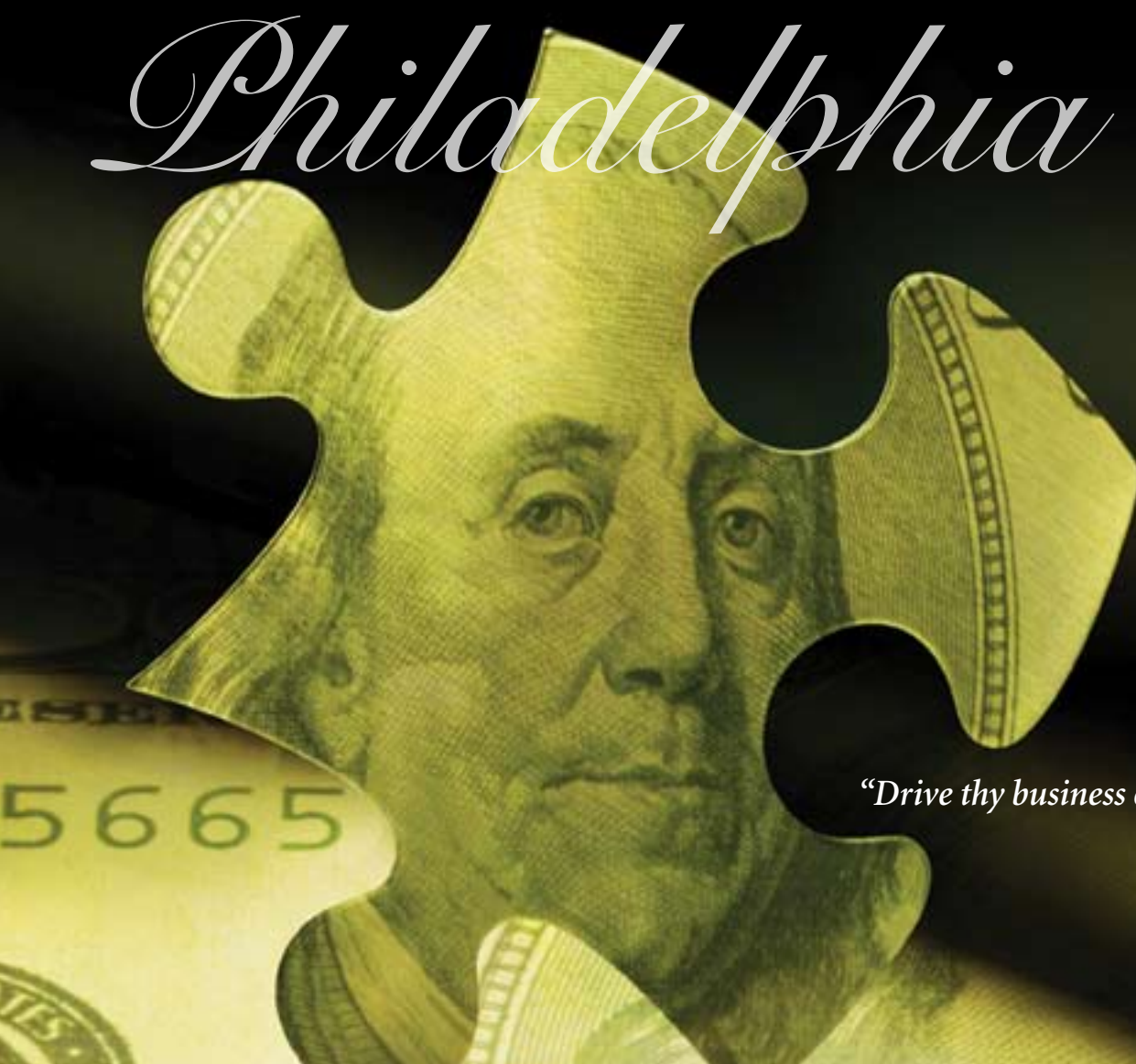


Sponsorship Brochure



**Maximize your exposure.
Become a NCPA Annual
Convention sponsor!**

Philadelphia



*“Drive thy business or it will drive thee.”
—Benjamin Franklin*

NCPA'S 112TH ANNUAL CONVENTION AND TRADE EXPOSITION
Pennsylvania Convention Center | Philadelphia, PA | October 23–27, 2010

NCPA[®]
MEET. LEARN. 
SUCCEED

NCPA offers many ways to add value to your investment and build your company's name at the Annual Convention and Trade Exposition. Sponsorship provides your company with the necessary visibility to distinguish you from your competitors. Please take a moment to review the sponsorship opportunities that will help secure your prominent position at this year's convention in Philadelphia, PA. With a strong lineup of educational sessions, networking opportunities, and an exhibit hall targeting the independent pharmacy market, this is a business opportunity your company cannot afford to miss.

