

# Ohio Pharmacists Association 140<sup>th</sup> Annual Conference & Trade Show

2 In business, it's all about  
*Location, Location, Location!*



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Get ahead of your competition and REGISTER TODAY for the 2018 Trade Show, Product Theatres and Conference Sponsorship opportunities. The OPA Trade Show offers exciting give-a-ways, refreshments, and the OPA Conference App to connect Ohio pharmacists with your products and/or services.

**Register now for a 2018 Product Theatre with exhibit booth!** - You can promote your products and services by presenting a Product Theatre to Ohio pharmacists and meet them face-to-face as an exhibitor. Find out how Ohio pharmacists gather to hear your presentation by contacting Janice Johnson at [jjohnson@ohiopharmacists.org](mailto:jjohnson@ohiopharmacists.org).

## *Benefits—*

- Over 1,000 Conference attendees 11 years in a row
- Four hours exhibit time with no concurrent CPE programming
- Prize Drawings for attendees and exhibitors
- Company listing and description in the March issue of the *Ohio Pharmacist* journal for all exhibitors reserving space by January 30, 2018
- Security services in the Exhibit Hall during non-show hours
- Two pharmacist exhibitors per booth are eligible for one free day of CPE and can attend additional days of CPE at a special discount
- Two lunches per booth served in the Exhibit Hall on Saturday
- Mailing list of 2018 OPA Conference Attendees emailed to company contact after the Conference
- One 6' skirted table, two folding chairs, carpeted floor, 8' high blue and white background drape, 3' high blue side drapes, and a 7" x 44" identification sign provided by Fern Company

## *Exhibit Hours—*

Friday, April 20

Exhibit Set-up	1:30 - 3:30 PM
Exhibit Hours	4:00 - 6:00 PM
Opening Reception sponsorship offers snacks and a cash bar.	

Saturday, April 21

Exhibit Hours	11:15 AM - 1:30 PM
Lunch will be served in the Exhibit Hall	
Exhibitor Move Out	1:30 - 2:30 PM

**NOTE:** OPA requests that a company representative staff your booth at all times during Trade Show hours. Upon arrival at the Conference, each exhibitor must pick-up his/her own name badge at the registration desk. You must wear your name badge at all times during the Conference.

## *Why should you attend the OPA Trade Show?*

Jake Current of Miami-Luken: "It was a great event this year! We had a lot of good conversations with customers and prospects. The sessions I sat in on and the PAC Breakfast were also good. We look forward to next year's event and I look forward to getting more involved with OPA personally!"

# Reserve your 2018 Annual Conference sponsorship now

Favorite 2017 sponsorships are highlighted.

## Platinum, Gold, Silver, Bronze Packages

Choose a sponsorship package with tickets to special events, advertising for multiple conferences and more! Contact Janice for details.

*SPONSORSHIP AVAILABILITY: LIMITED Attendance ≈ 1,100* **new in 2017**

## Attendee Notebook and Pen - \$6000

Every one of the expected 1000 pharmacist and student pharmacist attendees will take home a notebook and pen with your company name and/or logo.

*SPONSORSHIP AVAILABILITY: ONE Attendance ≈ 1100*

## Conference Attendee Bags - \$5000

Every one of the expected 1000 pharmacist and student pharmacist attendees receive a tote bag with your company name and logo.

*SPONSORSHIP AVAILABILITY: ONE Attendance ≈ 1100*

## Theatre and Booth - \$4500

Present an 35-minute breakfast theatre about your product for up to 75 Ohio pharmacists. Includes a premium booth with four hours exhibit time on Friday and Saturday.

*SPONSORSHIP AVAILABILITY: THREE Attendance ≈ 75 AND 1000*

## Business Plan Competition - \$3500

This student pharmacist competition is a key attraction for independent pharmacists and the businesses that support independent pharmacy.

*SPONSORSHIP AVAILABILITY: ONE Attendance ≈ 200*

## OTC Challenge Sponsorship - \$3000

College teams demonstrate OTC expertise of common self-care conditions and treatment in a fun, fast-paced continuing education session.

*SPONSORSHIP AVAILABILITY: ONE Attendance ≈ 300*

## Student Activities - \$3000

Student pharmacists compete in pharmacy games to help their college/school of pharmacy win the Pharmacy Olympics trophy.

