



# Sponsor Brochure

The Ohio Pharmacists Association (OPA) is pleased to present the Select Sponsorship Program. There are many benefits, discounts, and services available to fit your company's needs via our Annual Trade Show, bi-monthly journal, specialized training programs, conferences, meetings, and more.





Highlights include:

- NEW LOCATION for 2025 Annual Conference
- NEW Multi-event Package Sponsor opportunity - company webinar promotion
- Annual Conference Breakfast Theatre sponsorships
- Diamond, Platinum, Gold, Silver and Bronze Sponsor Multi-Event Packages offered for the Annual Conference, Midyear Meeting, 340B Midwest Regional Conference, and Advocacy events
- Advertisements in the award-winning *Ohio Pharmacist* bimonthly journal
- Banner ad sponsorship in bi-weekly member email, *Ohio Pharmacy Newsline*
- Legislative Defense Fund sponsorship to support advocacy efforts by OPA lobbyists
- Long-Acting Injectables, Pharmacist & Technician Immunization trainings, and Diabetes Care training program sponsorships
- Sponsor opportunities of OPA meetings throughout the year

## WHY SPONSOR?

- Brand recognition
- Full-conference registration for your representative
- Opportunity to engage with pharmacist, pharmacy technician, and student pharmacist attendees
- Opportunity to join attendees at continuing pharmacy education sessions
- Sponsor recognition in the OPA event program
- Sponsor recognition in OPA Social Media posts
- Sponsor recognition on the OPA website
- Sponsor recognition in a pre and/or post-event *Ohio Pharmacist* journal issue
- OPA membership opportunities

### NEW LOCATION

 <p><b>OPA</b> 340B Midwest Regional Expo</p> <p>Sept. 23&amp;24, 2024 Hilton Columbus at Easton 3900 Chagrin Drive, Columbus, OH 43219</p>	 <p><b>OPA</b> Midyear Meeting &amp; Trade Show</p> <p>November 3, 2024 Makoy Center Hilliard, OH 43026</p>	 <p><b>OPA</b> 147<sup>th</sup> Annual Conference &amp; Trade Show</p> <p>April 11 &amp; 12, 2025 Hilton Columbus Downtown 402 N High St, Columbus, OH 43215</p>	 <p><b>OPA</b> Residency &amp; Fellowship Expo</p> <p>April 11 &amp; 12, 2025 Hilton Columbus Downtown 402 N High St, Columbus, OH 43215</p>
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# 2025 OPA SPONSOR MULTI-EVENT PACKAGE SNAPSHOT