BENEFITS:

- Great customer relations—increase your customer base
- Traffic Builder to your booth
- Recognition in all pre and post convention promotional mailings
- Recognition in General Sessions walk-in video
- Recognition in each sponsored session
- Signage with your company's name at sponsored event
- Listing in convention program brochure
- Listing of company's name on sponsorship marquee
- And much more...

General Sessions \$25,000
 (Sunday, October 24, 2010)
First General Session Speaker: Bruce Jenner, Olympic Hall of Famer

The session sponsor receives:

- High visibility positioning among industry opinion leaders and convention attendees
- Sponsor organization CEO is given a five-minute opportunity to address the audience
- Complimentary full-page color index ad in official convention program
- Sponsor's logo will be prominently featured on all session promotional materials, slides, and on screen during CEO's presentation
- Complimentary door drop
- Complimentary chair drop
- Complimentary exhibit hall banner with company's name and booth number
- Invitations for 15 guests to a private "Meet and Greet" with featured speaker

Second General Session \$25,000
 (Monday, October 25, 2010)

Following the State of the Association Address by Bruce T. Roberts, CEO and Executive Vice President of NCPA, influential industry political figures will discuss key issues affecting independent community pharmacy during this popular and passionate session. Past participants have included Forrest Sawyer, Mark Shields, the late Robert Novak, former Senate Majority Leader Dr. Bill Frist (R-TN) and former Senate Majority Leader Tom Daschle. (D-SD) One of the most popular and highly attended programs presented during the Annual Convention. Join our members as they learn about new and current issues affecting their livelihood. The session sponsor receives the following:

- 5-minute on-stage opportunity to address the session audience

- Sponsor's logo will be prominently featured on all promotional materials, slides, and on screen during company's presentation
- Company's name listed on sponsorship marquee throughout the duration of the convention
- Complimentary door bag insert
- Complimentary banner with company's name and booth number in exhibit hall

VIP Meet and Greet..... \$3,000
 Invite 25 of your favorite customers to meet and take a photograph with the general session speakers. A 5x7 color photo will be mailed to each customer after the meeting.

AWARDS

Sponsorship of each award includes:

- Photo shoot on stage presenting award during general session to be publicized in post-convention issue of America's Pharmacist magazine
- Scholarship to the winner's college of pharmacy
- Plaque with company's name imprinted

Pharmacist of The Year Award \$15,000
 The NCPA Willard B. Simmons Independent Pharmacist of the Year Award is the premier award given to an independent pharmacist each year. Make sure your company's name and logo are a part of this prestigious award, which will be presented during the opening general session by your company representative.

Prescription Drug Safety Award \$15,000
 Medications save lives but can be deadly when misused or abused. The Prescription Drug Safety Award commemorates the efforts of a pharmacist in making sure medications are used appropriately. This award recognizes a pharmacist who has given the gift of community and professional service.

EDUCATIONAL OPPORTUNITIES

Education is frequently identified by NCPA members as the No. 1 reason they attend the convention. High impact educational programming provides participants the opportunity to learn about new and innovative methods to increase pharmacy business, including financial and employee motivation, promotion, and new clinical educational programs. Check NCPA website for updated listing of educational workshops for sponsorship opportunities.

NON C.E. PRODUCT THEATRE

Got a product or information you want to get to the independent community pharmacists in a different setting – we have a few slots available for non-c.e. programming. These are 1.5 hour slots and a meal is provided (breakfast, dinner). Sign up early. Limited space available! Call for additional information – 703-838-2655.

Product Information Broadcast \$35,000
 GREAT MARKETING OPPORTUNITY! The NCPA Click-to-Learn broadcast allows your company to produce ten minute slots and talk about your new or upcoming product or one of your more popular products of today and then click into your web page. What better way to reach more than 40,000 pharmacists across the United States with this information. Call Philip Quinlan at 703-838-2668 for more information.

