SPONSOR AND EXHIBITOR PROSPECTUS
MID-WINTER MEETING
JANUARY 27-29, 2017

THE DESMOND HOTEL AND CONFERENCE CENTER
660 ALBANY SHAKER ROAD
ALBANY, NY 12211

Follow PSSNY on Twitter #PSSNY2017
Like PSSNY on Facebook.com/PSSNY
Dear Exhibitors and Sponsors,

Welcome to The Pharmacists Society of the State of New York’s Mid-Winter Meeting! We are pleased to have you join us at The Desmond Hotel in Albany, NY, January 27-29, 2017, where you will have the opportunity to meet over 200 pharmacists, students, and related businesses that will gather to learn, network and collaborate. PSSNY members purchase over $3 billion in goods and services per year. This is your chance to connect with the decision makers in independent pharmacy.

To our returning exhibitors and sponsors we appreciate your past support and look forward to your continued support, our events would not be possible without you. To new exhibitors and sponsors we invite you to reach those at the forefront of industry trends in pharmacy. Our inviting exhibit floor includes hours of dedicated time to you! Some of the highlights include:

- Incorporation of all meals, receptions, and breaks into the exhibit hall;
- A 2-hour time block devoted to exhibits without competing CE time;
- Integration of student poster competition into the exhibit hall; and
- The opportunity to participate in a raffle game that encourages attendees to visit your table. PSSNY’s kicking in the grand prize with a value of $1,500.00 to get the excitement started!

We hope you can come to our meeting to network with today’s and tomorrow’s decision makers in pharmacy. On behalf of the PSSNY Board of Directors and Convention Committee, we look forward to your participation in our Mid-Winter Meeting!

Sincerely,

Kathy Febraio, CAE
Executive Director

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**Pharmacy Industry Numbers:**

<table>
<thead>
<tr>
<th>Average Independent Pharmacies</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescriptions / Year</td>
<td>61,568</td>
</tr>
<tr>
<td>Sales / Year</td>
<td>$3,621,854</td>
</tr>
<tr>
<td>Margin</td>
<td>23%</td>
</tr>
<tr>
<td>COGS / Year</td>
<td>$2,788,827</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Purchases Independent Pharmacies</th>
</tr>
</thead>
<tbody>
<tr>
<td>NY Independents</td>
</tr>
<tr>
<td>NY Indy Purchase $ / Year</td>
</tr>
<tr>
<td>Payroll $ / Year</td>
</tr>
<tr>
<td>Other Expenses / Year</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PSSNY Independent Pharmacies</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSSNY Owners</td>
</tr>
<tr>
<td>Stores / Owner</td>
</tr>
<tr>
<td>PSSNY Stores</td>
</tr>
<tr>
<td>PSSNY Purchases $ / Year</td>
</tr>
<tr>
<td>PSSNY Payroll / Year</td>
</tr>
<tr>
<td>PSSNY Other Expenses / Year</td>
</tr>
</tbody>
</table>

Source = 2015 NCPA Pharmacy Digest and PSSNY Membership Committee
**PSSNY’s Mission Statement:** The aim of this Society shall be to unite the pharmacists of the State for mutual assistance, encouragement, and improvement in order to maintain the standard of pharmacy practice at a high professional and ethical level.

**What is PSSNY?**

The Pharmacists Society of the State of New York (PSSNY) was established in 1879, a not-for-profit incorporated society representing the pharmacist profession, the largest pharmacy association in New York State. PSSNY’s policymaking body is our House of Delegates, representing pharmacists from all over New York State. PSSNY has several Academies representing the diverse practice settings of pharmacists, and we are nationally accredited by the American Council on Pharmaceutical Education (ACPE) to provide continuing education to pharmacists. PSSNY provides thousands of hours of continuing education each year via our regional affiliate organizations and two annual meetings.

PSSNY delivers "Your Weekly E-Script", each Friday morning, which provides regulatory, legal and event news from New York State.

PSSNY works very closely with state and federal agencies in communicating alerts and other important information. PSSNY is represented on many state agency councils, committees and task forces. More than 350 million times a year, patients access a New York State pharmacy making pharmacists the most accessible health care provider in your community. Pharmacists have consistently been placed in the top three among the countries most trusted professionals for twelve consecutive years.

*Demographics are based on 2016 conferences*

**Why Should You Exhibit?**

- Showcase new products.
- Build your brand awareness.
- Develop relationships with new customers, strengthen existing customer relationships.
- Support students and invest in the future.
- Show your support for PSSNY!

Exhibitors not only promote valuable services, but also gain credibility as supporters of PSSNY.

Exhibiting at PSSNY events is a cost effective way to reach pharmacists and students who are eager to buy or recommend your products and services.

