



california**pharmacists**association

west coast pharmacy

EXCHANGE

APRIL 9-12, 2015

DISNEYLAND HOTEL • ANAHEIM, CA

from vision
to reality

EXHIBITOR & SPONSORSHIP PROSPECTUS

FROM VISION TO REALITY

Who: CPhA invites you to exhibit at 2015 Exchange!

Participating in the West Coast Pharmacy Exchange offers you the opportunity to connect with key pharmacists from all practice settings including pharmacy owners, community pharmacy, hospital/health-system, managed care organizations, academicians, student pharmacists and pharmacy technicians.

What: 2015 West Coast Pharmacy Exchange

When: April 9-12, 2015 Exhibits Open - April 10-11

Where: Disneyland Hotel, Anaheim, CA

Why:

- **Dedicated** Expo Hall Hours
- **Networking** with Pharmacists and decision-makers who are looking for new solutions/ technologies/ products!
- **More sponsorable items than ever** to get your name/ brand out to attendees!
- **20% increase** in booths, every year, for the last 3 years!

Who's Your Audience?



How:

Fill out this form or go online to cpha.com/exhibit and secure your space now!

About CPhA

The California Pharmacists Association (CPhA) was founded in 1869 and is the largest state association representing pharmacists. CPhA represents pharmacists, technicians, and student pharmacists from all practice settings. These practice settings include community pharmacy (both independent owners and employees working in chain drug stores), hospitals & health-systems, and specialty practices such as compounding, managed care, and long term care. The CPhA mission is to advance the practice of pharmacy for the promotion of health.



GENERAL INFORMATION

Exhibit Hall Hours and Move-in and Move-out Schedule (subject to change)

Thursday, April 9, 2015	1:00pm – 5:00pm	Exhibit Hall Move-in
Friday, April 10, 2015	8:00am – 11:00am	Exhibit Hall Move-in
	1:00pm – 4:00pm	Exhibit Hall Open
	4:00pm – 5:30pm	Exhibitor and Sponsor Reception
Saturday, April 11, 2015	11:30am – 2:30pm	Exhibit Hall Open
	2:30pm – 6:00pm	Exhibitor Move-out

Move-in:

Exhibitors may set up on Thursday, April 9, 2015 from 1:00pm to 5:00pm. All displays must be set by Friday, April 10, 2015 at 11:00am.

Move-out:

Exhibitors may begin moving out on Saturday, April 11, 2015 after 2:30pm. All exhibit materials must be cleared by 8:00pm on Saturday, April 11, 2015. Overtime rates apply on labor before 8:00am and after 5:00pm.

Location

Disneyland Hotel, 1150 Magic Way, Anaheim, CA 92802.



Accommodations

We have added flexibility this year by offering room blocks at the following hotel: Disneyland Hotel \$189 per night. To make reservations, please call (714) 778-6600.