INDUSTRY SPONSORED C.E. EDUCATIONAL PROGRAMS

Mealtime satellite symposium programs are highly visible events and very well attended. NCPA Education Department can provide you with pricing that include all administrative and program development services if you do not have a preferred medical education company. There is limited space available for your company to present a 1.5 hour educational program during our annual convention. Call for details – 703-838-2655.

Educational Programs on USB Flash-Drive\$20,000

Great Marketing Tool and one that will keep your company's name in front. The Educational Program flash drive contains a wealth of information – all the educational sessions can be downloaded into your computer. These flash drives will be distributed to every pharmacist attending the convention and may be used to obtain additional continuing education credits for programs that they were unable to attend. Your company's logo will be displayed on all flash drives.

NCPA Educational Workshops.....\$8,000

A common theme in all areas of health care is quality training and educational resources for those providing health care services. Help support our educational programming by sponsoring one of the many workshops available to our members. By supporting an educational program, your company's name is valued by attendees for showing support of their educational and professional development. Listing of all educational programs will be on the NCPA website.

Educational Grants.....\$1,000–\$25,000

Educational grants are used to support activities that enhance the educational programs and/or extend its reach beyond the time and setting of the meeting. Grants provide NCPA the continued opportunity to bring up-to-date information, tools and technologies that will benefit the independent community pharmacist in their business.

MEMBER SERVICES

Internet Café.....\$25,000

(Two locations—One located in the registration area and one location in the exhibit hall)

One of the most widely used venues, the Internet Café provides registrants with computer and printing stations to stay connected throughout the meeting and check their messages without leaving the hotel or going back and forth to their rooms. Your company name and logo will be displayed on each station panel and monitor screens.

Continuing Education e-Link Café\$25,000

The NCPA CE E-Link Cafe allows attendees to submit their CE credits on-site throughout the meeting and receive a printed confirmation. Your company's name and logo will be displayed on each station panel and monitor screen. Company may also provide mouse pads with logo.

In-Room Internet Service\$10,000

One of the most requested items from our members—complimentary Internet service in their hotel rooms. A letter from your company will be given to the attendees (pharmacists only) inviting them to your booth and telling them of your sponsorship for this service.

Turndown Service.....\$4,000 per day

Sponsor provides the material which must be approved by NCPA. Have your company name be the last thing attendees see before they go to bed.

Provide attendees with a foil-wrapped chocolate, a cordial or memory of Philadelphia, and as a finishing touch, staple or tape to a personal card with your company's name and booth location.

LOGO/BRAND RECOGNITION

With a variety of opportunities available, you can custom fit your brand visibility to all conference attendees as well as showing your commitment to independent community pharmacists.

Convention Tote Bags.....\$30,000

Every attendee will receive the Annual Convention tote bag bearing both the sponsor's logo and the convention logo. This attractive item with life beyond the Annual Convention provides visibility not just to the registrant carrying it, but to anyone who sees it.

Name Badges and Pouches.....\$20,000

What more could you ask forit's a badge holder, lanyard and wallet all in one. The wallet features a zippered pouch for your valuables. The top portion of the convention pouch is specially designed for your company's logo, as well as the lanyard.

Convention Program Book\$20,000

Everyone receives a convention program book with a listing of all activities throughout the meeting and exhibit information to take home. As the program book sponsor, your company will receive a full-page back cover and full-page inside cover ad. Attendees take the program books home at the end of the meeting for future reference, and your company's name will be prominently displayed for months or years to come.

Hotel Keys\$15,000

Be the company that attendees see each time they reach for their hotel key card. Put your name and logo in the hands of every convention attendee. Often the key cards are one of the first item attendees see and the last impression they have of the convention. Make sure your company is the first and last company name they see. This is a great marketing tool and traffic builder for your booth, especially since 99% of the guests will be staying in the convention hotels.

Pocket Guide.....\$10,000

This handy pocket guide is a quick reference to the daily activities taking place at the Annual Convention. These handy guides fit in the name badge pouches for easy access.

Portfolios.....\$10,000

For a long-term investment that keeps delivering visibility after the Annual Convention has ended, place your logo on these leather bound portfolios that members will use in the educational sessions to carry their business cards and other materials. These portfolios are a valuable tool that will keep your company's name front and center.