Mark your calendars today for our future events:

- **PSSNY’S Annual Convention**
  - June 22-25, 2017
  - Westchester Hilton
  - Rye Brook, NY

*Attendee Demographics*

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<table>
<thead>
<tr>
<th>Attender Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Pharmacist</td>
<td>70%</td>
</tr>
<tr>
<td>Student</td>
<td>13%</td>
</tr>
<tr>
<td>Associate</td>
<td>8%</td>
</tr>
<tr>
<td>Retired</td>
<td>6%</td>
</tr>
<tr>
<td>Academia</td>
<td>3%</td>
</tr>
</tbody>
</table>
```

*Demographics of Pharmacist Attendees*

```
<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner</td>
<td>52%</td>
</tr>
<tr>
<td>Community</td>
<td>34%</td>
</tr>
<tr>
<td>Chain</td>
<td>9%</td>
</tr>
<tr>
<td>Hospital</td>
<td>3%</td>
</tr>
<tr>
<td>Industry</td>
<td>2%</td>
</tr>
</tbody>
</table>
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**Location and Schedule for Events**

**Mid-Winter Meeting**
January 27-29, 2017
The Desmond Hotel and Conference Center, Albany NY

**Exhibit Dates and Times**: Friday, January 27 5:30 pm-7:30 pm and Saturday January 28 8:00 am-1:00 pm
All table space, sponsorships, and advertising will be accepted on a first-come, first served basis.

**Hotel Reservations**: Made directly with The Desmond Hotel and Conference Center by calling 518-869-8100.
Reservations must be made by identifying yourself as a PSSNY exhibitor, so you are included under our block of rooms, with a per night rate of $125. All reservations must be made by Thursday, January 12, 2017.

**The Exhibit area will be organized for maximum visibility and traffic. Exhibit area is set in the midst of all of the activity; it is the location for breakfast, lunch, breaks and receptions.**

**Table Information**: Tables are 6 feet in length and will be provided with a 110 V electrical outlet. The hotel will provide skirting for the table and two chairs. Space is limited and exhibitors are responsible for keeping the aisle near the table free of congestion as a courtesy to other exhibitors and attendees. Exhibitors must conform to local fire department regulations. Exhibitors must not injure or deface the walls or tables. Table must have a representative available during exhibit hall times.

<table>
<thead>
<tr>
<th>STANDARD Table costs</th>
<th>Cost</th>
<th>Deadline:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard:</td>
<td>$950</td>
<td>January 6th, 2017</td>
</tr>
</tbody>
</table>

**Sponsor and Exhibitor Directory Fees: NEW Opportunity!**

Directory handed out to each attendee.

<table>
<thead>
<tr>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>Includes company name and logo, table number, contact information, phone and email address. Plus 50 words describing your materials/company.</td>
</tr>
<tr>
<td>$50</td>
<td>Includes company name, table number, contact information, phone and email addresses. Plus 25 words or less describing your materials/company.</td>
</tr>
</tbody>
</table>

**BACK BY POPULAR DEMAND!**
To help draw a steady flow of attendees to your exhibit during the conference, we will host a prize drawing at the end of the program. While there is no obligation to participate, exhibitors are encouraged to participate by donating a prize with a value of $50 or more. Vendors who donate a prize will be announced during the raffle with attending representatives and winners being pictured for future publications and social media postings! All exhibitors will be listed on the game card.

PSSNY will be donating a GRAND PRIZE to be given away in the exhibit hall. Prizes should be dropped off at the exhibitor registration table during set up.
Platinum Sponsorship $10,000

Recognized as a primary supporter of Pharmacists Society of the State of New York. Your company will receive:

- Exhibit table space, to include recognition as platinum sponsor on table signage, includes company logo. Spotlight placement in the Exhibit Hall, also includes One of the following (assigned first come basis):
  - Join PSSNY board members for dinner prior to Board meeting (limit 2 reps)
  - 5 minutes to present at the beginning or end of the House of Delegates meeting or
  - 5 minutes of microphone time during the exhibit hall reception to address attendees
- E-mail blast advertising (Name and logo listed as Special Event sponsors when emails are sent out). E-mail blast messages are sent out to our members approximately 24 times prior to the event.
- Meeting signage: Company name and logos to appear on event signage. Signs to be placed inside and outside of exhibit hall, and near registration.
- Full Page Ad in the *NYS Pharmacist Journal*, distributed to 2,000 as a printed publication and more than 6,000 electronically. Also posted on the PSSNY website for continuous visibility.
- Company logo to appear on the conference electronic registration form with a link to your website.
- Recognition on the event page of the PSSNY Website and special placement banner ad will appear one month before event.
- Full registration for 4 representatives: Representative names are required at time of contract signing. Additional representative registrations can be purchased for $100 per ticket; this rate does not include meals or receptions.
- Half page space (company name and logo with description) in the Exhibitor Directory.

