all liability which may result for any cause whatsoever.

PAYMENTS AND CANCELLATIONS

1. In applying for space, the Exhibitor will pay for the full cost of the space with the application or as soon thereafter as possible. *Member Rate:* \$300 by 7/31/2021 or \$600 after 7/31/2021. *Non-member Rates:* \$470 for Virtual booth with new 2021-2022 OPA membership by 7/31/2021 or \$770 for booth with new 2021-2022 OPA membership; \$550 for a virtual booth only offered until 7/31/2021 or \$850 for a virtual booth beginning 8/1/2021.
2. Written notice of cancellation must be received by the OPA office before July 15, 2021 in order for the Exhibitor to receive a refund less the \$50 administration fee. Any cancellations after that date, but before August 15, 2021, will receive a 50% refund. If notice is received after August 15, 2021, Exhibitor is obligated to pay full fee. In the event of a cancellation, OPA shall have the right to use said space for its own convenience.

BOOTH

1. The booth can include representative and/or company contact information (email, LinkedIn, Facebook), company description, 2-minute video link, pdf or document links, webpage links, access to the attendee-restricted OPA Expo app via the Lecture Panda virtual platform.

USE OF BOOTHS

1. No Exhibitor shall assign, sublet or share the whole or any part of the booth space allocated.
2. Exhibitor agrees to pay when due all royalties, license fees or other charges accruing or becoming due to any firm, person or corporation by reason of any music, either live or recorded, or any other entertainment of any kind or nature, played, staged or produced by the Exhibitor, its agents, employees within the virtual booth or information supplied for the exhibit covered by this license agreement including but not limited to, royalties or licensing fees due to BMI, ASCAP, or SESAC. Exhibitor agrees to hold harmless OPA, its agents and employees against any and all such claims and charges, and to defend, at its own expense any, and all, such claims and charges. Exhibitor shall have the right, however, to protest and if desired, to litigate and adjudicate any and all such claims.
3. Only customary and descriptive product literature and samples may be distributed to meeting registrants and only within the booth space assigned to the Exhibitor presenting such material. Firms or organizations not assigned space in the virtual Expo Hall will not be permitted to solicit business.

DIRECTORY AND PROGRAM LISTING

The Exhibitor is solely responsible for his material contained in the app and Exhibitor listing. The Exhibitor agrees to indemnify and hold harmless OPA for any trademark, trade name, copyright or patent infringement claims or controversies arising out of, or related to this agreement or the program and Exhibitor listing.

LIABILITY AND INSURANCE

1. OPA, any officer or staff member thereof will not be responsible for the content of the property of the Exhibitor, his agents or employees from theft, or any other cause.
2. OPA, its agents and employees, will not be liable for failure to hold the exhibit as scheduled. Payments for virtual booth space will be returned in that event except that any actual expenses incurred in connection with the exhibit will be deducted if the exhibit is called off on or after September 19, 2021, because of fire, or any natural cause, or strike, pandemic or epidemic or any law or regulation of public authority, which makes it impossible or impractical to hold the exhibition.

OBJECTIONABLE MATERIAL AND ACTIVITIES

1. OPA reserves the right to request modification of any questionable exhibit. All products displayed in the virtual exhibit booth must be suitable to the pharmacy market.

TERMINATION AND DEFAULT

If the Exhibitor shall fail to perform any of the covenants or obligations under this contract, OPA may, as its option, terminate this contract immediately upon written notice to the Exhibitor. Any termination by OPA under this contract shall be without prejudice to any other rights or remedies of the OPA hereunder. The failure of OPA to exercise the right of termination herein granted at any time shall not constitute waiver of its rights therefore under subsequent default.

GENERAL

1. All matters and questions not covered by the contract provisions are subject to the decisions of the OPA Exhibit Manager. The contract provisions may be amended at any time by OPA, and all amendments or additions that may be so made shall be equally binding, on all parties affected, as the original contract provisions.
2. Severability. The intention of the parties to this agreement is to comply fully with all laws and public policies, and this agreement shall be construed consistently with all laws and public policies to the extent possible. If and to the extent that any court or competent jurisdiction determines it is impossible to construe any provision of this agreement consistently with any law or public policy and consequently holds that provision to be valid, such holding shall in no way affect the validity of the other provisions in this agreement, which shall remain in full force and effect.
3. Arbitration. Any controversy or claim arising out of, or relating to, this contract, or its breach, shall be settled by arbitration, in accordance with the rules, then obtaining, of the American Arbitration Association, and judgment on the award rendered may be entered in any court having jurisdiction.

