



340B COALITION
VIRTUAL SUMMER CONFERENCE
JULY 20-29, 2020

340B VIRTUAL HUB – A PLACE TO SEE AND BE SEEN

We are excited to bring you the 340B Coalition Virtual Summer Conference: a far-reaching conference experience that delivers the same great content and connections! The 340B Virtual Hub is a premier opportunity to showcase your company's products and services to key thought leaders and decision-makers representing the 340B program at the nation's safety-net hospitals. The 340B Coalition national conferences play a vital role as the primary educational source and our virtual conference will still be the main space for stakeholders to not only hear the latest information on 340B program developments, but to also learn, network, and share best practices with their peers.

- **340B program leaders and influencers.**
Stand out from the competition and optimize your exposure by selecting the perfect combination of marketing and promotional activities that will enhance your presence and visibility.
- **Jam-packed, well-balanced agenda in a flexible, customizable format.**
Continue your growth as a 340B professional with new technology, practical learning, and a whole new experience with virtual exhibits.
- **Network with leading health care professionals.**
Create connections through live networking and pre-scheduled meetings to optimize communication and build relationships.

WHO ATTENDS?

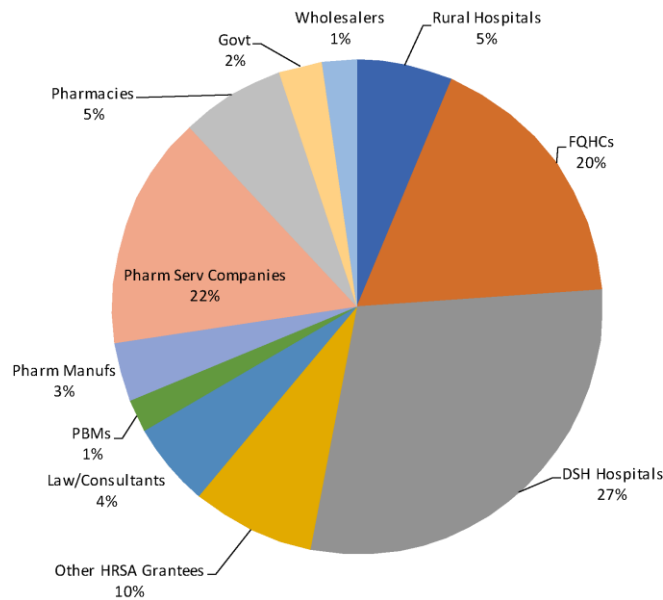
Pharmacists and other clinicians, hospital and health center executives, federal, state, and local government officials, GPO's, wholesalers, drug company decision makers and other leading health care professionals. Attendees most commonly work in nonprofit hospitals and health systems, of which nearly 40% are directors or assistant directors. All 340B entities attend (66%), from the largest hospitals/health systems and community health centers, to the smallest clinics.

TOP REASONS TO EXHIBIT

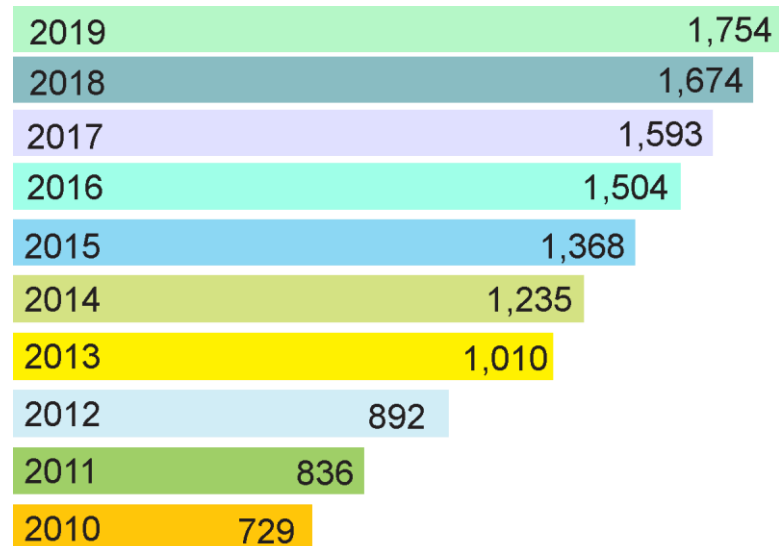
The 340B Virtual Hub is an exciting space to showcase your company's services and products to healthcare professionals who are part of the public conversation on how 340B serves patients, supports safety-net providers, and benefits the community! Make connections and join attendees for plenary sessions, small group discussion, and unique networking opportunities. Exhibitors at the 340B Virtual Hub will receive:

- Access to **340B decision makers** during networking breaks and virtual happy hours
- Ability to develop leads and grow your network by connecting with leading health care professionals from all 50 states plus Puerto Rico and the Virgin Islands
- Extended visibility to 340B stakeholders through the conference website, virtual platform, and communications
- Ample opportunity for introduction of products and services - **9 hours** of interactions dedicated to exhibitors
- Over 20 groups of attendees are represented from the 340B community
- Access to attendee list **in advance**
- Give your company an edge and improve the bottom line with multiple sponsorship opportunities
- Exhibiting at both 340B Coalition Conferences earns significant **priority points** towards future space selection.

Attendance by Stakeholder Categories:



Attendance Increase by Year:



BECOME AN EXHIBITOR

The 340B Virtual Hub is designed for any company or organization that wants to engage with pharmacists and other clinicians, hospital and health center executives, federal, state, and local government officials, GPOs, wholesalers, drug company decision makers and other leading health care professionals in attendance at this virtual conference.

Virtual Space Rates:

- Partners: \$975
- Regular: \$1,500

Upgrades: Improve your presence in the 340B Virtual Hub by purchasing one or both of the following:

- [Featured Placement](#): \$1,000
- Second Space: \$1,000 (provides a larger visual presence in the 340B Virtual Hub)

The 340B Coalition will issue an invoice for exhibit/sponsorship fees after completion of the online application. Payment must be remitted upon receipt of invoice but no later than ten (10) days prior to the start of the conference. Please review exhibitor [rules & regulations](#) for more information.

Virtual Space Benefits:

- ❖ Attendee matchmaking
- ❖ [Background banner](#)
- ❖ Five (5) GB of content uploads (PDFs, pictures, videos, etc.)
- ❖ Two (2) complimentary badges per booth plus unlimited additional badges for \$595/each*
- ❖ Company logo
- ❖ Company description
- ❖ Company services & specialties
- ❖ Preferred website
- ❖ Social media links (Twitter, Facebook, LinkedIn, etc.)

Conference Website

- Company logo featured on exhibit page
- ❖ [Email Acknowledgement](#)
 - Pre/post conference email to all conference attendees

*In addition to the 340B Virtual Hub, badges will provide access to educational sessions¹ and pre-conference workshops²

¹Some sessions may be restricted to covered entities only based on stakeholder category in the [agenda](#).

²Registration is required to ensure attendee profiles receive a unique code for the platform to grant access. View exhibitor [rules and regulations](#) for more information.

340B Virtual Hub Schedule

The times below will likely have the most interactions, so virtual spaces must be staffed accordingly. While the Hub will be closed during sessions, attendees will still be able to visit your spaces and see your materials. Times below are subject to change. Access to the Virtual Hub will remain open to attendees for 90-days post conference.