Gold Sponsorship $7,500

- Exhibit table space.
  - 5 minutes of microphone time during exhibit hall reception to address attendees.
- E-mail blast advertising (Name and logo listed as Special Event sponsors when emails are sent out). E-mail blast messages are sent out to our members approximately 24 times prior to the event.
- Meeting signage: Company name and logos to appear on event signage. Signs to be placed inside and outside of exhibit hall, and near registration.
- Half Page Ad in the *NYS Pharmacist Journal*, distributed to 2,000 as a printed publication and more than 6,000 electronically. Also posted on the PSSNY website for continuous visibility.
- Recognition on event page of the PSSNY website.
- Full registration for 2 representatives: Representative names are required at time of contract signing. Additional representative registrations can be purchased for $100 per ticket; this rate does not include meals or receptions.
- Quarter page space (company name and logo with description) in the Exhibitor Directory.
Silver Sponsorship $5,000

- Exhibit table space.
- E-mail blast advertising (Name and logo listed as Special Event sponsors when emails are sent out). E-mail blast messages are sent out to our members approximately 24 times prior to the event.
- Meeting signage: Company name and logos to appear on event signage. Signs to be placed inside and outside of exhibit hall, and near registration.
- Quarter Page Ad in the NYS Pharmacist Journal, distributed to 2,000 as a printed publication and more than 6,000 electronically. Also posted on the PSSNY website for continuous visibility.
- Recognition on event page of the PSSNY website.
- Full registration for 1 representative: Representative names are required at time of contract signing. Additional representative registrations can be purchased for $100 per ticket; this rate does not include meals or receptions.
- Company name and logo in our Exhibitor Directory.

Mid-Winter Sponsorships

Includes special signage at the sponsored break/meeting (select from list below); email blast advertising (Name and logo listed as Special Event sponsors when emails are sent out). E-mail blast messages are sent out to our members approximately 24 times prior to the event. Exhibit table space.

Casino Reception and Game Table Sponsor: $1000 per table (one sponsor per table)! Your company name and logo will appear on signage posted at each table, reception sponsors will receive signage in the reception area.

- Cocktail Open Bar Sponsor (Friday or Saturday) $6,500 (2 sponsorships available)
- Reception Food Sponsor (Friday or Saturday) $5,000 (2 sponsorships available)
- Meal Sponsor (Friday or Saturday) $2,500 (3 sponsorships available)
- Coffee Break Sponsor (Friday/Saturday/Sunday) $1,500 (5 sponsorships available) 2 remain
- Roulette Sponsor (1 table) $1,000
- Craps Sponsor 1 (table) $1,000
- Black Jack Sponsor (2 tables) $1,000
- Texas Hold ‘em Sponsor (1 table) $1,000

Meeting Folder: 1 sponsor $1,000 – SOLD TO APRISS
- Company name and logo on our folder

Lanyard: 1 sponsor $1,000 – SOLD TO EPIC, INC.
- Company logo on our lanyards

SAVE THE DATE!

PSSNY’S 2017 Annual Convention!
June 23-25, 2017
Hilton Westchester
699 Westchester Avenue
Rye Brook, NY 10573
Partner with the Future!
Mid-Winter Meeting Student Sponsorships

Student Sponsorship: $4,000 (7 Available, 1 sponsorship per College) 5 remaining

Current sponsors: New York City Pharmacists Society and Westchester/Rockland Society of Pharmacists

- Sponsorship will send 10 students to the conference and cover full registration, hotel and meals.
- Your organization name will appear on a sponsored student’s name badge.
- One organization representative can address students for 15 minutes in a special session.
- Organization name and logo listed on the Student Sponsor banner.

Business Plan Competition Sponsor: $1,000 (1 Available) $500 (1 Available) $250 (1 Available)

Current sponsors: New York City Pharmacists Society and Italian-American Pharmacist Society

- Organization name and logo listed on the Student Sponsor banner.
- Signage with company name and logo outside competition space.

Student Poster Session: $1,000 (1 Available)

Current sponsors: Italian-American Pharmacist Society

- Organization name and logo listed on the Student Sponsor banner.
- Signage with company name and logo outside competition space.

PSSNY
2016 Mid-Winter Meeting
THANK YOU STUDENT SPONSORS!
PSSNY’s 2016 Mid-Winter Meeting

THANK YOU TO OUR SPONSORS!