*SPONSORSHIP AVAILABILITY: ONE Attendance ≈ 200*

## Legislative Update - \$2000

This session includes current legislation of interest in the Ohio Statehouse on pharmacy practice issues, how to effectively communicate those issues, and position oneself as an ongoing and reliable resource.

*SPONSORSHIP AVAILABILITY: ONE Attendance ≈ 200*

## Sponsor Hotel Key Cards - \$2200

Sponsor the hotel room key cards of the attendees and communicate your company message each time the attendees enter their hotel room.

*SPONSORSHIP AVAILABILITY: ONE Attendance ≈ 600*

## Dinner in the City- \$1,500

A Premier Social Event on the first night of the OPA Conference. Spend the evening with Ohio pharmacists by sponsoring an OPA *Dinner* venue for Conference attendees in one of downtown Columbus' fine restaurants. Use this opportunity to *invite your clients*, network with their colleagues and enjoy dinner together.

*SPONSORSHIP AVAILABILITY: FOUR Attendance ≈ 70*

## OPA/Sponsor Lanyards - \$2000\* or

## Sponsor-provided Lanyards - \$1000

All attendees will be given a neck cord with your company message or logo imprinted on it. \* Special orders may have additional cost

*SPONSORSHIP AVAILABILITY: ONE Attendance ≈ 1100*

*SPONSORSHIP MUST BE CONFIRMED BY JAN. 15, 2018. SPONSOR-PROVIDED LANYARDS MUST BE RECEIVED BY FEB. 15, 2018*

## Career Experts Panel - \$500

Sponsors and pharmacist leaders share career advice and network with practitioners, student pharmacists, and faculty.

*SPONSORSHIP AVAILABILITY: FIVE Attendance ≈ 300*

## Conference Bag Inserts - \$750 for exhibitors - \$1000 for non-exhibitors

Provide information about your company's products and services in the Conference tote bag.

*SPONSORSHIP AVAILABILITY: FOUR Attendance ≈ 1100*

## President's Reception - \$2000

The reception is Saturday night following the formal induction of OPA's new officers. Ohio's pharmacy leaders gather to celebrate the future of OPA.

*SPONSORSHIP AVAILABILITY: ONE Attendance ≈ 150*

## Attendees Email Pre-Conference list - \$200

Order a pre-conference emails of attendees to promote your presence or order a post conference list to follow up. We again expect 1000 attendees.

*SPONSORSHIP AVAILABILITY: EXCLUSIVE TO 2018 EXHIBITORS*

## Annual Conference Program Advertising -

A program containing educational information and events will be distributed to approximately 1000 individuals attending the Conference. Your investment allows placement of your company's four-color advertisement in the Conference Program. Quality, high resolution advertisements must be received in PDF format.

*SPONSORSHIP AVAILABILITY: LIMITED TO ONE ORGANIZATION EACH FOR OUTSIDE BACK COVER, INSIDE FRONT COVER AND INSIDE BACK COVER;* *Attendance ≈ 1100*

\$900 - Back Cover Full Page

\$700 - Inside-Front or Inside-Back Full Page

\$550 - Full Page      \$350 - 1/2 Page

\$300 - Featured Exhibitor listing

WATCH FOR ADDITIONAL 2018 SPONSORSHIPS TO BE ANNOUNCED

OPA 140<sup>th</sup> Annual Trade Show Exhibitor Application/Contract and Conference Sponsor Form  
 April 20 & 21, 2018 • Greater Columbus Convention Center, 400 North High Street, Columbus, Ohio 43215

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

\*This information will appear in the Conference Program.

Company \_\_\_\_\_  
 Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone ( ) \_\_\_\_\_ Website \_\_\_\_\_  
 Email \_\_\_\_\_

Select Annual Conference Sponsorships on page 2 to support the OPA Conference

Contribution of \$ \_\_\_\_\_ for sponsorship(s) of \_\_\_\_\_

Yes, I am interested in sponsoring continuing pharmacy education at the OPA Conference.

Select the booth(s) size & location from the Annual Conference's Exhibit Hall Floor Plan below.

