



340B
2022

340B Coalition
Summer Conference
AUGUST 1-3, 2022

EXHIBITOR PROSPECTUS



Reach thousands of leading healthcare professionals!

The 340B Coalition invites you to exhibit at the 340B Coalition Summer Conference taking place August 1-3 at the Gaylord National Hotel & Convention Center in National Harbor, MD. The premier destination is only minutes from Washington, D.C. and just steps away from the restaurants and entertainment of National Harbor. Take advantage of the great marketing and networking opportunities at the nation's most well attended and respected venue for stakeholders to hear the latest on 340B program developments and implementation!

BECOME AN EXHIBITOR! robin.hayes@340bhealth.org or 202-552-5856 | www.340bsummerconference.org

ABOUT THE ORGANIZERS

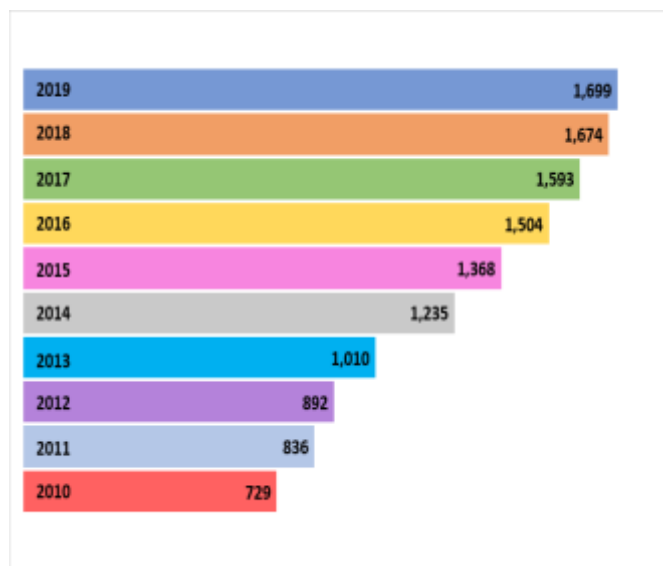
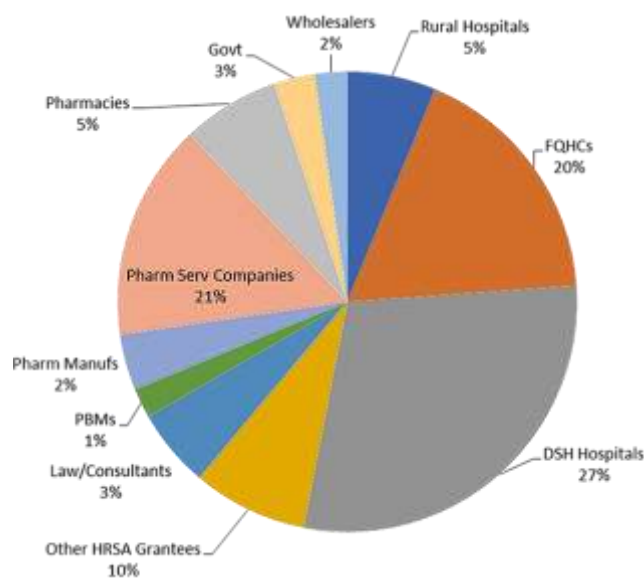
The [340B Coalition](#) is a coalition of 13 national associations that represent hospitals, community health centers, clinics, AIDS service providers, and other health facilities participating in the federal 340B drug discount program:

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. 66% of attendees are covered entities representing the largest hospitals/health systems and community health centers to the smallest clinics.

Attendance by Stakeholder Categories: In-person Attendance Increase by year:



*Years 2020 and 2021 were held virtually.

94% of attendees indicated they were able to spend enough time in the exhibit hall

97% of attendees indicated overall satisfaction with the conference

Reserve your exhibit space today! robin.hayes@340bhealth.org or 202-552-5856

WHY EXHIBIT?

The 340B Coalition Summer Conference is the only conference solely dedicated to professionals in the 340B program connecting you with decision makers. Promote 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 discussions, and the largest exhibitor forum for 340B networking!

- Reach pharmacists, other clinicians, hospitals, and health center executives
- Sponsorship opportunities to fit Your Needs
- Face-to-face networking with **340B decision makers** between sessions and during an evening receptions
- Ability to develop leads and grow your network
- Expanded visibility to 340B stakeholders through the conference website and communications
- Give yourself an edge and improve the bottom line with opportunities to fit your needs.