OPA Communication Sponsorship Opportunities

Ohio Pharmacist Journal Advertising - One of few state pharmacy association journals still publishing on a monthly basis. The award-winning journal arrives on the doorstep of 3,500 Ohio pharmacists each month. It is also available online in the *Members Only* section of the OPA website. Pre-Conference issues are February and March. Post-Conference issues are June and July.

Display Advertising Rates

Color process per issue
(effective July 1, 2021)

An electronic file in PDF format with 350 dpi is the preferred format for submission of ad materials.

NEW - convenient EFT payment option now offered

Past supporters:
Too many to list

	<u>12X</u>	<u>6X</u>	<u>1X</u>
Inside Front	\$650	\$780	\$820
Full page	640	770	810
1/2 page	350	480	520
Back 1/2 pg	450	520	580
1/3 page	300	420	480
1/4 page	200	320	380
Business Card/Print Classified			\$75
Premium - \$4000 - Inserts, Cover belly bands or wraps.			

Ohio Pharmacist reserves the right to reject any advertisement or to require that the word "advertisement" appear in any ad.

E-mail: opa@ohiopharmacists.org ~ Journal Editor: Amy Bennett, R.Ph.

Multiview sells OPA advertising for the OPA website. For website advertising, contact Jon Smith at opa@multiview.com or 972.402.7023.

Ohio Pharmacy Newslines An OPA member benefit, this anticipated, bi-weekly email has high readership. Choose to sponsor one issue or a whole year of your company's message and/or logo with a horizontal Banner Ad on each blast email. *Only one sponsor per issue permitted.* Contact Janice for specs and to reserve this preferred opportunity.

	<u>2X(one month)</u>	<u>6X(3 mos.)</u>	<u>12X(6 mos.)</u>	<u>24X(one year)</u>
Horizontal Banner Ad [600 px wide - up to 400 px high]	\$400	\$1000	\$1,800	\$3,000

Past sponsors:
Compliant Pharmacy Alliance,
PRS, Sprint, Boehringer Ingel-
heim, Cardinal Health,
AstraZeneca, EM Innovations

Ohio Pharmacist and Ohio Pharmacy Newslines Package \$1,000 - Typically your audience needs to be exposed 2.5 times for brand recognition. This package offers two issues of the electronic *Newslines*, and reinforces your message with one full-page print ad in the monthly journal.

Company Sponsored OPA eBulletin \$300 per issue or 3 months for \$700 - OPA provides Ohio pharmacists with eBulletin updates approximately four times a month. Become a proud sponsor of an OPA eBulletin. As a sponsor, your company's logo and tagline will be prominently placed and linked to your website. Logos can be up to 225 pixels wide. Examples of eBulletin audiences:

OPA members	members and non-members	non-member pharmacists
those interested in MTM or Diabetes programs	those interested in Immunization or LAI programs	pharmacy technicians
OPA Conference attendees	student pharmacists	independent pharmacists

RxCE onDemand \$2,500 for 6 months of sponsorship - As the sponsor of a web-based OPA continuing education program, your company name and logo will appear on the RxCE onDemand catalog page. The OnDemand catalog lists over 100 options of either Live Webinars or CE onDemand programs. Past examples of programming include OSHA Training, Pain CE, Pediatrics and Infant Care, Diabetes Management, and Street Spices.

Website Vendor Directory listing \$300 annually - The *Vendor Directory* features the company information and promotions of OPA member exhibitors and sponsors. The *Vendor Directory*, on OPA's homepage, is easily accessible to Ohio pharmacists looking for new products and services. Add your company to the *Directory*. For optimal resolution, please submit logos up to 225 pixels wide.

Career Center Listing: One 30-day posting \$199; Logo-Enhanced 30-day posting; \$299; or Two 30-day postings \$399

Pharmacists looking for positions or career changes, turn to OPA. If you are a member, you can post two free listings on the OPA website each year.

Annual Conference Program Advertising Contact Janice Johnson for opportunities



OHIO PHARMACISTS ASSOCIATION
2674 FEDERATED BLVD
COLUMBUS OHIO 43235-4990
WWW.OHIOPHARMACISTS.ORG

**Independent Pharmacy Expo
Vendor Registration Opens June 6
www.ohiopharmacists.org**

In a recent poll of Ohio pharmacists, more than half feel that business will improve.

Pharmacy Future Poll:
What kind of year will it be for your pharmacy?

60% Even with the pandemic, business will be better.

26% About the same as last year

14% Times are tough



**Connect with independent pharmacists at the Independent Pharmacy Expo,
September 18 - November 18, to help business grow.**