Number of booths to be purchased: \_\_\_\_\_ Preferred Location (booth number): 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_

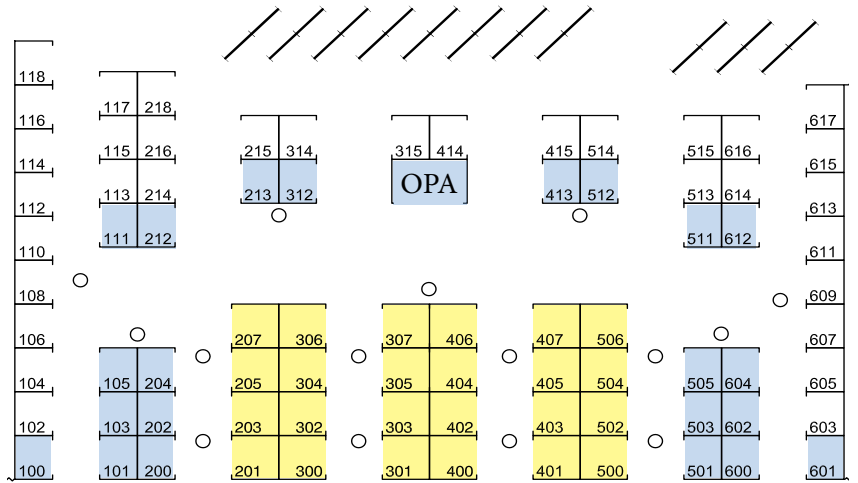
- 10'x10' Deluxe booth

  - \$1200 OPA Associate Member
  - \$1350 Booth & 2018 OPA membership
  - \$1400 9/1/17-12/31/17
  - \$1500 beginning 1/1/18
- 8'x10' Premium booth

  - \$1100 OPA Associate Member
  - \$1250 Booth & 2018 OPA membership
  - \$1300 9/1/17-12/31/17
  - \$1400 beginning 1/1/18
- 8'x10' Standard booth

  - \$1000 OPA Associate Member
  - \$1150 Booth & 2018 OPA membership
  - \$1200 9/1/17- 12/31/17
  - \$1300 beginning 1/1/18

Please indicate any specific company that you would prefer not to be next to:  
 \_\_\_\_\_



Please check here if this is the first year you will exhibit at the OPA Trade Show

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

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

(turn to page 4 to complete the application)



## OPA Annual Trade Show Exhibitor Application/Contract

**Exhibit Hall Prizes:** Encourage attendance in the Exhibit Hall two ways - by donating to the "BIG" prize drawing and holding an in-booth raffle. "BIG" prizes will be awarded from the Ohio Pharmacists Foundation (OPF) booth and contributing companies will be recognized. Since attendees must visit your booth to qualify to enter the drawing, you will meet and greet hundreds of Ohio pharmacists and student pharmacists. In 2016, OPA attendees had a chance to win a TV, Kindle, selfie stick & more.



- We will donate \$50 to the "BIG" prizes drawing in the Exhibit Hall
  We plan to have an in-booth raffle  
 We prefer to donate \_\_\_\_\_ to the "BIG" prizes drawing in the Exhibit Hall
  We will not have a raffle in our booth

**Name and address of representatives who will staff exhibit:** All representatives' names need to be provided by March 26, 2017. All exhibitors are encouraged to join Ohio pharmacists in continuing pharmacy education sessions. All exhibitors must wear their OPA Conference name badge to all OPA sponsored events/CPE sessions. *\*If your company representative is a pharmacist who would like to report the CPE from the OPA Conference, please check the days that he/she will be attending so that OPA may prepare his/her continuing education form. For each booth, two pharmacist exhibitors are eligible for one free day of CPE. If the pharmacist exhibitor wants a 2nd day of CPE, the discounted rate is \$69; for a 3rd day of CPE, the discounted rate is \$109. (The pharmacist exhibitor CPE fee offers a savings of \$150 or more off the pharmacist registration rate.)*

Name \_\_\_\_\_ suffix \_\_\_\_\_  
CPE attendance for RPh exhibitor\*  
 1 day CPE - Free  
 2 days CPE - \$69  
 3 days CPE - \$109

Nickname for badge \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Emergency Contact \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ suffix \_\_\_\_\_  
CPE attendance for RPh exhibitor\*  
 1 day CPE - Free  
 2 days CPE - \$69  
 3 days CPE - \$109