	Diamond Sponsor \$50,000	Platinum Sponsor \$20,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500	
Annual Conference and Trade Show	Annual Conference Table & extra time	4 Deluxe Tables +	2 Deluxe Tables	1 Deluxe Table	1 Premium Table	1 Premium Table
	Email Confirmation	Prominent Logo	Logo included	Logo <i>(limited opportunities)</i>		
	Annual Conf. Meals & Breaks	Exclusive meal sponsor & Scripted Intro	Sponsor one meal <i>(limited opportunities)</i>	Sponsor recognition <i>(limited opportunities)</i>		
	Chair Drop*	At sponsored meal				
	Projected logo sign /window cling	Logo & Window signs near registration desk	Projected logo sign	Projected logo sign		
	Conf. Host Hotel	4 rooms, 2 nights	2 rooms, 2 nights	1 room, 2 nights	1 rooms, 1 night	
	Social Media Posts*	4 Conf. sponsor recognition posts	3 Conf. sponsor recognition posts	2 Conf. sponsor recognition posts	1 Conf. sponsor recognition post	
	Conf. Attendee Registration Code	Invite 20 customers to attend for FREE!	Invite 10 customers to attend for FREE!	Invite 5 customers to attend for FREE!	Invite 2 customers to attend for FREE!	Invite 1 customer to attend for FREE!
	Conf. Sponsor Registration	Six 3-day registrations	Four 3-day registrations	Three 3-day registrations	Two 3-day registrations	One 3-day registration
	Conf. Awards/PAC Luncheon Tickets	6 Luncheon tickets	4 Luncheon tickets	3 Luncheon tickets	2 Luncheon tickets	1 Luncheonticket
	Conf. President's Banquet Tickets	6 President's tickets	4 President's tickets	3 President's tickets	2 President's tickets	
	Conf. Program Advertising	Back Cover full page ad & logo on Cover	Back or Inside Cover full page ad	Inside Cover or full page ad	1/2 page ad	Streamer ad 7.5" x 2.125"
Conf. Bag Insert*	Two Full-page inserts	Full-page insert	Full-page insert	1/2 page insert	1/2 page insert	
Conf. Attendee E-Bulletin*	Two pre-Conf. & One post-Conf. Banner ads	One pre-Conf. & One post-Conf. Banner ads	Logo in one pre-conf. e-Bulletin			
340B Expo or Advocacy	340B Exhibit or RPh or Student Advocacy event	Two Exhibits prominently placed	One Exhibit preferred placement			
	Attendee Registration Code	Invite 20 customers to attend for FREE!	Invite 10 customers to attend for FREE!	Invite 5 customers to attend for FREE!	Invite 2 customers to attend for FREE!	Invite 1 customer to attend for FREE!
	Bag Insert*	Two Full-page inserts	Full-page insert	Full-page insert	1/2 page insert	1/2 page insert
	Confirmation email event eBulletin	Logo and link Banner ad	logo logo			
Midyear Show	Midyear Exhibit	One Exhibit preferred placement	One Exhibit	One Exhibit	One Exhibit <i>(space dependent)</i>	
	Midyear Attendee Registration Code	Invite 20 customers to attend for FREE!	Invite 10 customers to attend for FREE!	Invite 5 customers to attend for FREE!	Invite 2 customers to attend for FREE!	Invite 1 customer to attend for Free!
	Midyear Bag Insert*	Two Full-page inserts	Full-page insert	Full-page insert	1/2 page insert	
Social Media & More...	OPA Social Media All Channels*	2 Sponsor recognition posts	1 Sponsor recognition post	1 Sponsor recognition post		
	Ohio Pharmacist journal ad*	5 full-page ads	4 full-page ads	2 full-page ad	2 half-page ads	1 post-conf. half-page ad
	Ohio Pharmacy Newsline Banner Ad*	6 ads	4 ads	2 ads	1 ad	
OPA promotion of Company Webinar	4 opportunities annually	3 opportunities annually	2 opportunities annually	1 opportunity annually	1 opportunity <i>(space dependent)</i>	
OPA	OPA Annual Membership	6 Associates and 6 RPh customers	4 Associates and 4 RPh customers	3 Associate and 3 RPh customers	2 Associate OPA Memberships	1 Associate OPA Membership

\* Promo/Ad material must be OPA approved. Promotional/Ad materials for the Annual Conference must be received at the OPA office by 2/1/2024.

‡ Membership Benefit: Vendor membership=associate rate. Vendor RPh customers can be offered new OPA membership. Renewals are not included in the package.

# ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Multi-Event Package Sponsorships - \$50,000; \$20,000; \$10,000; \$5,000; \$2,500

Awards & PAC Luncheon - \$10,000 exclusive; \$2,000 partial

The most well-attended special event of the OPA Conference is where pharmacy excellence is recognized. Exclusivity is awarded a free, deluxe Trade Show exhibit, reserved table at the luncheon with a go-second welcome by sponsor.

Political Action Committee Presentation/Good Government Award Package - \$5,000 package exclusive; \$3,000 event only; \$1,000 Award only

The Political Action Committee (PAC) event will offer a special presentation by an Ohio Legislator following the Awards Luncheon where the Good Government Award recipient is recognized. Select the package sponsorship to sponsor both.

Theatre and Booth Package - \$3,800

*Sponsor commitment due by January 10, 2024*

Present a 35-minute breakfast theatre about your product for up to 40 Ohio pharmacists. Includes a premium exhibit. Theatre-only sponsorship is \$3,299.

