



**340B
2021**

**340B Coalition
Summer Conference**



SPONSORSHIP & MARKETING OPPORTUNITIES

Leverage your exhibit investment by taking steps to increase interactions at your virtual space. 340B decision makers and 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. The information below will help you select opportunities to best meet your company's objectives. *Companies that are current partners of 340B Health receive discounts based on their level of partnership. For a list of 340B Health's partners, please visit the [340B Health website](#).*

Secure your sponsorship opportunity today!

Exclusive Opportunities

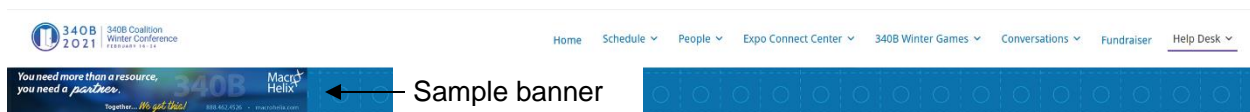
Set your company apart by being the sole sponsor of one of the following opportunities! Each of these exclusive opportunities includes recognition in the virtual platform and pre/post acknowledgement emails sent to all conference attendees.

CAREER DEVELOPMENT WORKSHOP SESSION SPONSORSHIP: \$2,500

Company logo will be placed on the agenda page of the conference site and on the virtual platform agenda. Sponsor can include uploaded materials in the virtual breakout room. This session is complimentary for all 340B Health Individual Members (IM) attending the conference. Non-IM members may also purchase separate registration for a nominal fee.

VIRTUAL PLATFORM SPONSOR: \$5,500

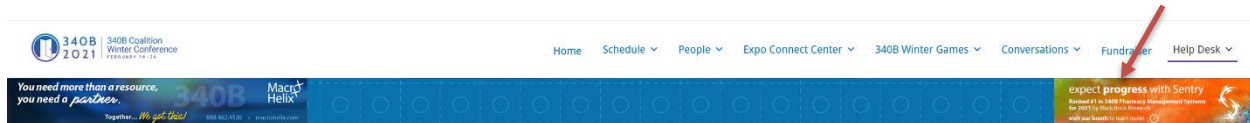
Branding will be front-and-center as attendees navigate through the platform. Sponsorship includes custom banner on the top of every page.



DIGITAL AGENDA SPONSOR: \$2,500

Create a custom logo to be featured at the top of the agenda page within the virtual platform. Logo will appear on attendee Agenda page and attendee My Agenda page.

Sample banner

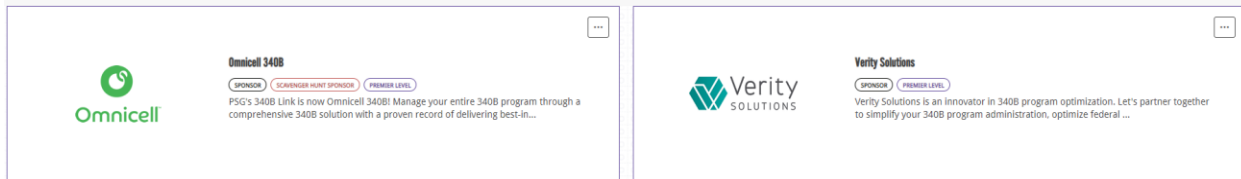


NEW! EXPO-CONNECT CENTER BOOTH PLACEMENT *(see sample layout below)*

Premier (\$8,500) receives large space with company logo and description **(Limit 2)**

Advantage (\$6,500) receives space with company logo and description **(Limit 9)**