Nickname for badge \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Emergency Contact \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ suffix \_\_\_\_\_  
CPE attendance for RPh exhibitor\*  
 1 day CPE - Free  
 2 days CPE - \$69  
 3 days CPE - \$109

Nickname for badge \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Emergency Contact \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ suffix \_\_\_\_\_  
CPE attendance for RPh exhibitor\*  
 1 day CPE - Free  
 2 days CPE - \$69  
 3 days CPE - \$109

Nickname for badge \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Emergency Contact \_\_\_\_\_ Phone \_\_\_\_\_

*(If there are additional representatives, please attach another page)*

**We agree to abide by the rules and regulations that are listed on the exhibitor contract found at <http://tinyurl.com/OPA-Contract>. We agree to enclose a check, or include arrangements, for payment when submitting this contract. For an early bird rate, we understand that full payment must be received no later than August 31, 2017. For exhibit space reserved after 8/31/17, full payment must be received no later than March 17, 2018. All cancellations will forfeit at least a \$50 administration fee.**

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

**Payment Information:**

Sponsorship	_____	\$ _____
Trade Show	_____	\$ _____
"BIG" Prize \$50 donation	_____	\$ _____
RPh CPE ( ___ x \$69 or ___ x \$109 )*	_____	\$ _____
Total amount remitted	_____	\$ _____

**Consent to use of photographs & images:**  
 Registration and attendance at, or participation in, OPA meetings and other activities constitutes an agreement by the registrant to OPA's use and distribution (both now and in the future) of the registrant or attendee's image in photographs, videotapes, and electronic reproduction of such events and activities.

Visa    MasterCard    American Express    Check   Make payable to: *Ohio Pharmacists Association* (Tax ID 31-4271660)

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Name on Card (please print) \_\_\_\_\_ Security Code \_\_\_\_\_  
 Billing Address (if different from other side) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Please mail this two-page form to:** Ohio Pharmacists Association, Attn: Janice Johnson, 2674 Federated Blvd, Columbus OH 43235, fax to: 614.389.4582 OR **register online** at [www.ohiopharmacists.org](http://www.ohiopharmacists.org) after 7/1/16 Questions? Call 614.389.3236

# Midwest Independent Pharmacy Expo | Sunday, September 24, 2017 | Makoy Center | Hilliard, OH

At the second annual Midwest Independent Pharmacy Expo, exhibitors have an unique opportunity to meet face-to-face with mid-western independent pharmacists. Over the course of one day, attendees will experience specialized continuing pharmacy education programming for the independent pharmacists, technicians and marketers. This is a wonderful opportunity for you to improve your business as an exhibitor. Networking here puts you directly in front of the decision-makers of independent pharmacies.

## 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. We anticipate hosting 100-150 total attendees at the second annual Independent Pharmacy Expo.



## Expo Sponsorship Opportunities —



### LOGO ITEMS

#### EXPO Tote Bags only – \$5,000

Tote bags will have your company logo and/or marketing message on one side and the exhibitor artwork on the other side. Sponsorship includes promotional messaging in each bag. Promotional messages must be printed and delivered to the OPA office in Columbus Ohio (at the sponsor's expense) no later than July 1, 2016.



#### EXPO Programs – \$3,000

The Expo provides each attendee with a program containing the meeting schedule with exhibitor and sponsor listings. Your company will receive a full-page color ad with premium placement inside the program.

#### Morning Break with Exhibitor Experience – \$750

All attendees are invited to refill their coffee and visit exhibitors providing the latest products and services to advance the pharmacy profession.

#### Lunch with Exhibitor Experience – \$2,000

All attendees are invited to gather in the exhibit hall to enjoy lunch and visit with vendors once again.

#### Afternoon Break with Exhibitor Experience – \$750

#### Attendee Email List Sponsorship

- \$200 pre-conference list only
- \$250 pre & post-conference list

Promote your participation at the conference and share your products and services in a direct email to attendees. Sponsors may send a one-time pre-show and/or one-time post-show email to attendees who, during registration, opted-in to receiving a promotional email from conference vendors. Sponsors will receive these attendees' name, email, and company name. This is offered exclusively to the 2017 Expo vendors.