[Monday, July 20](#)

- 1:15 pm – 2:15 pm (break)
- 3:30 pm – 4:30 pm (break)

[Tuesday, July 21](#)

- 2:00 pm – 3:00 pm (break)
- 4:00 pm – 5:00 pm (virtual happy hour)

[Wednesday, July 22](#)

- 11:00 am – 12:00 pm (break)
- 2:00 pm – 3:00 pm (break)
- 4:00 pm – 5:00 pm (virtual happy hour)

[Tuesday, July 28](#)

- 11:00 am – 12:00 pm (break)
- 1:30 pm – 3:00 pm (break)
- 4:00 – 5:00 pm (virtual happy hour)

[Wednesday, July 29](#)

- 11:00 am – 12:00 pm (break)
- 2:00 pm (conference adjourns)

BEYOND THE BOOTH

Sponsorship – Set Yourself Apart and Help Drive Traffic to Your Virtual Space!

The key to success is to take steps to boost your investment, enhance your visibility, and stand out from the competition. Whether your goal is branding, lead generation, market visibility, or all three – you want to help drive solid traffic to your space. With that in mind, prime [sponsorship opportunities](#) are available, designed to increase your exposure and help you exceed your targets for the conference.

Virtual Scavenger Hunt – One of the challenges in the 340B Summer Games

This fun and challenging activity will encourage attendees to visit your booth and learn about your products and services for a chance to win prizes. This new format will be sure to get attendees excited about connecting with exhibitors! Details coming soon.

VIP Demos

Invite attendees to a branded breakout room for exclusive demonstrations during networking breaks. Please click [here](#) to learn more.

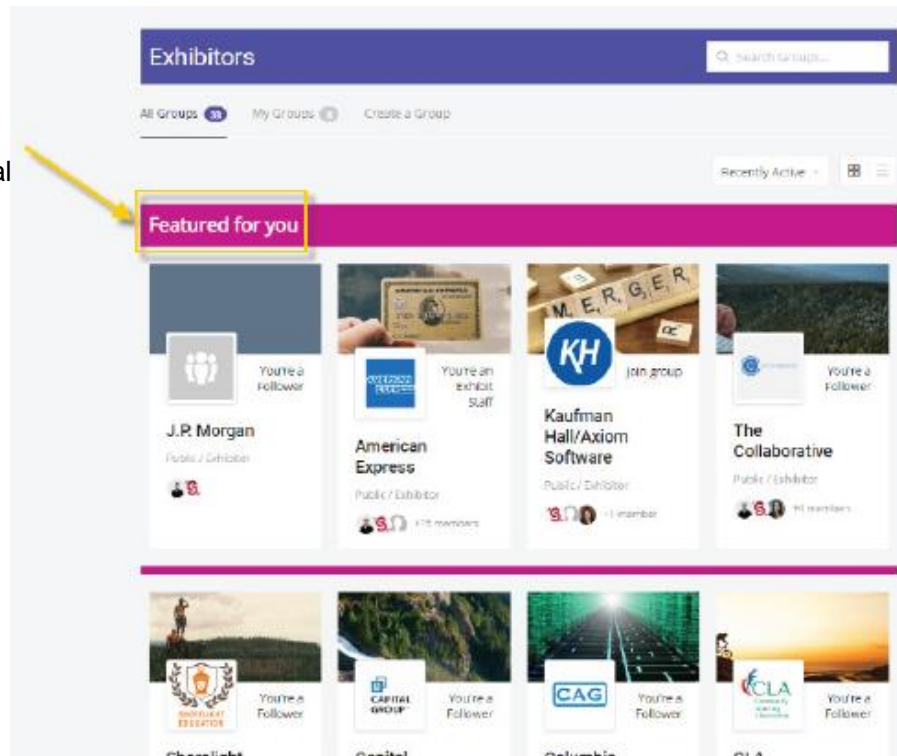
ABOUT THE ORGANIZERS

The [340B Coalition](#) is a coalition of 13 national associations that represent hospitals, community health centers, clinics, AIDS service providers, and other health facilities participating in the federal 340B drug discount program:

VIRTUAL HUB VISUALS

Premium placement in the 340B Virtual Hub matches to attendees' profile interests.



Background banner

BECOME AN EXHIBITOR! lee-anne.gabrielli@340bhealth.org or 202-552-5856 | www.340bsummerconference.org