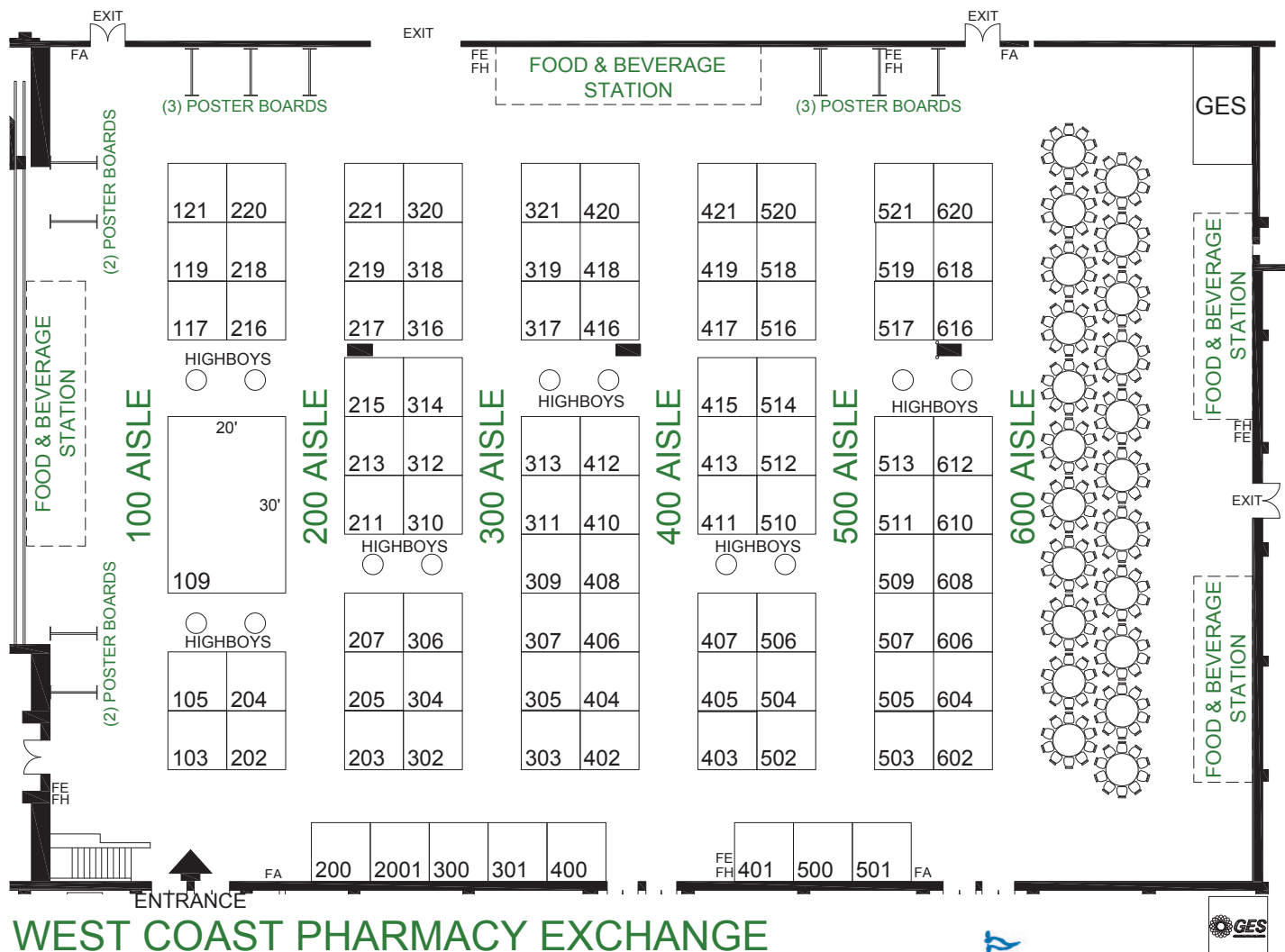
Exhibitor Registration and Benefits Include:

- **Six (6) hours of exclusive exhibit time.**
- **One (1) 10'x10' booth** consisting of 8' high quality fabric backdrop and 3' high quality fabric divider draper.
- **Exhibitor and Sponsor reception** with CPhA Board of Trustees and Staff.
- **Company listing** in the Exchange Conference program and a listing on the CPhA conference website.
- **Company Logo and Description** added to the CPhA conference website.
- **Two (2) complimentary exhibitor registration name badges** per 10'x10' booth space. These two badges can be used as full attendee conference registrations that includes CE sessions. *Additional Exhibitor badges may be obtained for a fee of \$50 each.*
- **A complimentary pre-list of attendees 2 weeks prior and a post-list of attendees 2 weeks after Exchange** if booth is purchased by March 1.
- **Lunch provided** during Friday and Saturday exhibit hall hours. (\$200 value)
- **Two (2) invitations to CPhA Opening Session and Keynote Address** on Friday, April 10.
- **An Exhibit Hall raffle** for attendees to participate in - forms due February 20, 2015.
- **Standard booth identification sign** showing your company name & booth number.
- **Carpet throughout** the Exhibit Hall.
- **Cleaning** for the General Exhibit Hall.

Who Should Exhibit?

- Pharmaceuticals
- Pharmacy-related software developers
- Trade publications
- Colleges and schools of pharmacy
- Database services
- Chain drug stores
- Government agencies
- Pharmacy or education-related trade associations
- Insurance services
- Health care providers
- Independent pharmacies

EXHIBIT SHOW FLOOR PLAN



Terms & Conditions

Arrangements of Exhibitor:

Standard booth backgrounds and side rails, decorated with bangle curtains and uniform one-line signs are provided without charge. Booth backgrounds are eight feet in height, and divider rails are three feet in height. In the area five feet forward from the rear background of each booth, display material may be placed up to a height not exceeding eight feet from the building floor. In any portion of the booth beyond five feet from the rear background of the booth, all parts of the exhibit shall be placed not to exceed four feet from the building floor. Peninsulas, Perimeter Booths, Islands, oversized equipment or vehicles will be permitted to a maximum of twelve feet, provided written approval is received from the California Pharmacists Association (CPhA) at least 60 days prior to the exposition. Exhibits not conforming to these specifications, or which in design, operation, or otherwise, are objectionable in the opinion of the management, will be prohibited.