## More Expo Sponsorships

(Ask about [multi-event packages](#))

Back Cover ad Expo Program - \$800

Full page ad Expo Program - \$700

Half page ad Expo Program - \$350

Tote Bag Insert\* - \$500

Chair Drop\* - \$500

Coffee Sleeve advertisement - \$350

Expo Attendee Pens - \$300

Note: Popular 2016 Expo sponsorships are highlighted.

### Exhibit Set-up

Sunday, September 24 . . . . . 8:00 – 9:30 a.m.

### Exhibit Hours

Sunday, September 24 . . . . . 10:00 – 10:45 a.m.

. . . . . 11:45 – 1:15 p.m.

. . . . . 2:45 – 3:15 p.m.

### Exhibit Breakdown

Sunday, September 24 . . . . . 3:30 – 4:30 p.m.

(Actual times are subject to change; total face-to-face time with registrants will not change.)

## Expo Vendor Fee —

Special rate reduced from 2016

- **\$1,000 member rate**
- **\$1,200 early/new-member/exhibit rate** through 2/28/2017
- **\$1,300 new member/exhibit rate** from 3/1/2017- 5/31/2017
- **\$1,500 late rate** after 5/31/2017



**Expo Exhibit includes:** One 8' x 2 ½' draped table, fully-carpeted hall, and complimentary electricity access.

2 Exhibitor Badges with Continuing Education credit and access to all education sessions are included.

In addition, all exhibitors will receive:

- Recognition in conference materials and on-site signage
- Acknowledgment on the OPA website, *Ohio Pharmacist* monthly journal, and the bi-weekly email *Ohio Pharmacy Newsline*.

Locations will be assigned first come, first served for confirmed exhibiting companies. OPA reserves the right to adjust the diagram as needed.

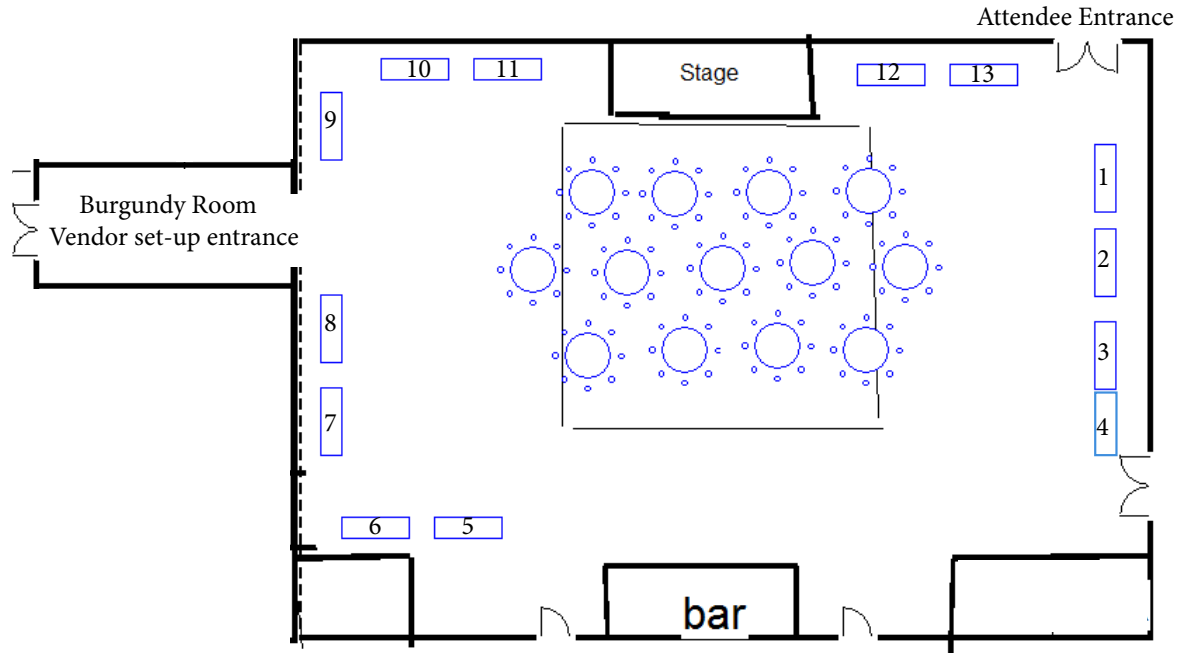
This event is a product of OPA's Center for Entrepreneurship



# September 2017 Midwest Independent Pharmacy Expo floor layout

Show is 75% sold.  
Register today!