The 2022 340B Coalition Summer Conference will provide a safe, socially responsible way to do business and we will continue to follow current federal and state protocols.

TOP REASONS TO EXHIBIT

- Connect with **leading health care professionals from all 50 states plus the District of Columbia, Puerto Rico, the Virgin Islands, and Guam.**
- Ample opportunity for introduction of products and services - **over 11 hours** of interactions dedicated to exhibitors.
- Over 20 groups of attendees are represented from the 340B community with covered entity to exhibiting company **ratio of 3:1.**
- Reconnect and strengthen existing relationships and build new ones.
- Access to participant list **in advance** (starting the week of July 11, 2022). *Please note, Pinnacle, Diamond, and Platinum Corporate Partners of 340B Health will receive pre and post lists including contact information for those that approved sharing the list. All other exhibitors will receive the post conference list of attendees who have opted in.*
- Exhibiting at both 340B Coalition Conferences earns significant **priority points** towards future space selection.

EXHIBITS BOOTH RATES

	Partners	Regular
Early-bird*	\$7,150	\$11,000
Advanced	\$7,670	\$11,800
Small Nonprofit Rate	-\$3,675	

SPACE RATE
Inline Corner Fee - \$335
Island Fee - \$1,500

***Early bird booth registration ends Friday, June 10, 2022.**

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EXHIBIT FEES INCLUDE:

- ❖ **Badges:** Three (3) complimentary per 10x10 booth; unlimited additional badges for \$865/each
- ❖ **Booth Includes:** One (1) 6'x30" table, two (2) chairs, one (1) wastebasket, one (1) ID sign, backwall & siderail drape
- ❖ **Conference Mobile App:** Company logo, booth number, preferred landing page, Twitter handle, company services, description, and sales contact information included
- ❖ **Lead retrieval (Scan QR Code) included via the mobile app**
- ❖ **Agenda-at-a-glance foldout:** Company logo, booth number, preferred landing page, and Twitter handle included
- ❖ **Conference Website:** Company detail page, including company name, description, booth number, website, Twitter handle, company services and sales contact, accessed by clicking on logo featured on exhibit page
- ❖ **Email Acknowledgement:** Pre-and-post conference email acknowledgement to all conference attendees

EXHIBIT HALL SCHEDULE AND IMPORTANT DATES

Exhibit Hall Hours*

Monday, August 1

- 7:00 am – 8:15 am (Networking Breakfast)
- 9:30 am – 10:30 am (Networking Break)
- 11:45 am – 12:45pm (Networking lunch)
- 3:00 pm -4:00 pm (Networking Break)
- 5:15 pm – 6:00 pm (Evening reception)

Tuesday, August 2

- 7:30 am – 8:45 am (Networking Breakfast)
- 10:30 am – 11:30 am (Networking Break)
- 12:30pm – 1:45 pm (Lunch)
- 3:00 pm – 4:00 pm (Networking Break)

Wednesday, August 3

- 7:15 am – 8:30 am (Networking Breakfast)
- 9:30 am – 10:30 am (Networking Break)

Important Dates

Friday, June 10

- Early bird booth registration ends
- Final day to submit cancellation request for 50% refund
- Sponsorship payment due

Friday, July 22

- Final Booth payment due

Exhibit Installation/Move -in

Sunday, July 31 7:00 am – 10:00 pm

Exhibitor Dismantle/Move-out Date

Wednesday, August 3: 11:00 am – 4:00 pm

* *Subject to change*

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Think Outside the Booth!

Increase your exposure with a wide range of sponsorship opportunities offered to help you make an impact on attendees. 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 booth. With that in mind, prime sponsorship opportunities are available, designed to increase your exposure and help you exceed your targets for the conference. View a full list of 2022 summer sponsorship opportunities [here](#).

Passport Scavenger Hunt – Put Your Booth on the “Map”

This fun and challenging activity will encourage attendees to study the floor plan and participating exhibitors prior to the conference. This format will be sure to get attendees excited about navigating the exhibit hall and interacting with exhibitors! For more information, view the [sponsorship opportunities](#).

Vendor Demos

Invite attendees to a designated meeting room for demonstrations lasting up to 50 minutes during conference refreshment breaks. To learn more or sign up for a Vendor Demo, please click [here](#).



THANK YOU FOR YOUR SUPPORT AND COMMITMENT!

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