Cancellation or Postponement of Exhibition:

In the event that the Exhibition is postponed due to any occurrence not occasioned by the conduct of California Pharmacists Association (CPhA) or Exhibitor, whether such occurrence be an Act of God or the common enemy or the result of terrorism, war, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this Agreement, then the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Exhibition, the obligations of the parties under this Agreement shall be automatically terminated and all payments made under this Agreement shall be refunded to Exhibitor, less a prorated share of expenses actually incurred by California Pharmacists Association in connection with the Exhibition.

Written Cancellation Required

Notice of cancellations must be made in writing (no exceptions) to CPhA. Cancellations received on or prior to January 10, 2015 will result in CPhA retaining 50% of the full rental cost of the booth space. No refunds for cancellations will be granted after January 10, 2015. CPhA shall not be liable for any interest on the amount refunded.

Codes and Agreements:

As an exhibiting company at Exchange, you agree to be bound by these "Rules and Regulations of the Exhibition." You further agree to adhere to and be bound by (1) all applicable fire, utility and building codes and regulations; (2) any rules or regulations of the facility where the Exhibition is held; (3) the term of all leases and agreements between California Pharmacists Association (CPhA) and the managers or owners of said facility; and (4) the terms of any and all leases and agreements between California Pharmacists Association (CPhA) and any other party relating to the exposition. Exhibitors shall not permit others to do anything to the exhibit space or do anything in the facility which would cause a difference in conditions from those previously approved by the insurance carriers of California Pharmacists Association (CPhA), or the owners or managers of said facility, which will in any way increase premiums payable by any of the parties. A ruling declaring any part of this agreement invalid shall not affect the validity of the rest of the agreement. All materials used for decoration such as paper, cardboard or cloth must be flame retardant. No combustible gases shall be allowed in any booth.

Display Materials and Samples:

Over-the-counter samples are permitted for distribution to adults attending the exhibition and identified by an Exchange badge. Non-controlled prescription drugs, hypodermic needles and syringes may be displayed in the exhibit booth only if an authorized representative of the exhibiting company is present at all times in the booth. These items will not be allowed if the exhibit area is not supervised by a company representative and are subject to removal by exhibit management. The display of controlled substances is not allowed in the exhibit hall.

Handling and Shipping:

Handling and Shipping arrangements can be made directly through Exchange official decorator, GES. Handling and Shipping information will be provided to exhibitors in advance of the show.

California Pharmacists Association (CPhA) and the owners or managers of the facility where the exposition is to be held shall not accept or store display materials or empty crates. Exhibitor shall make its own arrangements for shipment, delivery, receipt and storage of such materials and empty crates. Such arrangements may be made through the official exposition contractor, if desired, and Exhibitor shall in any event provide the official exposition contractor with copies of all bills of lading. All shipments and deliveries to the Exhibition shall be prepaid. Exhibitor shall not incur any obligation to the official exposition contractor merely by reason of providing copies of any bills of lading hereunder. The exhibitor agrees to ship at his/her own risk and expenses the articles to be exhibited. Any further inquiries concerning exhibit material shipping may be made to the official exposition contractor.

Security:

California Pharmacists Association (CPhA) shall provide guard service throughout the hours of installation, show and dismantling period. Reasonable care will be exercised for the protection of the exhibitors' materials and display. Beyond this, California Pharmacists Association (CPhA), the show facility, or any officer or staff member thereof will not be responsible for the safety or the property of the exhibitor, his agent or employees from theft, damage by fire, accident or any other cause. Exhibitor is required to provide necessary insurance and/or policy riders to cover all booth contents.

Application & Fees

The reservation form must be properly completed and forwarded to CPhA.

Booth Fees:

Corner	\$2750
Aisle:	\$2500

Submission of the application constitutes the applicant's consent to be bound by the provisions of the CPhA regulations concerning exhibits and cancellation refund guidelines.