Program Brochure Advertisement.....\$3,000 full page

Take advantage of additional exposure to a targeted audience! Great opportunity to keep your company's information in the hands of attendees for months to come! Each section of the official printed program is indicated by a tabbed divider page. These full-page color ads provide your company great visibility and the ability for members to take the program home and have your company's information on hand for follow-up.

REGISTRATION AND EXHIBIT HALL OPPORTUNITIES

Registration Kick Panels..... \$25,000

NCPA offers a state-of-the-art registration process. You will have the opportunity to be associated with this customer service-friendly procedure, offering visibility to attendees. Your company's logo will be prominently featured with the convention graphic on the front of each of the registration kick panels. Great visibility throughout the event!

Exhibit Hall Opening & Wine & Cheese Reception..... \$20,000

This is always an exciting highlight for the attendees waiting to enter the Exhibit Hall. Your company's name will be prominently displayed on the banner as they enter into the hall, as well as on visible signage. Your company representatives can be present after the ribbon cutting when the doors open to distribute cards inviting attendees to your booth. Wind down the opening day of the exhibit hall by networking with your customers during the Exhibit Hall wine and cheese reception. Napkins with your company's name will be at each station, along with signage.

Water Stations.....\$15,000 (Registration & Education) (PLUS WATER)\$15,000 (Exhibit Hall)

Water stations will be located at the Registration area, education center and throughout the Exhibit Hall all three days. Bottled water (provided by your company with your company's logo) will be provided for all attendees. Your company may sponsor one area or both.

Shoeshine Station..... \$8,000

Another great traffic builder and an opportunity to do business while your customers receive a complimentary shoe shine in your booth. The booth (signage with your booth number) will be posted at the stand before exhibit hours. The stand is also in the registration area prior to opening of the exhibit hall with signage indicating your company and booth number.

Convention Center Digital Signs..... \$5,000

Bring attendees to your booth by advertising on these digital sign monitors that are displayed in the Pennsylvania Convention Center. Display your company's message, booth number and product on these monitors that are located throughout the convention center.

Directional Aisle Banners \$2,500

Guaranteed to lead attendees to your booth in the Exhibit Hall, these hanging banners that feature your company's name and booth number will be prominently displayed from the ceilings in the exhibit hall on the aisle where your booth is located.

Door Drop Bags \$7,000

Display your company logo on the door drop bag, which will be delivered to all attendees staying at the host hotels on Saturday and Sunday. Your company may provide up to two complimentary flyers to be inserted into each bag.

Special Convention Mailing \$3,000

Get your message out early to all of the pre-registered attendees and local pharmacists in the Philadelphia area. The convention mailing will go out three weeks prior to the opening of the convention, letting folks know what to expect when they come to the convention and be aware of your product ahead of time.

Door Drop Bag Inserts \$2,500

On Saturday and Sunday nights, door drop bags will be distributed to all official convention hotel rooms for registered attendees. To participate, simply follow these three steps:

- Send a pre-printed sample of your promotional piece to NCPA for review and approval.
- Upon approval, send check or credit card for \$2,500. (Additional pieces are \$500 each).
- Send 2,000 pieces of your door drop insert to NCPA headquarters no later than September 11th.

NETWORKING

Closing Night Celebration \$30,000

The conclusion to a busy week of education and exhibits, this is the final evening where all of the attendees convene to celebrate the conclusion of another great meeting. This year's event will feature entertainment by the Jim Belushi and the Sacred Heart Band, great food and much more. Your company will be recognized throughout the evening, on signage, and all promotional pieces.

Leadership Dinner \$25,000

This special event will provide your company representatives an opportunity to meet and network in a relaxed setting with the key decision makers of NCPA – the Executive Board of Directors, Officers, Past Presidents, and their invited guests. This off-site venue event begins with a reception, followed by a sit-down dinner. There is no greater opportunity for your company to be able to get all of these leaders in one room than at this affair. Only one slot available so sign up today!

Opening Night Celebration \$20,000

The first networking event of the Annual Convention and a great place to gain visibility! Your company's name will get out to the attendees before the conference officially opens. This event features exciting entertainment, food, and a relaxing environment. Sponsor will have an opportunity to go on stage and bring greetings and more throughout the evening.

