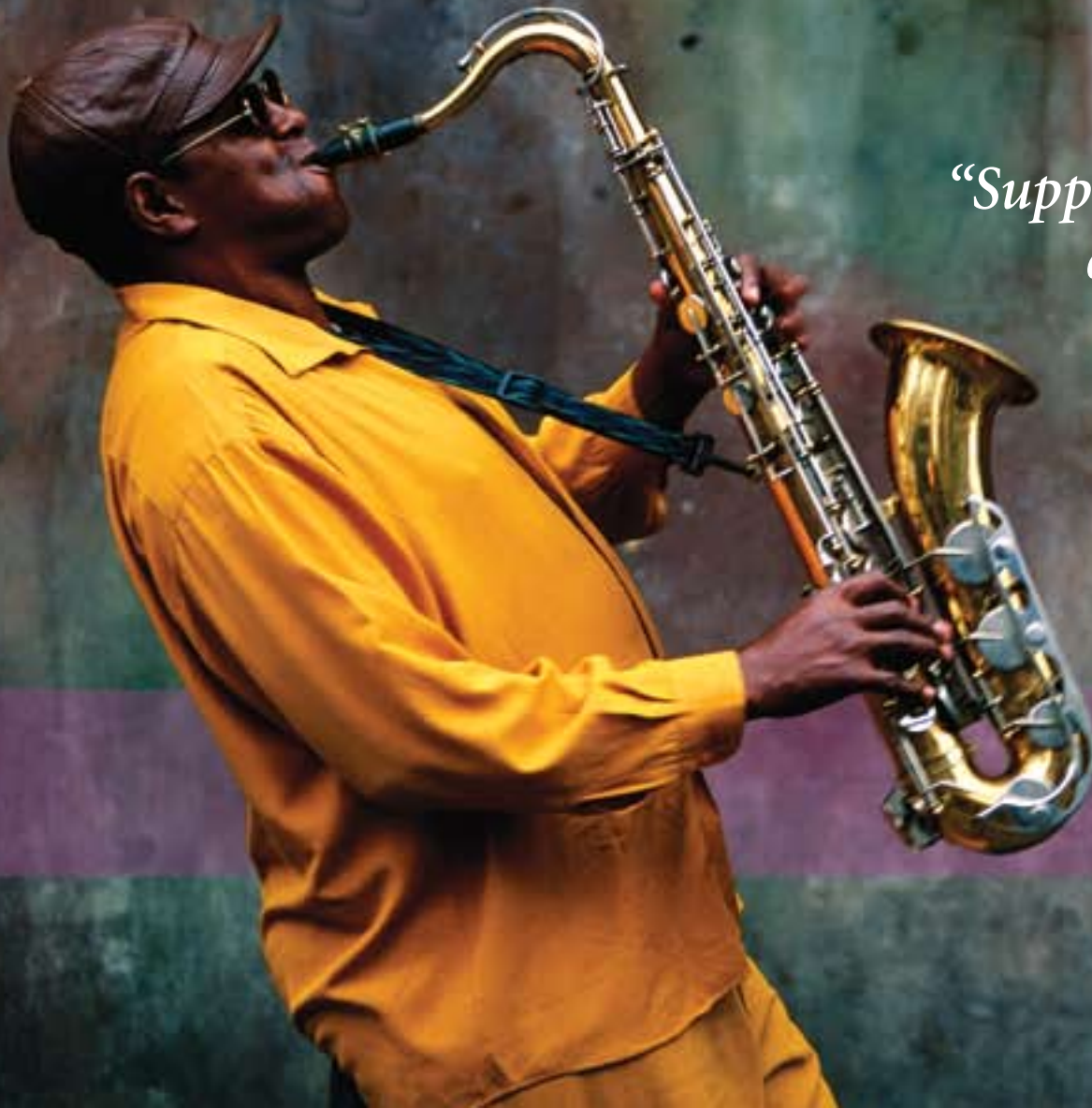


SPONSORSHIP BROCHURE



*“Support the success of
community pharmacy”*

Join the Main Street decision makers from the nation's more than 23,000 community pharmacies at the National Community Pharmacists Association's

111th Annual Convention and Trade Exposition
Ernest N. Morial Convention Center
New Orleans, Louisiana
October 17–21, 2009

NCPA® 
MEET. LEARN. **SUCCEED**

SPONSORSHIP OPPORTUNITIES

READY TO STAND OUT!