Exhibit Space Assignments:

Booth assignments for Exchange 2015 will be assigned based on receipt date of application and a minimum 50% deposit until October 31, 2014. After that date, only applications with full payment will be accepted. Reservations for booth space CANNOT be accepted by telephone. All exhibit applications must be returned by mail, online at cpha.com or by fax with payment. (Credit card information must accompany faxed information). CPhA reserves the right to change booth assignments at any time, as it may, in its sole discretion deem necessary in the best interest of the exhibition. Subletting or assigning of space is not permitted and only the products and services of the contracting firm may be shown. Booths shall be staffed by registered and badged personnel during regular exhibition hours. CPhA reserves the right to approve any exhibit and to deny space to any exhibit deemed unprofessional or inappropriate.

Exhibitor Badges

Each exhibiting company will be given four (4) complimentary badges for each 10x10 booth. Additional badges may be obtained for a fee of \$50 each, but will not include complimentary registration. Additional registrations may be obtained at the regular registration rate.

Staffing and Dismantling of Booth:

Exhibits must be staffed at all times during the exhibition hours. Unstaffed exhibits are subject to a penalty charge of \$100 per day, in addition to the removal of the exhibition. Due to the limits of our liability policy, no children under the age of 18 are allowed in the Exchange Exhibit Hall at any time. Any exhibit personnel attending any portion of Exchange must be registered and be an employee of a company participating as a Primary Exhibitor. All exhibit materials must be crated or packed and removed from the exhibit area no later than 8:00PM on Saturday, April 11, 2015. The exhibitor must remove over-the-counter products or medications when dismantling, said items may not be left in the exhibit hall as trash.

Union Regulations:

To assist you in planning for your participation in the Exchange exhibition, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of exhibit handling. To help you understand the jurisdictions of the various unions, we recommend you read the following information.

Decorator's Union:

Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. Exhibitors may set up exhibit display if one person can accomplish the task in less than half an hour without the use of tools. If exhibit preparation, installation or dismantling requires more than half an hour, you must use union personnel supplied by the official decoration contractor.

When union labor is required, you may provide your company personnel to work along with a union installer in Anaheim on a one-to-one basis.

Teamsters Union:

Members of this union claim jurisdiction over the operation of all material handling, all unloading and reloading, and handling of empty containers. An exhibitor may move material that they are able to carry by hand by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

Electrical Union:

Members of this union claim jurisdiction for hardwiring ordered outlets to the line side of the exhibitors' equipment and wiring of caps over 120 volts to the raw cord feeding exhibitors' equipment. All plugs over 120 volts will be plugged in by electrical union personnel. Exhibitors may plug in their own plugs of 120 volts to their ordered outlets.

GES Booth Construction Guidelines

Space dimensions shown on floor plan are from center line of booth equipment such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

Standard Booth (10x10)

Definition: One or more standard units in a straight line. If display is over 4 feet high, it is to be confined to an area within 5 feet of the back line.

Depth: All display fixtures over 4 feet in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is within 5 feet of the back line.

Intent: Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his exhibit. Exhibitors with larger space (30 lineal feet or more) should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4 feet and within 10 lineal feet of a neighboring exhibit is intended to accomplish both of these aims.

Height: All standard booths will be confined to a maximum height of 8 feet.

Intent: Any portion of an exhibit extending above the 8 feet of high draped booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

End Cap/Peninsula Booth

Definition: End cap booths (two or more booths side by side at the end of an aisle) may not exceed the back wall height of 8 feet in the center 10 feet. Booths may also not exceed the back wall height of 4 feet in the outer 5 feet.

Intent: Each exhibitor is entitled to a reasonable sightline from the aisles. Please refer to GES Manual for full details.

Island Booths

Definition: Island booths are a collection of four or more 10 ft. x 10 ft. booths contracted by one exhibitor with 360 degree aisle access. Since island booths are automatically separated by the width of an aisle from all neighboring exhibits, the 8 foot height limitation does not apply. Full use of the floor space is permitted; however, any back walls or drapes set along the booth perimeter may not be higher than 4 feet.

Intent: Island booths are designed to allow for exhibitors to enjoy a greater presence at the show.

SPONSORSHIP OPPORTUNITIES

Maximize your connection with pharmacy professionals—we've included opportunities to **fit every budget and marketing goal**—from giveaway items and networking events to educational sessions and digital media. Make your **marketing resources stretch further**, by ensuring it's visibility throughout the event!



EDUCATION OPPORTUNITIES

OPENING KEYNOTE/ GENERAL SESSION/ CLOSING KEYNOTE

Don't miss this grand opportunity to help be a bigger part of Exchange. This opportunity is a great way to plant your company's name in the attendees' minds from the get-go/ throughout the conference/ and at the closing.

