



July 15–17, 2019

Washington, DC

SPONSORSHIP & MARKETING OPPORTUNITIES

Leverage the investment you put into exhibiting by taking steps to increase traffic to your booth. Over 1,600 health care professionals will be exposed to your message. Whether your goal is branding, lead generation, market visibility, or all three – sponsorships will help drive solid traffic to your booth.

With that in mind, prime sponsorship opportunities are available, designed to increase your exposure and help you exceed your goals for the conference. Below you will find more information on the different opportunities that will help you choose ones that will best meet your objectives. *(Partners of 340B Health receive discounts based on their partnership level. For a list of 340B Health's partners, please [click here](#).)*

Secure your sponsorship opportunity today!

Exclusive Opportunities

Set yourself apart by being the sole sponsor of one of the following opportunities! Companies that purchase one of these opportunities will receive recognition in the conference program book, mobile app, and pre/post conference attendee emails. Additionally, sponsoring companies will receive a designated ribbon at registration, so attendees will easily be able to differentiate you from the rest.

AISSLE SIGNS: \$4,500 SOLD

Company logo will be displayed on all aisle signs within the exhibit hall ensuring that attendees see your branding as they navigate through the aisles. Sponsorship includes one (1) sign placed at the front of each aisle. *(Purchase by 05/29; fee includes production, installation, and removal)*

NEW! AGENDA-AT-A-GLANCE FOLD OUT: \$3,500 SOLD

Full page ad will mark the front of the fold out agenda within the program book and will be included in every registration bag, plus extras will be available at the registration desk. *(Purchase by 05/29)*

BACK COVER OF PROGRAM BOOK: \$5,000 SOLD

Full page color advertisement in program book that will be included in registration bags. *(Purchase by 05/29)*

CONFERENCE AMBASSADORS: \$6,500

Scripted talent will help to guide 340B attendees to your booth in the exhibit hall, and acts as conference resources as they answer questions about the mobile app, conference wi-fi, and much more. *(Sponsorship includes iPads and sponsor branded shirts)*

CONFERENCE BAGS: \$3,500 SOLD

Company logo featured along with the 340B Coalition logo on the front of the bag. Handed to every attendee during registration. *(Purchase by 05/29; sponsor responsible for production and shipment)*

EVENING RECEPTION: \$7,500

Give attendees a night to remember by sponsoring the evening reception on Monday, July 15! Get your company logo front and center by including napkins and/or assorted party favors for the bars. Sponsor will receive a push notification prior to the reception as well as company logo featured in the program book and fold out agenda. *(Sponsor responsible for providing napkins and/or party favors)*

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HOTEL KEY CARDS: \$8,000 SOLD

Company logo featured on the front of the card with the 340B Coalition logo on the back. Provided to each attendee during hotel check-in. *(Purchase by 05/29)*

INSIDE-BACK COVER OF PROGRAM BOOK: \$5,000 SOLD

Full page color advertisement in program book that will be included in registration bags. *(Purchase by 05/29)*

INSIDE-FRONT COVER OF PROGRAM BOOK: \$5,000 SOLD

Full page color advertisement in program books that will be included in registration bags. *(Purchase by 05/29)*

LANYARDS: \$6,000 SOLD

Company logo, along with the 340B Coalition logo, featured on every lanyard handed to attendees during registration. *(Purchase by 05/29)*

LEVEL 1 PRIZE: WINTER '20 CONFERENCE REGISTRATION + AIRFARE: \$1,700 SOLD

One lucky attendee will win registration plus roundtrip airfare to attend the 340B Coalition Winter Conference in San Diego, CA. Sponsorship includes a push notification prior to the refreshment break on 07/17, plus the inside-front cover of the passport booklet.

NEW! LEVEL 2 PRIZE: 2-NIGHT STAY AT THE MARRIOTT WARDMAN HOTEL: \$1,000 SOLD

One lucky attendee will win a certificate to stay two (nights) at the Marriott Wardman Park Hotel. Sponsorship includes a push notification prior to the refreshment break on 07/17, plus the inside-front cover of the passport booklet.

MOBILE APP: \$3,500 SOLD

Generate interest before, during, and after the conference by placing your company logo on the splash page of the mobile app. Additionally, create a custom banner that will be featured at the top of every page on the app.

PRESIDENTIAL SUITES: \$3,200 SOLD

These spacious one-bedroom suites at the Marriott Wardman Park Hotel provide the perfect opportunity to entertain guests and hold meetings. Suites are available starting **July 13 for 5 nights**. For a view of the suites, please click [HERE](#).

WI-FI ACCESS: \$10,000 SOLD

Your support allows attendees to enjoy free wireless Internet throughout the meeting rooms and registration area *(does not include the exhibit hall)*. May include sponsor's preferred website and custom sign-in credentials* Company logo will be featured on signage at the registration desk, in the program book, and the mobile app. **Dependent on set-up requirements.*

MULTIPLE OPPORTUNITIES = INCREASED VISIBILITY

Companies that purchases one of these opportunities will receive a sponsorship ribbon at registration plus recognition in the conference program book, mobile app, and pre/post conference attendee emails. **The opportunities below are available to more than one exhibitor and/or sponsor.**

- **CONFERENCE BAG INSERT: \$750**
- **CONFERENCE DAILY BRIEFING BANNER AD: \$300**
 - Keep your company at the forefront with this opportunity! Daily briefings will be sent to all conference attendees every morning during conference. Sponsors' custom banner ads will be featured at the bottom of the briefings. *(2 opportunities available: Monday, Tuesday, or Wednesday)*

