







340B
2022

340B Coalition
Summer Conference
AUGUST 1-3, 2022

MARKETING SPECIFICATIONS AND EXHIBITOR CHECKLIST

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 [Rita Yang](#), Corporate Partner and Events Coordinator, or call (202) 536 2282.

Specifications and Deadlines			
Complete?	Item	Specs	Submission Deadline
<input type="checkbox"/>	Agenda-at-a-Glance	<ul style="list-style-type: none">• 300 dpi or higher• PNG, JPEG, or EPS• Color	June 17, 2022
<input type="checkbox"/>	Hotel Key Card	<ul style="list-style-type: none">• 2.125" x 3.375"• 30 mi thickness	June 20, 2022
<input type="checkbox"/>	Exhibitor Logo	<ul style="list-style-type: none">• 260 x 115 px• 300 dpi or higher resolution• PNG, JPEG, or EPS• Transparent background	June 24, 2022
<input type="checkbox"/>	Exhibitor Specialties/Services	<ul style="list-style-type: none">• Listed in the mobile app individually and by category	June 24, 2022
<input type="checkbox"/>	Exhibitor Description	<ul style="list-style-type: none">• 500-word description, can include special characters	June 24, 2022
<input type="checkbox"/>	Conference Bag Inserts <i>(e.g., pen, stylus, glass cleaning cloth, flash drive, half-page flyer)</i>	<ul style="list-style-type: none">• Order 1,500 copies	Proof due: June 24, 2022
<input type="checkbox"/>	Hand Sanitizer	<ul style="list-style-type: none">• Artwork for sanitizer bottles, please reach out to rita.yang@340bhealth.org for more details	June 27, 2022
<input type="checkbox"/>	Conference Registration Bags	<ul style="list-style-type: none">• Artwork for tote bags, please reach out to rita.yang@340bhealth.org for more details	June 27, 2022
<input type="checkbox"/>	Complimentary Registrations	<ul style="list-style-type: none">• Complete the complimentary registration form	July 1, 2022
<input type="checkbox"/>	VIP Demo	<ul style="list-style-type: none">• Topic, speaker, and 1-2 sentence description	July 8, 2022
<input type="checkbox"/>	Conference Mobile App	<ul style="list-style-type: none">• Phone: 480 x 50 px• Tablet: 800 x 66 px• PNG, JPEG, or GIF	July 15, 2022
<input type="checkbox"/>	Conference Daily Briefing Banner Ad	<ul style="list-style-type: none">• 600 x 100 px• PNG or JPEG• 72 dpi resolution	July 15, 2022

	Mobile App Banner Ad	<ul style="list-style-type: none"> • Phone: 480 x 50 px • Tablet: 600 x 66 ox • PNG, JPEG, or GIF 	July 15, 2022
	Push Notification	<ul style="list-style-type: none"> • Clickable title: 180-character limit, no special characters except apostrophes • Body: Short paragraph that can include hyperlinks 	July 15, 2022
	Function Space Requests	<ul style="list-style-type: none"> • Complete the function space request form 	July 22, 2022
	Conference Wi-Fi	<ul style="list-style-type: none"> • Password • Landing page URL 	July 22, 2022