\$15,000

HOUSE OF DELEGATES SESSIONS

Join us for one of the most important activities throughout the conference – this sponsorship has high visibility as pharmacists from all over CA help determine best practices for the profession.

\$10,000

ALL SCHOOL CAUCUS

Leveraging the opportunity to bring together student pharmacist leaders from all eight schools of pharmacy, this caucus session provides a venue to present debate and develop student pharmacist's policy issues for California.

\$2,500

CE SESSIONS (PER SESSION)

The CPhA West Coast Pharmacy Exchange will offer over 30 sessions of high quality, applicable topics affecting today's pharmacist.

\$2,500

STUDENT PHARMACIST SPONSORSHIPS (PER STUDENT)

Sponsor a specific student pharmacist or student pharmacists from a specific School of Pharmacy.

\$100

NETWORKING OPPORTUNITIES

PRESIDENT-ELECT SILENT AUCTION & WINE TASTING RECEPTION

Thursday night's kick off social event where the departing and incoming CPhA Presidents are honored. Your support will be displayed on the signage outside the event.

\$15,000

LUNCH IN THE EXHIBIT HALL

A great opportunity to prominently brand your company with conference attendees and instantly qualify as a gold sponsor. Lunch sessions are very well attended and generate a high level of exposure. Large signs and hanging banners will remind attendees of whom to thank for their meal. (2 available)

\$10,000

STUDENT PHARMACISTS QUIZ BOWL

This is the main event for student pharmacists at Exchange! The Schools of Pharmacy Quiz Bowl is a high-energy, fun event staged as an interactive competition, in which teams put their education to the test and try to best all other schools. School pride is on the line as the competition heats up to see who will take home the prize trophy!

\$7,000

ANNUAL WILLIAM R. BACON MEMORIAL BREAKFAST

A tribute to William R. Bacon will be given and the recipient of the William R. Bacon Student Community Award will be announced by the sponsor.

\$5,000

PRESIDENT'S PRIVATE DEANS & FACULTY ADVISORS RECEPTION

This reception provides the opportunity for Dean and Faculty Advisors to network with one another and get updates on current programs. Attendance is approximately 15 attendees that include CPhA Leadership and exclusive Deans of Pharmacy. The reception will be held in the CPhA President's Suite.

\$3,000

COFFEE BREAK

An economical way to showcase your company, coffee breaks provide sponsors an opportunity to display your company's brand in high traffic area. (4 available)

\$1,500

PROMOTIONAL OPPORTUNITIES

CONFERENCE TOTE BAGS

This would assume cost of production for a tote bag, with a full color sponsor logo branded on the opposite side of the conference logo – given to up to 1,000 attendees.

\$15,000

CONFERENCE WI-FI

Attendees will receive a card in their welcome packets with instruction on WiFi access with your company logo, and upon login be redirected to a sponsor branded course materials download page dedicated for materials throughout the conference.

\$15,000

REGISTRATION DESK AREA

As the sponsor of the West Coast Pharmacy Exchange Registration, your company will be woven into the fabric of the conference. This opportunity offers high visibility and a strong presence amongst CPhA members not only in the Registration Area, but also through all promotions of our registration process, beginning with our online registration notification.

\$10,000

LANYARD SPONSOR

Acquire incredible branding power with your company name on each attendee & exhibitor lanyard. Lanyards featuring your logo are distributed to thousands of attendees at registration. Sponsorship assumes cost of production. Sponsor can create their own design, CPhA to approve design. Estimated 1000 Pharmacists and Medical Professionals expected to attend; each attendee receives a lanyard and souvenir badge holder.

\$7,500

POCKET PROGRAM GUIDE

Sponsor this miniature version of Exchange's Conference Program Guide which gives time, places and details on each event at the conference. You will receive a free advertisement within the program on top placement. Display your company name and logo on this item which will be referenced all through the conference and held by every attendee for sure!

\$7,500

CONFERENCE PENS

Each attendee will receive a writing pen with the conference logo and your company's logo. This useful amenity is sure to be used during the conference and carried home for continued use throughout the year, making it the perfect way to promote your organization.

\$2,000

CONFERENCE BAG INSERTS

This is a great visibility sponsorship if you want to make sure you can get that one item in each attendee's hands!