Please indicate your top two choices of exhibit space on page 15 of the exhibitor prospectus.



*Thank you to the sponsors and vendors of the 2016 Midwest Independent Pharmacy Expo:*

American Pharmacy Services Corporation  
 BSN Medical, Inc.  
 Capital Wholesale Drug Co  
 First Financial Bank  
 Independent Rx Consulting  
 KEMBA Financial Credit Union  
 McKesson

NCPA  
 OPA  
 PRS Lattanzio Consulting Group  
 Pharmacists Mutual  
 RDC  
 Smart-Fill Management Group

**Consent for use of photographic images:**

Registration and attendance at, or participation in, OPA meetings and other activities constitute an agreement by the registrant to OPA's use and distribution (*both now and in the future*) of the registrant or attendee's image in photographs, videotapes, and electronic reproduction of such events and activities.

### *Gain Additional Exposure—*

Advertise your products and services in the go-to source of information for Ohio pharmacists, OPA's official award-winning, monthly publication, the *Ohio Pharmacist* and the much-anticipated bi-weekly *Ohio Pharmacy Newsline* member email. Advertising information is on [page 17](#) of this prospectus or contact Janice to reserve your space in OPA communications.



# Midwest Independent Pharmacy Expo Vendor Application/Contract and Sponsor Form

September 24, 2017 • Makoy Center , 5462 Center Street, Hilliard, Ohio 43026

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

This information may be used in the Expo program.

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 August 26, 2017. All exhibitors are encouraged to join Ohio pharmacists in continuing pharmacy education sessions. All exhibitors must wear their Expo name badges. *\*If your company representative is a pharmacist who would like to report the CPE from the Expo, please check the box so that OPA may prepare his/her continuing education form. (The pharmacist exhibitor CPE fee offers a savings of \$150 or more off the pharmacist registration rate.)*

Name _____ suffix _____	Name _____ suffix _____
Nickname for badge _____ <input type="checkbox"/> CPE form	Nickname for badge _____ <input type="checkbox"/> CPE form
Email _____	Email _____
Emergency Contact _____ Phone _____	Emergency Contact _____ Phone _____

**Select the exhibit location from the Midwest Independent Pharmacy Expo exhibit hall floor plan on page 14.**

Number of booths to be purchased: \_\_\_\_\_ Preferred Expo location (exhibit number): 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_  
 Please indicate any specific company(s) that you would prefer not to be next to:

We agree to abide by the rules and regulations that are listed on the Independent Pharmacy Expo contract included. We agree to enclose a check, or include arrangements for payment, when submitting this contract. For an early bird rate, we understand that full payment must be received no later than Feb. 28, 2017; the non-member fee is due by 5/31/17. All payments must be received no later than September 11, 2017. All cancellations will forfeit at least a \$50 administration fee.

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

**Payment Information:** **\$1,000 member rate**  
*Expo Vendor Fee* — **\$1,200 early/new-member rate** thru 2/28/2017 or **\$1,300 new member rate** from 3/1/2017- 5/31/2017  
**\$1,500 late rate** after 5/31/2017

Midwest Independent Expo Trade Show Fee \$ \_\_\_\_\_  
 Midwest Independent Expo Sponsorship \_\_\_\_\_ \$ \_\_\_\_\_  
**Total amount remitted** \$ \_\_\_\_\_

Visa  MasterCard  American Express  Check Make payable to: *Ohio Pharmacists Association (Tax ID 31-4271660)*  
 Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Name on Card (please print) \_\_\_\_\_ Security Code \_\_\_\_\_  
 Billing Address (if different from above) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



# Exhibit Contract for the Ohio Pharmacists Association Midwest Independent Pharmacy Expo, September 24, 2017

## SPACE ASSIGNMENTS

1. Space 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 space is received for the Independent Pharmacy Expo to be held at the Makoy Center, 5462 Center Street, Hilliard, Ohio, 43026 on September 24, 2017.
2. The Ohio Pharmacists Association reserves the right to shift space assignments after the contract has been signed if they find it necessary to do so. 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. The cost of an 8' x 2' table exhibit space being \$1000 for the member rate, \$1,200 for the early/new member rate until 2/28/17, \$1300 for the new member rate from 3/1/17- 5/31/17 or the \$1500 late fee after 5/31/2017. The contract and space reservations are not binding until payment for the booth space is received by OPA.
2. Written notice of cancellation must be received by the OPA office before July 24, 2017 in order for the Exhibitor to receive a refund less the \$50 administration fee. Any cancellations after that date, but before August 24, 2017, will receive a 50% refund. If notice is received after August 24, 2017, 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.