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- **NEW! ELEVATOR WRAPS: \$10,000**
 - Your advertisement will be the first thing attendees see after checking into the hotel. Six (6) opportunities are available and sponsors can choose to add wraps to the outside and inside of an elevator or choose to wrap just the outside. *(Purchase by 05/29; fee includes production, installation, and removal)*
- **NEW! ESCALATOR CLINGS: \$10,000**
 - Company branding will be front-and-center as attendees ride the escalators between meeting space floors throughout conference. Eight (8) opportunities available on up-and-down escalators between two floors. *(Purchase by 05/29; fee includes production, installation, and removal)*
- **NEW! EXHIBIT HALL COLUMN INSERTS: \$3,000**
 - Get noticed throughout the exhibit halls by placing company branding on inserts within columns located in Halls A, B South, and C. *(Purchase by 05/29; fee includes production, installation, and removal)*
- **FULL COLOR PROGRAM AD: \$1,200 SOLD**
- **KIOSK HALF BANNER AD - \$1,000 (2 opportunities available)**
 - Capture attendees' attention during onsite conference registration by placing your company's branding and messaging on each kiosk welcome screen.
- **METER BOARDS: \$1,500 SOLD**
 - Your custom branding and messaging will be featured on meter boards placed in high traffic conference areas.
- **MOBILE APP BANNER AD: \$500**
- **PUSH NOTIFICATIONS: \$350 EACH**

Encourage close to 1,600 mobile app users at the conference to visit your booth with your branded message. Choose to send your message during one of the following day/times:

 - 07/15 – 9:25 am or 2:40 pm
 - 07/16 – 7:10 am, 4:40 am, or 2:55 pm
 - 07/17 – 7:05 am
- **REGISTRATION VIDEO ADS: \$3,500 (2 opportunities available)**
 - Create a custom video ad to be played on a screen by the registration desk throughout conference. *(Sponsor responsible for producing and providing a 2-minute video file)*
- **NEW! RELAX & RECHARGE LOUNGES: \$5,500 (2 opportunities available)**
 - Support the popular charging stations placed in high traffic areas within the conference area and capture the attention of the attendees while they are tapping into your power source. *(Purchase by 05/29; fee includes branding and chairs)*
- **VIP DEMOS: \$600 SOLD**
 - Invite attendees to be the first to see your new product or service in a private meeting room located near the exhibit hall. For more information, please click [HERE](#).

PASSPORT SCAVENGER HUNT

The Passport scavenger hunt is a fun activity for attendees that increases foot traffic and ultimately generates business opportunities for participating sponsors. In order to get attendees engaged prior to conference, participating sponsors must provide a relatively easy question about their company and/or products/services to be showcased at their booth. Attendees will be required to find participating sponsors and answer their questions correctly in order to receive a “stamp” in their passport booklet. If attendees answer questions incorrectly, participating sponsors may provide hints until they provide the correct answer; this will encourage more face-time and longer conversations.

Participating sponsors will receive the following benefits with this opportunity:

- Question card at their booth
- Sponsor highlight on the exhibit hall mobile app floor plan

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- Recognition in the program book, mobile app, and pre/post conference attendee emails
- Sponsor ribbon at registration

Passport Levels: Companies must sponsor one of the levels below in order to participate in the scavenger hunt. *(Prizes will be purchased and distributed by the 340B Coalition)*

- Level 1: Please see description in Exclusive Opportunities
- Level 2: Please see description in Exclusive Opportunities
- Level 3: Bose QuietComfort 20 Acoustic Noise-Cancelling Earphones for Apple (\$850)*
- Level 4: Amazon Echo Show (\$550)*
- Level 5: Google Home (\$150)*
- Level 6: One Amazon Gift Card (\$100)*
- Level 7: One Starbucks Gift Card (\$50)*

**Unlimited opportunities available*

CHARITY FUN WALK

We once again saw record attendance and incredible support from our sponsors at the winter conference, which helped us raise close to \$15,000 for our partner, Father Joe's Villages! Help us surpass this amount by being a Premier or Supporter Level sponsor at our tenth annual charity fun walk.

All sponsors will be featured on the [charity fun walk page](#) and will receive recognition in the program book, opening and closing remarks, mobile app, and pre/post conference attendee emails.

PREMIER LEVEL SPONSOR: \$1,000 *(2 opportunities available)*

- Large company logo included at the top of the walk shirts
- Two (2) complimentary walk registrations

STANDARD LEVEL SPONSOR: \$500 *(Unlimited opportunities available)*

- Company logo included on the walk shirts
- One (1) complimentary walk registration

The Coalition will be donating all proceeds collected from sponsorship and registrations fees from the Fun Run/Walk to this year's charity partner Community of Hope!



Community of Hope creates key opportunities for our low-income neighbors in Washington, DC. We improve the health and quality of life of underserved communities through providing comprehensive healthcare in three community health centers, bringing hope to 13,000 patients each year. We also work to prevent and end family homelessness for about 1,100 families in our nation's capital each year. Patients and families are embraced by a community and filled with hope in our doors.

Through our community's support, we have been able to advance our mission and meet our goals and look forward to continue caring for families, improving lives, and leading change. Please consider making a donation to help our neighbors by clicking [HERE](#) and adding "340B Coalition" to the "in honor or memory of" box. All proceeds will help improve the health and quality of life for low-income and homeless families in DC.

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