Future Pharmacists Networking Event \$12,000

Now more than ever our future pharmacists are involved in leadership, advocacy, community outreach and shaping the pharmacy of tomorrow. As they wind down a busy day of programming, this is a great venue for them to sit back, eat a light snack, network with their peers and learn about your company in a relaxed setting. Make a lasting impression on your future customers before they graduate. More than 500 pharmacy students, with an interest in independent pharmacy, are expected to attend this function. This event provides the ideal venue for your representatives to brand your company, your services, and other key components.

New & Long-Time Members Reception \$ 5,000

What a great way to "make a first impression" by sponsoring this event. Be in the receiving line to greet your guests and mingle with your company representatives in this special gathering of first-time convention attendees, new NCPA members, and members who have been with NCPA for 25 years and more. Super opportunity for your company to renew old acquaintances, network with your colleagues, and meet new NCPA members.

Deluxe Continental Breakfast\$6,000 each day
 Start the day with a healthy breakfast. Located in a high-traffic area, this is an opportunity for your company to place information on a display table, network with members, and invite members to your booth. Signage with company name and sponsorship recognition will be placed in each breakfast area.

President's Reception \$3,000 per company
 This reception recognizes the contributions of President Joseph Harmison. Your company's name will be included on all invitations and extra copies will be provided for you to distribute to your staff and colleagues. Company representatives may address the guests and/or present a special plaque or gift during the reception.

Focus Group \$10,000 and up
 Great opportunity to listen to the community pharmacists and get their opinions on new products, and topics (i.e., pain, counseling, diabetes, etc. that relate to the product) coming on the market. Focus groups will have up to 10 participants. Receive first-hand knowledge on your product from the experts. NCPA will provide:

- Meeting space for up to two hours
- Recruitment of 10 community pharmacists
- Refreshments
- NCPA staff pharmacist to help facilitate session
- Honorarium to each participant

First Time Supporters Sponsorship..... \$1,000
 Designed especially for new or small companies. Finally, a program to help you gain name recognition and introduce you to the NCPA independent community pharmacists. The NCPA Annual Convention and Trade Exposition is designed not only to bring a high level of educational programming to the independent community pharmacist and meeting attendees, but also to provide an environment of unlimited networking opportunities.

MEETING SPACE REQUEST

If you would like to reserve a room during the NCPA Annual Convention, please call for a space request form. All meeting space must come through the NCPA Convention Department and hotels will notify NCPA of all requests they receive.

- Staff Meetings
 - Client User Meeting
- (Continuing education credits cannot be offered to attendees and all company representatives must abide by all Rules and Regulations)
- Social Events (Receptions, etc.)

SPONSORSHIP TERMS AND CONDITIONS

The NCPA Annual Convention and Trade Exposition will recognize sponsors for their support as outlined in the sponsorship brochure and in other activities as determined by NCPA to be appropriate for the convention. National Community Pharmacists Association reserves all rights and decision-making authority over all aspects of the sponsorship component, but not limited to selection of sponsors, identification of appropriate sponsorships, recognition of sponsors and any and all other terms, conditions and fees. All sponsors receive the right-of-first refusal to sponsor the same opportunity at next year's conference. All sponsor listings for printed or electronic recognition benefits are contingent upon receipt of the sponsor's signed agreement and payment before specified deadline. Sponsors shall not assign, allocate or contract out the whole or any part of the sponsorship responsibilities or obligations assigned to it without the express prior consent of NCPA.

NCPA SPONSORSHIP AGREEMENT

 CONTACT NAME

 COMPANY

 ADDRESS

 CITY STATE

 ZIP CODE

 TELEPHONE

 FAX

 E-MAIL

PLEASE RESERVE THE FOLLOWING SPONSORSHIP

 COST OF SPONSORSHIP

PLEASE RESERVE THE FOLLOWING SPONSORSHIP

 COST OF SPONSORSHIP

PLEASE INVOICE ME CHECK ENCLOSED

CHARGE MY CREDIT CARD:
 VISA MC AMEX DISCOVER

 NUMBER: EXP. SECURITY CODE

 SIGNATURE DATE

FAX OR MAIL THIS FORM TO:

NCPA Convention Department
 Attention: Lois Davis
 (703) 683-3619 – Fax
 (703) 683-8200, ext. 655
 100 Daingerfield Road
 Alexandria, VA 22314





100 Daingerfield Road
Alexandria, VA 22314-2888

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