## EXHIBIT EQUIPMENT

1. The exhibit space will include 8' x 2' skirted table and two folding chairs. Any other items or services will be at each exhibitor's own expense and responsibility. The display area, which is fully carpeted, will be available for move-in of materials from 8:00-9:30 a.m. on Sunday, September 24, 2017. Set-up must be completed by 9:30 a.m. **Trade Show hours are Sunday, September 24, 2017 from 10:00 - 10:45 a.m.; 11:45 am - 1:15 p.m. and 2:45-3:15 p.m.** Materials may not be removed before 3:15 p.m., Sunday, September 24, 2017 and must be completely removed by 4:30 p.m. on September 24, 2017. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the show without permission first being secured in writing from OPA. *Note:* Exhibitors are advised to provide locked storage facilities within their own display area for excess merchandise.

## USE OF EXHIBIT SPACE

1. All demonstrations and exhibits must be confined to the exhibit space. All Exhibitors must arrange their displays so they utilize only the area contracted for and in such manner as to recognize the right of other Exhibitors and show visitors to conform to the overall floor layout developed by OPA. OPA adheres to the IAEM guidelines for exhibits (available upon request). Heights: No constructed booth display or sign or advertising matter may exceed a height of ten feet (10') unless approved by the OPA Exhibit Manager. No lights, standards, signs, mirrors, advertising matter, display racks, display cases, other construction may exceed 42 inches in height in the front two-thirds of the space. Exhibitors who display machines or equipment that measure eight feet (8') in height must submit to OPA for approval of a floor plan showing the location of such equipment or machines by August 24, 2017. Lighting: Light bulbs or other light sources must not be visible from the aisles. The use of flashing electric signs or lights is not permitted. Appearance: An Exhibitor must arrange to remove excessive amounts of trash or waste materials during show hours. Fire regulations: All materials shall be fire-resistant. 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 premises 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 space assigned to the Exhibitor presenting such material. Firms or organizations not assigned space in the Exhibit Hall will not be permitted to solicit business within the Hall. Food or drink distribution must be approved by the OPA exhibit manager.

## DIRECTORY LISTING

The Exhibitor is solely responsible for his/her material contained in Exhibitor listing. The Exhibitor agrees to indemnify and hold harmless the 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.

## OBJECTIONABLE MATERIAL AND ACTIVITIES

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

## LIABILITY AND INSURANCE

1. OPA, the Makoy Center, or any officer or staff member thereof will not be responsible for the safety of the property of the Exhibitor, his agents or employees from theft, damage by fire, accident, or any other cause.
2. The Exhibitor agrees that OPA and the Makoy Center or its employees: (a) will not be responsible for any damages to or for the loss or destruction of the Exhibitor's property or injuries to the Exhibitor, his representatives, or injury being expressly waived by the Exhibitor, (b) will be exempted from or indemnified for any claims for injury to any part of the Exhibitor's representatives, agents or employees.
3. OPA, its agents and employees, will not be liable for failure to hold the exhibit as scheduled. Payments for exhibit 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 September 24, 2017, because of fire, or any natural cause, or strike, or epidemic or any law or regulation of public authority, which makes it impossible or impractical to hold the exhibition.
4. The Exhibitor agrees to obtain the following insurance coverage during the OPA exhibition, including move-in, move-out times, and be prepared to furnish certificate of insurance to the OPA if requested: (a) Comprehensive general liability insurance coverage including protective and contractual liability coverage of not less than one million dollars for bodily injury, property damage, and product liability coverage and (b) Employers' liability insurance within minimum limits of \$250,000 per accident.