Looking to increase your visibility and gain access to the independent, community pharmacist market? If your goal is to increase brand recognition, spend quality time with the decision makers in this market, or to drive traffic to your booth, you will find what you need in these NCPA sponsorship listings. As a Conference Sponsor, you'll brand your company as one of the leaders in the community pharmacists market. With an array of sponsorships to choose from, this is an ideal marketing opportunity to create relationships that will last beyond the Convention!

WHY SHOULD YOU BE A SPONSOR?

Specifically, you will be able to:

- Showcase your company in front of community pharmacists, technicians, future buyers and leaders
- Reach the decision makers in a face-to-face environment
- Demonstrate your commitment to NCPA's members by supporting their professional goals
- Obtain exposure—before, during, and after the convention
- Position your company as a leader in the community pharmacy industry

BOOST YOUR VISIBILITY

All sponsors are recognized in the following ways:

- Walk-in slide presentation of the Opening General Session and Second General Session
- Sponsorship marquee located in the NCPA registration area
- Signage and in sponsored events throughout the convention
- Convention Program brochure
- Pre- and post editions of *America's Pharmacist* magazine

MAXIMIZE YOUR EXPOSURE

☐ General Sessions.....\$30,000 each

First General Session Speaker: Robin Roberts, ABC News *Good Morning America*
Second General Session Speaker: Terry Bradshaw, Fox Sports *NFL Sunday*

Featuring a high-profile, recognized speaker, the general sessions provide the highest visibility of any convention event. The session sponsor receives:

- High visibility positioning among industry opinion leaders and convention attendees
- Five-minute CEO opportunity to address the audience
- Complimentary full-page color index ad in official convention program
- Logo prominently featured on all session promotion 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 25 guests to a private "Meet and Greet" with featured speaker

☐ Government Affairs Session..... \$25,000

A session you do not want to miss! Influential industry and political figures discuss issues affecting community pharmacy during this popular and passionate session. Sponsors are offered these:

- Five-minute opportunity to address the session audience from the stage
- Logo prominently featured on all promotional materials and on screen during presentation
- Complimentary door drop

☐ VIP 'Meet and Greet' \$7,500

Invite 25 of your favorite customers to meet and take a photograph with the general session speakers: Robin Roberts of *Good Morning America* or Terry Bradshaw of *NFL Sunday*. A 5" x 7" color photo will be mailed after the meeting.

EDUCATION OPPORTUNITIES

All education sponsors receive these five points of recognition:

- Acknowledgement in each sponsored session
- Signage at the door to each sponsored session room with company's name
- Listing in convention program under sponsored session
- Listing of company's name on sponsorship marquee
- Mention in General Session slide presentations

☐ Education Programming CD-ROM..... \$30,000

The education programming CD-ROM contains a wealth of information; all of the education sessions are included. These CDs will be mailed to every attendee after the convention and may be used to obtain additional continuing education credits for programs that were missed. Your company's logo will be displayed on all CDs.

☐ Education Workshops.....\$5,000 each

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

☐ Education Grant \$1,000–\$10,000

Education grants are used to support activities that enhance the education program and/or extend its reach beyond the time and setting of the meeting. Funds provided by education grants are typically used for continuing education sessions, plenary sessions, webcasts, and so on.

MEMBER SERVICES

Shuttle Bus Service \$40,000

Shuttle buses will be provided throughout the convention to shuttle attendees back and forth from the convention hotels to the convention center. Your company's sponsorship will be posted on all signage at all of the hotels and convention center. Your company may also provide videos to show while attendees are traveling to and from the convention center.

