

# 340B COALITION Summer Conference'24



## MARKETING SPECIFICATIONS AND EXHIBITOR DEADLINE 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 Health 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 340B Health will be rejected for use and/or distribution during the 340B Coalition Summer Conference. If you have any questions, please contact [Rita Yang](mailto:rita.yang@340bhealth.org), Corporate Partner and Events Coordinator, or call (202) 536 2282.

**\*\*NOTE:** This is a comprehensive timeline and **may not include items that do not pertain to your organization's purchases**. Please make note of the items relevant to your exhibition and sponsorship requirements.

Missing deadlines **may negate your purchase and bar you from a refund or incur a late fee of up to 50% of the original price**. Please follow all listed deadlines.

<b>Hotel Key Cards</b>	<ul style="list-style-type: none"> <li>• 2.125" x 3.375"</li> <li>• 30 mi thickness</li> <li>• Email <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a> for the template</li> </ul>	<b>5/24/24</b>
<b>Hand Sanitizer</b>	<ul style="list-style-type: none"> <li>• Submit a high-res PNG logo to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a></li> </ul>	<b>5/24/24</b>
<b>Conference Registration Insulated Cooler Tote</b>	<ul style="list-style-type: none"> <li>• Submit a high-res PNG logo to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a></li> </ul>	<b>5/24/24</b>
<b>Conference Registration Badges &amp; Lanyards</b>	<ul style="list-style-type: none"> <li>• Reach out to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a> for the template</li> </ul>	<b>5/27/24</b>
<b>Logo, Company Description, and Specialties</b>	<ul style="list-style-type: none"> <li>• Check the conference website for your current logo, description, and specialties</li> </ul>	<b>5/31/24</b>

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	<ul style="list-style-type: none"><li>Email any changes to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a></li></ul>	
<b>Vendor Demo</b>	<ul style="list-style-type: none"><li>Submit topic, speaker, and 1-2 sentence description to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a></li></ul>	<b>5/31/24</b>
<b>Complimentary Registrations</b>	<ul style="list-style-type: none"><li>Complete the complimentary registration form and submit to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a></li></ul>	<b>6/3/24</b>
<b>Sub-Block Requests for Housing</b>	<ul style="list-style-type: none"><li>Complete the sub-block form</li></ul>	<b>6/7/24</b>
<b>Hotel Items</b> <i>(e.g., elevator wraps, escalators, stair risers, etc.)</i>	<ul style="list-style-type: none"><li>Reach out to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a> for specifics on dimensions for your particular sponsorship</li></ul>	<b>6/14/24</b>
<b>Final Day to Receive Payment</b>	<ul style="list-style-type: none"><li>Submit by check or ACH</li></ul>	<b>6/14/24</b>
<b>Housing Cancellation Deadline</b>	<ul style="list-style-type: none"><li>Submit any cancellations to the Gaylord</li></ul>	<b>6/17/24</b>
<b>Function Space Requests</b>	<ul style="list-style-type: none"><li>Fill out the request form and submit to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a></li></ul>	<b>6/17/24</b>
<b>Mobile App Banner Logo</b>	<ul style="list-style-type: none"><li>Phone: 480 x 50px</li><li>Tablet: 600 x 66px</li><li>PNG, JPEG, or GIF</li></ul>	<b>6/24/24</b>
<b>Conference Daily Briefing Email Banner</b>	<ul style="list-style-type: none"><li>600 x 100px</li><li>PNG or JPEG</li><li>72 dpi resolution</li></ul>	<b>6/24/24</b>
<b>Push Notification</b>	<ul style="list-style-type: none"><li>Clickable title: 180-character limit, no special characters except apostrophes</li></ul>	<b>6/24/24</b>

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	<ul style="list-style-type: none"><li>• Body: Short paragraph that can include hyperlinks</li></ul>	
<b>Conference Registration Bag Inserts</b>  <i>(e.g., pen, stylus, glass cleaning cloth, flash drive)</i>	<ul style="list-style-type: none"><li>• Order 1,000 copies to the Alliance warehouse</li><li>• Email tracking information to <a href="mailto:rita.yang@340bhealth.org">rita.yang@340bhealth.org</a></li></ul>	<b>Must be received by Alliance 6/28/24</b>