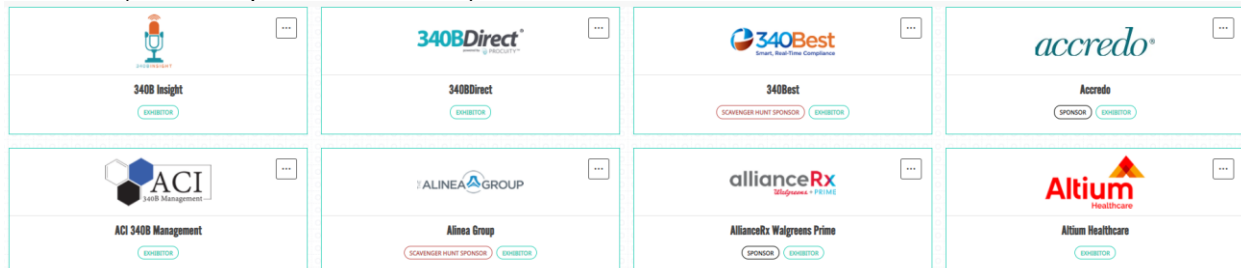
Premier:



Advantage:



Exhibitor (shown to provide reference):



LEVEL 1 PRIZE: MICROSOFT SURFACE LAPTOP GO (256GB): \$1,800

Sponsorship includes a platform email and notification during the break from 1:00 pm – 1:50 pm ET on 7/22.

LEVEL 2 PRIZE: NINTENDO SWITCH: \$1,000

Sponsorship includes a platform email and notification during the refreshment break from 1:00 pm – 1:50 pm ET on 7/28.

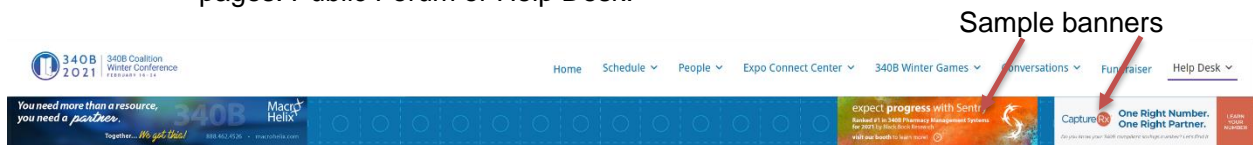
MULTIPLE OPPORTUNITIES = INCREASED VISIBILITY

Each of these opportunities includes recognition in the virtual platform and pre/post acknowledgement emails sent to all conference attendees. **The opportunities below are available to more than one exhibitor and/or sponsor.**

- **Program Partner Showcases: \$350 (provided complimentary to 340B Health Pinnacle Partners)**
 - This is an opportunity to provide a short video (up to 15 minutes) that can be used to further educate attendees on the 340B program and demonstrate your company's position as thought leaders in the industry. Videos must be educational in nature.

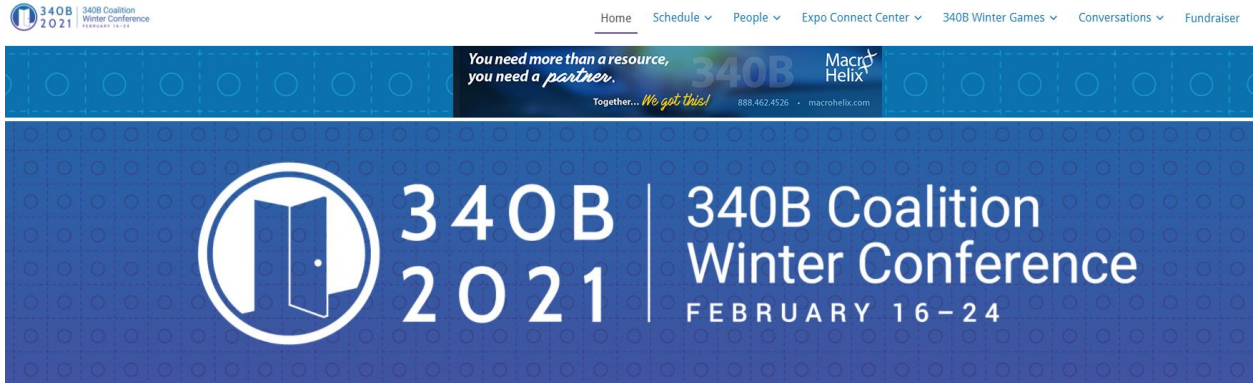
Recordings of Lessons from the Field are not eligible for use but you may consider recording an Updates from the Field webinar you presented with 340B Health earlier this year or in 2020. All videos will be reviewed to verify the content is appropriate for the conference and 340B Health, at its sole discretion, may deem a video inappropriate and either refuse to post or ask that it be edited.