Chair Drop at Political Action Committee (PAC) Presentation - \$5,000 OR

Sponsor-provided Water Bottles at PAC Presentation - \$3,000 each

Promote your company's message with a flyer or item on attendee chairs or your logo can appear on sponsored water bottles. *Sponsor-provided bottled water due by Feb. 28, 2024.*

President's Banquet - \$2,000

President's Reception - \$2,000

UNDER 40 Pharmacy Recognition Awards - \$1,000 or \$5,000 for exclusivity

Past Presidents' Breakfast - \$800

Student Activities - \$3,000

**NEW LOCATION: Hilton Columbus Downtown**  
**Save the Dates - April 11-13, 2025**

Contact  
Janice Johnson at  
jjohnson@ohiopharmacists.org  
or 614.389.3236  
for details and additional  
sponsor opportunities

## Advertisement Opportunities

A program containing educational information and events will be distributed to approximately 1,000 individuals attending the Conference. Quality, high resolution advertisements must be received in PDF format by Feb. 28, 2025.

- \$900 - Back Cover Full Page
- \$700 - Inside-Front or Inside-Back Full Page
- \$550 - Full Page
- \$350 - 1/2 Page
- \$300 - Featured Exhibitor Listing

## Conference Host Hotel *Special*

Make your online reservation with the special conference rate by, **March 11, 2025**. If you phone in your reservation, be sure to say you are attending the OPA Annual Conference and Trade Show. After the OPA Conference, OPA will confirm Hilton Columbus Downtown reservations. If you stayed at the 2025 Conference Host Hotel and register for the 2026 OPA Trade Show by February 28, 2025, you will be entered into a **drawing** for a complimentary, one-night hotel room for the 2026 OPA Annual Trade Show.

Hilton Columbus Downtown 402 North High St, Columbus, OH 43215  
Room rate: \$209 per room, per night  
Call: (614) 384-8600 | Group Code: OPA25  
Online Registration: [bit.ly/OPA25HiltonDowntown](https://bit.ly/OPA25HiltonDowntown)

*(Favorite 2024 sponsorships are highlighted)*

## **ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES** (CONTINUED)

Business Plan Competition Session - \$3,500

OTC Challenge Session - \$3,000

Research & Innovative Practice CPE Forums OR Research & Innovative Practice Poster Session - \$3,000 each

Legislative Update or other Continuing Pharmacy Education Sessions - \$2,000 each

WiFi/Conference Network - \$4,000 each day (3 opportunities) or \$8,000 exclusivity **NEW**

Conference App PUSH Notification - \$200 each, Limited quantities

Headshot Lounge - \$3,000

Name Badge Ribbons Display - \$900

Conference Bag Inserts - \$750 for exhibitors or OPA members, \$1,000 non-members

Sponsor-provided Lanyards - \$1,000 *Sponsor-provided lanyards due by Feb. 1, 2025*

Prize Drawing Donation(s) - \$50 each

*(Favorite 2024 sponsorships are highlighted)*

## **ANNUAL CONFERENCE THEATRE APPLICATION**

Breakfast Theatres provide an opportunity to feature exhibitor presentations on the clinical benefit or scientific research relating to the development of an approved pharmaceutical product or featured disease state. These sessions provide a focused, high value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session. Sessions may include information on new uses, combinations, or therapies approved products, updates to clinical guidelines, or considerations for specific disease states. Product Theaters are a forum to gather and discuss issues on patient education, specific products and therapeutic areas with company representatives or your designees. OPA recognizes that Product Theaters will be promotional and may concentrate on a specific product or drug. These sessions are not approved for continuing education credits.

- \$3,299 - Theatre with up to 40 attendees
- \$3,800 - Premium Exhibit & Theatre with up to 40 attendees

Friday 4/11/2025  
@ 8:20 - 8:50 a.m.

Saturday 4/12/2025  
@ 8:20 - 8:50 a.m.

Sunday 4/13/2025  
@ 8:20 - 8:50 a.m.

Title of Theatre presentation and 25-word description \_\_\_\_\_

Presenter \_\_\_\_\_ Presenter's email \_\_\_\_\_

Presentation Theatres are limited in number and cannot be held or reserved without a signed agreement. Requested Theatre times are not guaranteed until payment is received by OPA. The Sponsor must request their preferred theatre date from the schedule above. To apply for a 2025 OPA Theatre, submit pages 4 and 9 of this OPA Sponsor Brochure. Applications must be received by December 15, 2024. Payment is due by January 30, 2025.

