



**340B  
2021**

**340B Coalition  
Summer Conference**



## **340B VIRTUAL: A powerful digital educational experience for attendees and exhibitors/sponsors**

We are excited to bring you the 340B Coalition Summer Conference: a far-reaching conference experience that will deliver the same great content and connections! The 340B Coalition national conferences play a vital role as the primary educational source. 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.

## **Why Exhibit and/or Sponsor at 340B VIRTUAL?**

### **Access**

Connect with more than **1,200 anticipated attendees!** The 340B Coalition Summer Conference will deliver a full agenda with the latest information on manufacturer updates, COVID-19, compliance, advocacy, and research. **Attracting more attendance due to virtual nature.**

### **Engagement**

340B VIRTUAL will provide many **LIVE opportunities to engage** with attendees – video chat, scheduled meet-and-greets, scavenger hunt, Q&A, polling, and analytics. Present your custom message to attendees through [Vendor Demos](#) and newly designed [Connection Corners!](#)

### **Analytics**

340B VIRTUAL is complete with comprehensive analytics for exhibitors and sponsors to collect those ever-important leads. Just as if you were onsite, you will receive the same detailed information on attendees that visit your booth or view your valuable content. As an exhibitor/sponsor, you will have access to a portal where you can pull the following analytics:

- [Live attendee impression tracking](#) - full name, title, company, mailing address, email, phone, stakeholder category, booth views, content views, info requests, likes.
- [Request information button](#) - attendees can submit a request or comment and exhibitors can personally follow up at any time regardless of whether they are present at their booth
- [Easy exportable excel reports](#) – provides attendee impression tracking and information requests

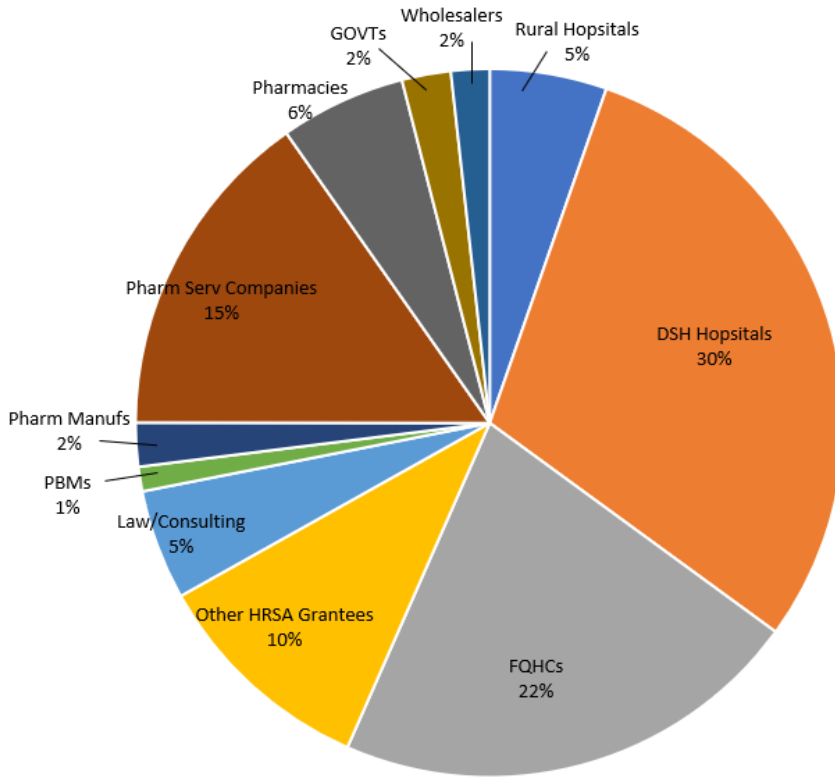
### **Content**

The 340B Coalition Summer Conference will provide live and on-demand opportunities to present educational content and product/service content directly to attendees. Most content will be available in the meeting platform for 60 days post-conference, allowing your sponsored content to reach a much broader market and giving attendees a valuable opportunity to earn those all-important additional CE credits.