- **ATTENDEE MEET-AND-GREET: \$1,000**
 - Participating attendees will identify their [areas of interest](#) that match with the data your company has provided. Three weeks prior to conference, a list of attendees that match your specialties will be shared. The virtual platform will open to exhibitors two weeks prior to conference (attendees one week prior) and you may begin scheduling meetings at that time. All attendee meetings must take place within the virtual event platform. Conference promotion will include details of exhibitor meet and greets and information about accepting platform invitations to personal agendas to receive day of confirmations. Exhibitors participating in this sponsorship will be required to schedule their own meetings within the virtual platform.
- **BANNER PLACEMENTS: \$600 each (max 2 sponsors)**
 - Custom branding will be featured on the top right of one of the following platform pages: Public Forum or Help Desk.



- **CONFERENCE DAILY BRIEFING EMAIL BANNER: \$350 each**
 - Keep your company at the forefront with a custom banner featured on the daily morning briefings sent to all conference attendees for the duration of the conference. Choose one of the following days: 7/20, 7/21, 7/22, 7/27, 7/28
- **NEW! CONNECTION CORNER: \$1,000**
 - Increase your exhibit booth visibility by listing special activities in your booth in the daily agenda listing during each networking break. Attendees can easily see what is happening in the virtual exhibit hall and, with a click, join your event. Click [HERE](#) for more information.
- **DIGITAL AD CAMPAIGN: \$3,000 each**
 - Create a branding campaign that attendees will see when they surf the Internet! Sponsorship includes 20,000 impressions over one (1) month. Campaign will begin based on sponsor's request.

- **HOMEPAGE LOGO: \$500 each**
 - Get additional visibility by adding your logo and preferred website to the scrolling banner featured on the platform's home page



- **VENDOR DEMOS: \$1,750 each**
 - Invite attendees to be the first to see your new product or service in a private, virtual breakout room. For more information, please click [HERE](#).
- **VIRTUAL EVENING RECEPTION: \$1,000 each**
 - Create a fun theme (wine tasting, dessert social, comedian, concert, arts & crafts, etc.) that will give attendees something to look forward to from 6:00 pm – 7:00 pm ET on 7/22 or 7/27. Sponsorship includes a virtual breakout room, platform email and notification prior to the event, and company logo placed on the conference website and platform agendas.

340B SUMMER GAMES

The virtual scavenger hunt is a way for attendees to have some fun while increasing the interactions in your virtual exhibit and at the conference in general. Participating sponsors will receive recognition in the virtual platform and the pre/post conference attendee emails.

Prize Levels: Companies must sponsor a prize level 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: AirPods Max (\$675)*
- Level 4: Echo Show 8 HD Smart Display with Alexa (\$150)*
- Level 5: One Amazon Gift Card (\$125)*
- Level 6: One Starbucks Gift Card (\$62)*

**Unlimited opportunities available*

CHARITY FUNDRAISER

This Summer we are pleased to partner with MobileMed, whose mission is to improve the health of low-income people who face the greatest barriers to care access.



Each year, MobileMed provides more than 15,000 medical encounters, helps nearly 5,000 patients and has more than 5,000 hours of care donated by clinical volunteers. Mobile Med provides all of its patients with a full array of primary care services including labs, vaccinations, integrated behavioral health and referrals to specialty care if needed. MobileMed provides high quality, culturally competent, comprehensive primary healthcare and specialty care to its patients at low or no

cost. If you would like to make a direct donation, you may do so during your conference registration or you can visit the [MobileMed website](#). Please add 340B2021 under “Donation Dedication.”

We would love to raise as much as we can to help MobileMed. Please consider sponsoring one of the following levels:

- **PREMIER LEVEL SPONSOR: \$500**
- **STANDARD LEVEL SPONSOR: \$250** *(Unlimited opportunities available)*

All sponsors will be featured on the [charity fundraiser page](#) and will receive recognition in the virtual platform, during opening and closing remarks, and the pre/post acknowledgement attendee emails.