# EXHIBITOR FEES

Deluxe Exhibit

- \$1250 Member Exhibit
- \$1420 Member Exhibit with 2025 OPA Membership Renewal
- \$1420 Nonmember Exhibit & 2025 OPA Membership
- \$1500 Exhibit rate from 9/1/24-12/31/24
- \$1600 Exhibit rate beginning 1/1/25

Premium Exhibit

- \$1150 Member Exhibit
- \$1320 Member Exhibit with 2025 OPA Membership Renewal
- \$1320 Nonmember Exhibit & 2025 OPA Membership
- \$1400 Exhibit rate from 9/1/24-12/31/24
- \$1500 Exhibit rate beginning 1/1/25

Standard Booth

- \$1050 Member Exhibit
- \$1220 Member Exhibit with 2025 OPA Membership Renewal
- \$1220 Nonmember Exhibit & 2025 OPA Membership
- \$1300 Exhibit rate from 9/1/24-12/31/24
- \$1400 Exhibit rate beginning 1/1/25

## Exhibit Benefits

- One 6' skirted table, two folding chairs, carpeted floor, and a 7" x 44" identification sign provided by Fern Expo
- Unlimited representative registrations for exhibit
- Two lunches per exhibit served on Saturday
- Two pharmacist exhibitors per exhibit are eligible for one free day of CPE credit and can attend additional days of CPE at a special discounted rate
- Post-show registration list

## Exhibit Schedule

### Friday, April 11

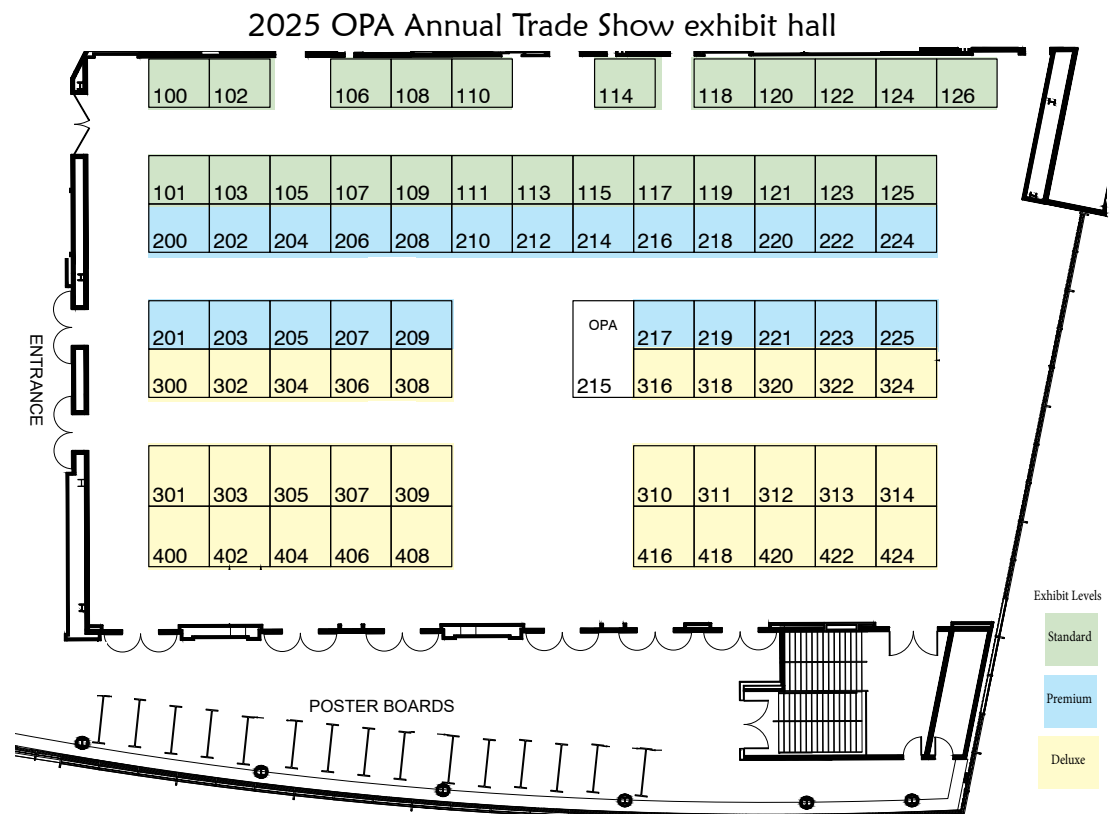
Exhibit Set-up  
2:30 - 3:30 PM

TRADE SHOW HOURS  
3:45 - 5:30 PM  
Opening Reception

### Saturday, April 12

TRADE SHOW HOURS  
11:30 AM-1:50 PM  
Lunch and Prize Drawing  
in the Exhibit Hall