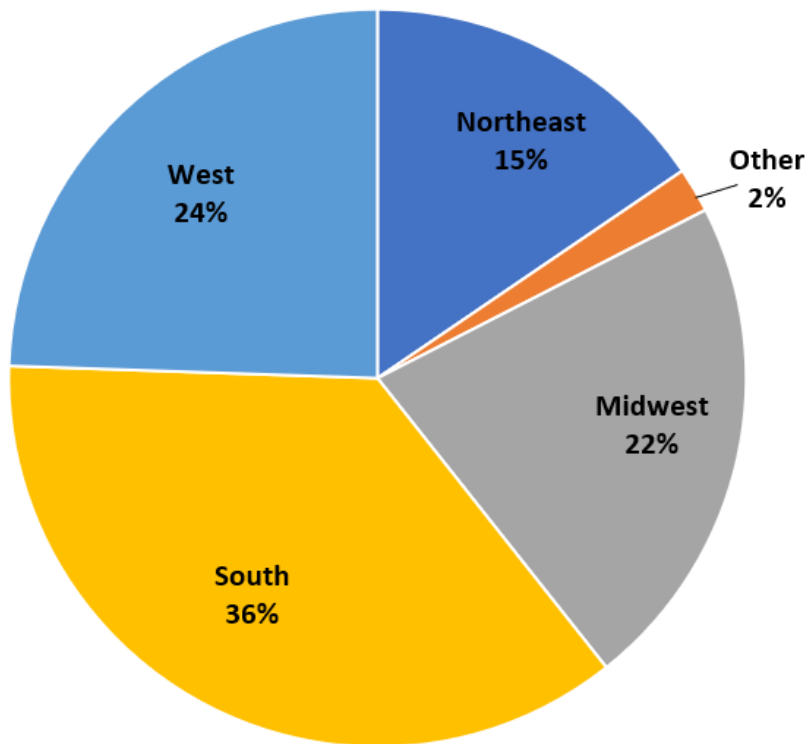
### **Who Attends?**

Pharmacists, 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 from the largest hospitals/health systems and community health centers to the smallest clinics.

## Attendee Demographics by Stakeholder Category:



## Attendee Demographics by Region:



## Exhibit at the 340B Coalition Summer Conference

The Expo-Connect Center is designed for companies or organizations that want to engage with pharmacists, clinicians, hospital and health center executives, federal, state, and local government officials, GPOs, wholesalers, drug company decision makers and other leading health care professionals that attend this virtual conference.

### Rates:

- ❖ Partners: \$1,625 (includes partner discount)
- ❖ Regular: \$2,500

### Benefits:

- ❖ Zoom room video chat (rooms will only be available during exhibit/networking times) - [Details](#)
- ❖ Header banner
- ❖ Two (2) complimentary badges plus unlimited additional badges at \$650 each
- ❖ Company logo and name visible in the hall and within the space (see sample below)
- ❖ Company description
- ❖ Company services & specialties
- ❖ Embedded videos
- ❖ Website and social media links
- ❖ Unlimited marketing file uploads (PDFs, brochures, flyers, etc.)
- ❖ Conference website
  - Company logo featured on exhibit page
- ❖ Email acknowledgement
  - Pre/post email to all conference attendees

In addition to the expo hall, badges will provide access to educational sessions<sup>1</sup> and pre-conference workshops<sup>2</sup>

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

<sup>2</sup>Registration is required to ensure attendee profiles receive a unique code for the platform to grant access. View exhibitor rules and regulations for more information.

### Schedule

- **Setup:**
  - Exhibitors will receive access to the platform to begin booth setup the week of July 5<sup>th</sup>.
  - Attendees will receive access to the platform the week of July 12<sup>th</sup>, so exhibitors are encouraged to have their booths mostly ready. All booths must be tested and operational by [8:00am ET on Tuesday, July 20](#).
- **Breakdown:** All booths must remain staffed and operational until [4:00pm ET on Wednesday, July 28](#). Attendees will maintain access to your booth for 60 days post conference.
  - All exhibits and sponsorships content (and most educational content) will be available in the meeting platform for 60 days post-conference, allowing your sponsored content to reach a much broader market and giving attendees a valuable opportunity to earn those all-important additional CE credits.
- **Networking:** The 340B Coalition Summer Conference will provide live and on-demand opportunities to present educational content and product/service content directly to attendees. While the official times are subject to change, they are prime networking times for attendees searching for information or an opportunity to speak with your team. The Expo-Connect Center will be closed during sessions, attendees will still be able to visit your spaces and see your materials. Staffing your booth during the entire conference is recommended.
- Exhibit space Zoom room access will not be available during sessions.
  - Attendee access to the expo hall will remain open for 60-days post conference.