## BUILDING RULES

1. Exhibitors must comply with all regulations; meet the requirements of the U.S. Government, the State of Ohio, Franklin County and municipal authorities, police and fire departments for Norwich Township/City of Hilliard and all regulations of the Makoy Center.
2. Fire regulations require that all display materials be flame proofed and all hangings must clear the floor. Electrical signs and equipment must be wired to meet specifications of the National Electrical Code Safety Rules.
3. Exhibitors shall not deface any part of the Exhibit Facility. The cost of repairing any damage to the Exhibit Hall caused by the Exhibitor, its employees, representatives, or agents will be billed to and paid by the Exhibitor. Nothing can be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floor, ceiling, furniture, or properties of the Exhibit Hall. All setup and dismantling of Exhibit space and equipment must be conducted within the Exhibit Hall.
4. **SMOKING IS NOT PERMITTED IN THE EXHIBIT HALL.**

## HANDLING AND STORAGE

1. The Makoy Center will accept shipped exhibit items beginning on September 18, 2017 to:

Makoy Center  
The Midwest Independent Expo  
Your company name and Onsite contact  
5462 N. Center Street  
Hilliard Ohio 43026

2. All items must be shipped out on Sunday, September 24, 2017. Exhibitors must provide shipping labels for items and are responsible for all shipping charges. Shipping charges will not be accepted by the Makoy Center. If venue personnel are required to assist in loading your shipment, you will incur a \$5.00 per box and \$75.00 per skid charge. These fees stand for both incoming and outgoing packages. If necessary, an invoice will be sent to your business.

## 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 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. Superceding Agreement. In case of conflict between any term of this agreement and the OPA contract with the Makoy Center, the latter shall control.
4. 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.



Gain Additional Exposure—

# OPA Communication Sponsorship Opportunities

**Ohio Pharmacist Journal Advertising** - One of only a few state pharmacy association journals still publishing on a monthly basis. The award-winning journal arrives on the doorstep of 3500 Ohio pharmacists each month. It is also available online in the *members only* section of the OPA website. As leaders of quality CPE, *Ohio Pharmacist* CPE is also published by 14 other state associations. Pre-Conference issues are February and March. Post-Conference issue is June.

Display Advertising Rates		<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
Color process per issue <i>(effective July 1, 2015)</i>	1/3 page	300	420	480
An electronic file in PDF format with 350 dpi is the preferred format for submission of ad materials.	1/4 page	200	320	380
	Business Card/Print Classified			\$75

Premium - \$4000 - Inserts, Cover belly bands or wraps.

Journal Closing Dates and Acceptance - Reservations for space are due on the 5<sup>th</sup> day of the month preceding publication issue date. Materials are due on the 10<sup>th</sup> day of the month preceding issue date. *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 Newline** - 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]	\$350	\$900	\$1,600	\$2,800

NEW

**Ohio Pharmacist and Pharmacy Newline Package offer** - \$1,000 - Typically your audience needs to be exposed 2.5 times for brand recognition. This package offers two issues of the electronic *Newline*, & 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-members pharmacists
pharmacists interested in MTM programs	pharmacists interested in Immunization programs	pharmacy technicians
OPA Conference attendees	student pharmacists.	independent pharmacists

NEW

**RxCE onDemand** - \$2500 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.

NEW

**Local Association Newsletter sponsorship or advertisement** - \$300 to Sponsor an issue - Sponsor an issue of the OPA local association newsletter, which is distributed twice a year (fall and winter) to Ohio's 15 local pharmacy associations. The newsletter is received by pharmacy leaders all around the state. As the newsletter Sponsor, your company logo and name or tagline will be prominently placed in a 5.5 x 1" space. If you prefer, an inside-page banner advertisement (5.5 x 1") can be purchased for \$150 per issue.

**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 225 pixels wide.

**Career Center Listing** - \$50 per month; \$270 per 6 consecutive months; \$480 per 12 consecutive months - non-member Job/Classified rate - Pharmacists looking for positions or career changes, turn to OPA. If you are a member, you can post two free classified ads each year. To join OPA, check the box on page 10 for information about associate membership and its benefits.

**Annual Conference Program Advertising** - See details on page 2 of this brochure.

Questions? Contact Janice Johnson at [jjohnson@ohiopharmacists.org](mailto:jjohnson@ohiopharmacists.org) or 614.389.3236

SPONSOR