Exhibitor Move Out  
1:50 - 2:45 PM



# Additional OPA Sponsor Opportunities

(Also see Package Snapshot on page 2)

## 340B MIDWEST EXPO EXHIBIT AND SPONSORSHIPS

September 23 & 24, 2024  Exhibit Time: Three and a half hours Hilton Columbus at Easton		OPA Member	Exhibit with new OPA Membership through December 31, 2025*	Non-member	Non-Profit	
	after 7/31/2024	PRIME	\$2,000	\$2,170	\$2,450	\$1,400
		STANDARD	\$1,600	\$1,770	\$2,350	\$950

WiFi/Conference Network - \$2,000 daily  
 App Banner ad - \$2,000 daily  
 CPE Session Sponsorship - \$2,500 each

Sponsor Breakfast Theater - \$3,000  
 PUSH Notifications - \$200 each, limited quantity

## OPA MIDYEAR MEETING 2024 EXHIBIT AND SPONSORSHIPS

November 3, 2024  Live Exhibit Time: 11:45 am – 1:00 pm Makoy Center   Hilliard, Ohio	Vendor Category	OPA Member	Exhibit with 2024-2025 OPA Membership*	Non-member
	Fees	\$300	\$480	\$650
	* Offers discounted OPA Associate Member exhibit package rate. Pharmacist exhibitors will be charged the difference between Associate and Pharmacist Active Member rates.			

CPE Session Sponsorship - \$2,000 each  
 Midyear Program Advertisement - \$500 (Full-page)  
 \$350 (Half-page)

Sponsor Insert Distribution - \$500 each, limited quantity  
 Dessert Station Sponsorship - \$1,000

## OPA ADVOCACY EVENTS 2025

Student Pharmacist Legislative Day - February 19, 2025  Pharmacist Legislative Day - November 2025 TBD	Sponsor Category	OPA Silver, Gold, Platinum, & Diamond 2025 Sponsors*	Members	Non-members
	Fees	Complimentary	\$4,000	\$6,000
	OPA advocacy event sponsors, receive two complimentary registrations to attend and a display table at the event.			

App Banner ad - \$2,000 per event  
 Session Sponsorship - \$2,500 each

Sponsor Insert Distribution - \$500 for members  
 \$1,000 for non-members  
 APP PUSH Notifications - \$200 each, limited quantity

## CONTINUING EDUCATION SPONSORSHIP OPPORTUNITIES

- Long-Acting Injectables Training Programs
- Immunization Training Programs for pharmacists and technicians
- APhA's Diabetes Care Certificate Training Programs
- Emerging Pharmacy Leaders Conference
- OPA Board Meetings
- OPA Committee Meetings - Legal and Regulatory, Member Services and Development, Practice Advancement & Innovation, Pharmacy Economics, Public and Professional Relations, Resolutions and Bylaws, Retired, New Practitioner Experience (virtual or live meetings)
- OPA Special Interest Groups - Independent SIG, Compounding SIG
- OPA Task Force - Work Force Issues

Sponsor Promo Insert Distribution - \$1,000

Lunch - \$1,000

Continental Breakfast - \$500

Zoom - \$300

Event Program Advertisement - \$300

## OPA ADVOCACY SPONSORSHIP OPPORTUNITIES

Legislative Defense Fund (LDF)	<u>Monthly Contribution<sup>(12X)</sup>: One-time Contribution<sup>(1X)</sup>:</u>	
Governor's Circle	\$650	\$6,000 or more
Chairman's Champions	640	4,200
Senator's Club	350	3,000
Representative's Club	450	1,200
Legislative Aide	300	600

LDF Chair Drops @ ;Political Action Committee (PAC) Presentation- \$5,000

Pharmacist Legislative Day - \$4,000 - \$6,000

Student Legislative Day - \$4,000 - \$6,000

Legislative Update/Alert Package - \$500 per month

*Customization is available | Favorite 2024 sponsorships are highlighted*



# OPA COMMUNICATION SPONSORSHIP OPPORTUNITIES

## Ohio Pharmacist Journal Advertising

Circulation: 3500  
An electronic file in PDF format with 350 dpi is the preferred format for submission of ad materials.