Official Exhibit Hours:

<p><u>Tuesday, July 20</u> <u>(Pre-Con)</u> 1:15 pm – 2:15 pm 3:30 pm – 4:30 pm</p>	<p><u>Wednesday, July 21</u> 2:00 pm – 3:00 pm 4:00 pm – 5:00 pm</p>	<p><u>Thursday, July 22</u> 1:00 am – 2:00 pm 4:00 pm – 5:00 pm 6:00 pm – 7:00 pm</p>
<p><u>Tuesday, July 27</u> 1:00 pm – 2:00 pm 3:30 pm – 5:00 pm 6:00 pm – 7:00 pm</p>	<p><u>Wednesday, July 28</u> 1:00 pm – 2:00 pm</p>	

All times are Eastern Time

## Sample Expo Connect Display

Exhibitor

 <b>340B Insight</b> <small>EXHIBITOR</small>	 <b>340B Direct</b> <small>EXHIBITOR</small>	 <b>340Best</b> <small>SCHENGER HUNT SPONSOR EXHIBITOR</small>	 <b>accredo</b> <small>SPONSOR EXHIBITOR</small>
 <b>ACI 340B Management</b> <small>EXHIBITOR</small>	 <b>Alinea Group</b> <small>SCHENGER HUNT SPONSOR EXHIBITOR</small>	 <b>AllianceRx Walgreens Prime</b> <small>SPONSOR EXHIBITOR</small>	 <b>Altium Healthcare</b> <small>EXHIBITOR</small>
 <b>AmerisourceBergan</b> <small>SCHENGER HUNT SPONSOR EXHIBITOR</small>	 <b>Apovia</b> <small>SPONSOR EXHIBITOR</small>	 <b>Assent</b> <small>EXHIBITOR</small>	 <b>Avita Pharmacy</b> <small>SCHENGER HUNT SPONSOR EXHIBITOR</small>

## Sample Booth Display

← SEE ALL

MANAGE

**340B Health**

340B Health is a nonprofit association that represents hospitals and health systems in the program and offers valuable services and expertise. We help members navigate day-to-day 340B operations and better understand the program's complex compliance requirements. 340B Health provides one-on-one customized support, real-time updates, and extensive program stewardship resources. Additionally, we are the only organization specifically dedicated to keeping the 340B program strong. Through advocacy, 340B Health's government relations team ensures Congress and key federal agencies understand the program's vital importance to safety-net providers and their ability fulfill their mission of community care for all patients.

**340B Health Links:**  
Our Website  
Upcoming Events  
Learn about our Spring Virtual Hill Day  
Individual Member Program  
340B Informed (Blog)  
Faces of 340B  
Impact Profile  
340B Program Overview  
Key 340B Terms

Follow us on Twitter  
[@340BHealth](#)

Conversation Staff Files Polls

NEW CONVERSATION

Steven Miller 2 months ago

**Questions about 340B Operations and Compliance?**  
Greg Doggett and I are available to address your questions - click "Talk Now" to connect with us.

Reply Like

Shane Kelley 2 months ago

**Questions about 340B Operations and Compliance?**  
Amanda Smith and Amanda Nagrotsky are available to address your questions - click "Talk Now" to connect with us.



During exhibit/networking hours a button will appear inviting attendees to join your Zoom discussion room.

## Beyond the Expo-Connect Center Sponsorship – Set yourself apart and make more connections!

The key to success is to take steps to boost your investment, enhance your visibility, and stand out from the competition. With that in mind, exciting opportunities are available including:

- **340B Summer Games:** This fun and challenging activity will encourage attendees to visit participating sponsors for a chance to win prizes.
- **Vendor Demos:** Invite attendees to a branded breakout room for exclusive demonstrations during networking breaks. The title and speakers for these sessions will appear in the conference agenda and on the conference website leading up to conference.
- Sponsorship, educational opportunities, and much more can be found [HERE!](#)

## About the Organizers

Ellen Toups, Partnership and Exhibit Sales: [ellen.toups@340bhealth.org](mailto:ellen.toups@340bhealth.org) | 703.283.8471

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:

## Rules and Regulations

[Rules and regulations](#) governing exhibits and sponsorships may be found on the 340B Coalition Summer Conference website.