



**340B
2021**

**340B Coalition
Summer Conference**



EXHIBIT AND SPONSORSHIP SPECIFICATIONS

All materials submitted for the 340B Coalition Summer Conference must further the educational purpose of the conference by providing an atmosphere conducive to exchanging information and views in a professional manner about pharmacy practice, healthcare, and other matter relevant to attendees. *The 340B Coalition reserves the right to review all submissions and make changes/suggestions if the content does not encourage the use of the 340B program in a manner that advances the interests of covered entities' vulnerable patients. Materials that do not meet the requirements set forth by the 340B Coalition will be rejected for use and/or distribution during the 340B Coalition Summer Conference.* If you have any questions, please contact Ellen Toups, Partnership and Conference Sales ellen.toups@340bhealth.org or 703.283.8471.

Booth Materials:

Company Specialties/Services

- Please refer to [this list of specialties](#) when reviewing these in the exhibitor portal
- **New exhibitors:** Please submit these directly to [Ellen Toups](#)

Company Description

- Submit a short overview of your company and products/services offered (up to 1,000 words) directly to [Ellen Toups](#) by **6/25**.

Company Logo

- Size: Minimum 200px wide
- Resolution: 72 dpi or higher
- File format(s): JPG or PNG
- **Final due for upload: 6/25**

Conference Attendee Emails (Pre/Post)

- One-to-two short paragraphs (text only) promoting conference activities, company services and/or products
- Company website or desired landing page
- Company social media information
- Main sales contact information
- **Submission deadline(s):**
Draft for review: 6/14
Final: 6/30

Post Email: Once approved, exhibitors will be encouraged to create a link that will direct attendees to a custom post-conference email page housed on their website.

Header Banner

- Size: 1170px x 145px
- Resolution: 72 dpi or higher
- File format(s): JPG or PNG
- **Final due for upload: 6/25**

Sponsorship Materials

Banner Placement & Digital Agenda

- Size: 400px x 100px
- Resolution: 72 dpi or higher
- File format(s): JPG or PNG
- **Submission deadline(s):**
Draft for review: 6/14
Final: 6/30

Conference Daily Briefing Banner Ad

- Size: 600px x 100px
- Resolution: 72 dpi or higher
- File format(s): JPG or PNG
- **Submission deadline(s):**
Draft for review: 6/14

- **Final: 6/30**

Virtual Platform Logo

- Size: 600px x 100px
- Resolution: 72 dpi or higher
- File format(s): JPG or PNG
- **Submission deadline(s)**
Draft for review: 6/14
Final: 6/30

Homepage Logo

- Size: 200px x 200px
- Resolution: 72 dpi or higher
- File formats: JPG or PNG
- **Submission deadline(s)**
Draft for review: 6/14
Final: 6/30

Connection Corner

- Logo, title and/or theme, brief description, and speaker information (if applicable)
- Platform notification: 180-character limit, special characters allowed
- Platform email: One short paragraph (130 words), may include logo and links
- **Submission deadline(s)**
Draft for review: 6/14
Final: 6/30

Vendor Demo

- Logo, title, brief description, and speaker information (name, title)
- Platform notification: 180-character limit, special characters allowed
- Platform email: One short paragraph (130 words), may include company logo and links
- **Submission deadline(s)**
Draft for review: 6/14
Final: 6/30

Evening Reception

- Logo, theme, brief description, and host/speaker information (if applicable)
- Platform notification: 180-character limit, special characters allowed
- Platform email: One short paragraph (130 words), may include company logo and links
- **Submission deadline(s)**
Draft for review: 6/14
Final: 6/30