Internet Café \$25,000

(One in the registration area and one 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 e-Link Cafe allows attendees to submit their C.E. 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. Sponsor may also provide mouse pads with company logo.

In-room Internet Service \$10,000

One of the most requested items from our members is this 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 \$3,000 per day

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 New Orleans. As a finishing touch, staple or tape your company's name and booth location to a personal card. Sponsor provides the material which must be approved by NCPA.

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 community pharmacists.

Convention Tote Bags \$25,000

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

Name Badges and Pouches \$25,000

What more could you ask for...it'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.

Hotel Keys \$25,000

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 things attendees see and the last impression they have of the convention. Make sure your company is the first and last company name they see for the day. 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.

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 sponsor of the program book, 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 and years to come.

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.

Padfolios \$10,000

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

Program Brochure Advertisement \$2,500 full page

.....\$1,000 half-page

Take advantage of additional exposure to a targeted audience! Great opportunity to keep your company's information in attendee hands for months to come! 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. Or, you may purchase a half-page ad with your message and booth number.

Luggage Tags and Gripper Identifier \$10,000

These bright neon luggage tags and gripper handles for easy luggage spotting offer great visibility for your company. Your company's logo will be prominently displayed on the identifier for attendees to easily recognize their luggage on the carousels in the airports. Attendees will appreciate these handy travel pieces that keep their identification and gives your company name and logo miles of visibility.

REGISTRATION AND EXHIBIT HALL

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 & Reception..... \$20,000
(Sunday)

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, and 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.....\$10,000 (Registration)
.....\$10,000 (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 available for all attendees. Your company may sponsor one area or more.

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. This station can hold signage with your booth number posted at the stand before exhibit hours. VERY POPULAR!!!!!!

Digital Signs.....\$2,000 per day

Bring attendees to your booth by advertising outside the exhibit hall. The digital signs are displayed in free standing panels with a screen that will play your personalized message. The digital screens are prominently placed in the meeting and registration areas of the convention center as a means of maximizing visibility for your company and your products.

Directional Aisle Banners..... \$2,000

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.

Exhibit Floor Decals..... \$1,500 (one company per aisle)

Not only will yours be the only logo decal in your aisle, but you provide attendees an opportunity to be led right to your booth with these graphic floor decals that will have your company's name, logo, and booth number printed. They will be placed at the entrance of the exhibit hall and lead to your booth.

Passport Game Card..... \$700 per company

Add a little competition to the attendees exhibit hall experience. Be a part of the Passport game card competition. Increase your company's visibility onsite and participate in this unique traffic builder game. Attendees have their card stamped by all participating exhibitors. Cards are deposited in the NCPA booth and awarded a \$500 American Express gift card. NCPA will provide all cards and stamp blotters.

Door Drop Bags..... \$5,000

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.

ONE-ON-ONE NETWORKING

Opening Reception \$30,000

The first official 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.

Closing Night Celebration..... (3 Sponsors) \$25,000 each

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 Neville Brothers, great food, and much more. Your company will be recognized throughout the evening on signage and all promotional pieces.

Student Opening Reception..... \$20,000

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. Your company representative can prepare packets of valuable information to distribute to each student to take back to school. Special awards will be presented throughout the event.

President's Reception \$2,000 per company

This reception recognizes the contributions of NCPA president and pharmacy owner Holly Whitcomb Henry. 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

Great opportunity to listen to community pharmacists and get their opinion on new products and topics (i.e., pain, counseling, diabetes, and anything that relates to the product) coming on the market. Focus groups consist of up to 10 participants. Costs cover honorarium, meeting room, audio visual, and snack.

Make your decision now to sponsor NCPA's 110th Annual Convention and Trade Exposition by contacting Lois Davis:

(800) 544-7447 ext. 655 or (703) 838-2655

Lois.Davis@ncpanet.org

MEET. LEARN. SUCCEED.