\$1,000

TRAFFIC BUILDER DIRECTIONAL STICKY DECALS (PER PACK)

Includes a pack of four 3' x 4' strategically placed clings displayed throughout the show floor. Floor clings drive traffic to your booth with booth number displayed. (4 available)

\$1,000

NEW - PASSPORT TO PRIZES

Drive booth traffic by participating in the passport program! Your company name and booth number will be featured on a "passport" used to enter a grand prize drawing. All booths on the passport must be visited for an entrant to be eligible for a prize valued at minimum \$200! (8 available)

\$250

If you have any questions or would like to reserve a sponsorship, please contact Charlotte King, Manager of Conferences & Events at (916) 779-4531 or cking@cpha.com.



EXHIBIT BOOTH REGISTRATION CONTRACT

Full Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Company Contact Name: _____

Phone: _____ Fax: _____

On-Site Contact Name (if different from Exhibitor Contact): _____

Cell Phone: _____ Fax: _____

Program Guide Description/Logo

Please provide your logo, a 50 word company or product description, and a link to your company website/specific URL to be listed online and the program guide. Please email to cking@cpha.com by February 2, 2015. CPhA reserves the right to edit entries as deemed necessary.

Exhibit Booth Staff (two complimentary name badges included)

The exhibit booth fee includes two complimentary badges for each booth. Please indicate names of company individuals staffing the booth; repeat the contact name listed above if that person is also working the booth. Badges for additional staff may be purchased at \$50 each.

Add booth personnel in the space provided below:

1 (Name, Title, and E-mail) -- complimentary

☐ Full Conference Registrant

2 (Name, Title, and E-mail) -- complimentary

☐ Full Conference Registrant

(Name, Title, and E-mail) -- add'l booth staff @ \$50.00

☐ Full Conference Registrant

(Name, Title, and E-mail) -- add'l booth staff @ \$50.00

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(Name, Title, and E-mail) -- add'l booth staff @ \$50.00

☐ Full Conference Registrant

☐ Check here if any of your staff has a disability and may require reasonable accommodation(s) to fully participate in expo activities. You will be contacted to discuss your specific needs.

Exhibit Booth Preference

Provide preferred booth numbers in the spaces below. Booths are assigned in order of receipt of contract and payment. View a real-time updated exhibit floor plan for booth availability online at cpha.com/exhibit.

1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

Please do not place me near the following competitors (all attempts will be made to honor your request):

Fees

Total Cost of booth (see fees below)

Corner booth \$2,750

_____ x \$2,750 = _____

Aisle Booth \$2,500

_____ x \$2,500 = _____

Additional name badges

Booth Staff \$50.00

_____ x \$50 = _____

Sponsorship Item(s): _____

= _____

TOTAL AMOUNT DUE: _____

The undersigned hereby requests exhibit space for the 2015 CPhA West Coast Pharmacy Exchange Exhibit Show to be held at the Disneyland Hotel in Anaheim, California from April 9-12. I understand that this application becomes a contract when signed and accepted by CPhA. I agree to abide by all terms and conditions of the exhibit. I understand that no refunds will be made for cancellations postmarked after January 9, 2015, and that all requests for cancellations and refunds must be in writing. I understand that all fees must be paid in order to reserve a booth space.

Name and Title (Please print)

Signature

Date

Payment Method

Payment Enclosed: Total Amount \$ _____ ☐ Visa ☐ Master Card ☐ AMEX ☐ Check # _____

Card Number: _____

Cardholder Name: _____

Exp. Date: _____ Security Code: _____

Card Billing Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Date: _____

Submit Completed Form(s) with Payment to CPhA (checks payable to California Pharmacists Association):

CPhA, c/o Exchange Expo, 4030 Lennane Drive, Sacramento, CA 95834 -or- Fax: (916) 779.1401

Refund Policy

Notice of cancellations must be made in writing (no exceptions) to CPhA. Cancellations received on or prior to January 9, 2015 will result in CPhA retaining 50% of the full rental cost of the booth space. **No refunds for cancellations will be granted after January 9, 2015.** CPhA shall not be liable for any interest on the amount refunded.

Payment Schedule

A 50% deposit is due at time of application. Payment in full is required after **January 9, 2015**. Spaces are selected on a first-come first serve basis and will not be reserved by phone. Display space is a 10x10 booth and 6' high back wall with 3' side rails extending out from the back wall or floor space equivalent to a 10x10. Please identify the booth numbers or floor space requested in 10x10 increments with a 1st, 2nd, 3rd and 4th choice.