### Mechanical Specifications:

- Trim size: 8.5" x 10.875"
  - Bleed size: 8.75" x 11.125"
  - Tip-in trim size: 8-3/8" x 11-1/4"
  - Full page: 7" x 10"
  - 1/2 page (H): 8.5" x 5.5"
  - 1/2 page (V): 3-1/4" x 10"
  - Streamer ad (H): 7.5" x 2.125"
  - Business Card (V) : 2-1/4" x 3-1/2"
- (V = vertical, H = horizontal)

Display Ad rates:	6X	3X	1X
Inside Front	\$780	\$800	\$820
Full page	750	770	810
1/2 page	460	480	520
Back 1/2 pg	520	550	580
1/3 page	400	420	480
Streamer	300	320	380
Business Card/Print Classified			\$75

Ohio Pharmacy Newsline Banner Ad - \$1,000 for 3 (Specs: 600 wide pixels x 400 high pixels; Open rate averages 50%)

Ohio Pharmacist printed journal and Ohio Pharmacy Newsline member email Package - \$1,000  
(full-page ad and banner ad)

Linked video in Ohio Pharmacy Newsline - \$1,000

Website Vendor Directory listing - \$300 annually

Sponsored OPA Social Media Post: \$500 - 3 event-posts, \$250 - 1 pre-event post  
\$450 - 3 anytime-posts, \$200 - 1 anytime post

OPA Social Media formats for submission: LinkedIn, Facebook, Instagram and Twitter

Company Sponsored OPA eBulletin - \$500 per issue

OPA Salary Biennial Survey Distribution Sponsorship - \$5,000 exclusive

OPA New Practitioner Experience Lunch + Learn webinar (No CE credit provided) - \$300 each  
Sponsor a 1-hour presentation to pharmacist and student attendees. Offered monthly.

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

OPA is recognized as one of the "top leaders of change and innovation" in the country.

The Ohio Pharmacists Association invites your company to connect with Ohio pharmacists by sponsoring its many events, trainings, meetings and member communications. Through the *OPA Select Sponsor Program*, you have unique opportunities to put your company, products and services before hundreds of pharmacists and student pharmacists.





# Select Sponsorship Prospectus

Complete the application by selecting the sponsorship(s), inserting the appropriate amount and total due.  
Return this form with payment to enjoy recognition as an OPA Select Sponsor! *(Sponsorships offered are subject to change.)*

Company \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Interested in OPA Associate Membership?

- Yes
- No
- Already an OPA member

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_

Note: To apply for an Annual Conference Breakfast Theatre, please submit pages 4 and 9.

Our company will sponsor:

(ex. Annual Conf Legislative Update Session) (\$1,000) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Select Sponsorship(s) total due \$ \_\_\_\_\_

Payment:

- Register online at [www.ohiopharmacists.org](http://www.ohiopharmacists.org)
- Fax application with Credit Card or EFT payment to 614.389.4582
- Email to [jjohnson@ohiopharmacists.org](mailto:jjohnson@ohiopharmacists.org) OR
- Mail application and check or payment information to  
Ohio Pharmacists Association, 2674 Federated Blvd, Columbus, OH 43235-4990  
(OPA's Tax ID# 31-4271660)

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

When the sponsorship application is received, OPA will review the request. If approved, we will confirm the sponsorship and proceed with promotion.

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 \_\_\_\_\_

# Connect with Ohio pharmacists!



## *OPA Select Sponsor Program*

With 3,000 OPA members statewide and one of the largest state association Conferences in the country, becoming an OPA *Select Sponsor* means you will be reaching more pharmacists, student pharmacists, and pharmacy professionals than ever before.