Gold Sponsors:

AmerisourceBergen

KINRAY

MCKESSON

RDC

Silver Sponsors:

H. D. Smith

PCCA

Student Sponsors:

KINRAY

H. D. Smith

MCKEsson

Long Island Pharmacists Society

NYCPS

RDC

Additional Sponsors:

Albany College of Pharmacy and Health Sciences

Burlington Drug Company

EPIC Pharmacy, Inc.
2016 Annual Convention

Thank You to our Sponsors

Platinum Level:

Anda
Kinray
Cardinal Health
SMITH
RDC

Gold Level:

ABV
AmerisourceBergen
Hercules
Kinney Drugs
CEI
IAPD
ACP

Additional Sponsors:

Asembia
Burlington Drug
CARE Pharmacies Cooperative, Inc.
Cardinal Health
The Moore Family of Condo Pharmacy
EPIC, Inc
HDSmith

Kinney Drugs
Long Island Pharmacists Society (LIPS)
New York City Pharmacists Society
The Paganelli Family of Mt. Carmel Pharmacy
Orange County Pharmacists Society
Rochester Drug Cooperative
Pharmacists Society of the State of New York, Inc.

2017 Mid-Winter Conference Sponsor and Exhibitor Contract

Exhibitor Registration: Exhibitors do not pay a registration fee; however, they will have to make their own hotel reservations.

Installing & Dismantling: Exhibitors may set up beginning at 3:00 PM on Friday, January 27 and dismantle at 1:00 PM on Saturday, January 28, 2017.

Appropriate Use of Space: Tables are 6 feet in length and will be provided with Standard 110V electrical lines. The hotel will provide skirting for the table and two chairs. Space is extremely limited and exhibitors are responsible for keeping the aisle near their table free of congestion as a courtesy to other exhibitors and attendees. Exhibitors must conform to local fire department regulations. Exhibitors must not injure or deface the walls or floors of the building, the table, or equipment.

Liability & Insurance: The exhibitor, upon signing this contract, agrees to protect, save and hold PSSNY and the Desmond Hotel and Conference Center, NY forever harmless for any damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, and further, exhibitor shall at all times protect and indemnify, save and hold harmless the indemnities against and from any and all losses, costs (including attorney fees), damage, liability, or expense arising from, or out of or by reason of, any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents and employees which arises from said exhibitor's occupancy or use of the exhibit area.

Security: The exhibit area will not be locked up after hours. Exhibitors are encouraged to bring a cover for their display table for use while the exhibit is unattended, or to store securely any items that are valuable. PSSNY requests that an exhibitor stay at their table during aforementioned exhibitor times. Exhibitors are warned to safeguard valuable items at their display. PSSNY strongly recommends that exhibitors secure a rider policy during transportation to and from this event as well as during installation, actual event, and dismantling.

Cancellation and Refund Policy:

Exhibitor's canceling table space on or prior to November 1st will receive a 100% refund less a $50 administrative fee. Cancellations between November 1, 2016 and December 15th will receive a 50% refund less a $50 administrative fee. Cancellations after December 15th will not receive a refund.
# 2017 Exhibitor/Sponsor Order Form

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Investment</th>
<th>Total Ordered (Total at bottom)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Exhibitor Table</td>
<td>$950</td>
<td></td>
</tr>
<tr>
<td>Platinum Sponsorship</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>Gold Sponsorship</td>
<td>$7,500</td>
<td></td>
</tr>
<tr>
<td>Silver Sponsorship</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Student Sponsorships</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Student Business Plan Sponsor: 1st, 2nd and 3rd place prizes</td>
<td>$1,000/$500/$250</td>
<td></td>
</tr>
<tr>
<td>Student Poster Session Sponsor</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Cocktail Open Bar Sponsor</td>
<td>$6,500</td>
<td></td>
</tr>
<tr>
<td>Reception Food Sponsor</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Coffee Break Sponsor</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Meal Sponsor</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Black Jack Table Sponsor</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Texas Hold 'em Sponsor</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Roulette Table Sponsor</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Craps Table Sponsor</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Lanyard Sponsor</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Meeting Folder Sponsor</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Prize Donation (indicate prize if participating) Prizes must</td>
<td>$100/$50</td>
<td></td>
</tr>
<tr>
<td>(circle one)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor and Exhibitor Directory (circle one)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional representative registrations (per person)</td>
<td>$100</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL DUE**

Please return this form along with the signed contract and payment.
Exhibitor Directory Description (25/50 words depending on purchase): This form must be returned with the Contract. Please print.

_____________________________________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________

Name(s) as they should appear on name badges: Please print.

Exhibitor Name: #1.

Exhibitor Name: #2.

Exhibitor Name: #3

Exhibitor Name: #4
****Please note that exhibit room set up is subject to change****

Payment must accompany this contract in order for table assignment to take place. Assignments will not be made until contract and payment to PSSNY has been received.

Table Choice: 1_______ 2_______3_______ this is first come first served. Table space assigned by PSSNY.

TOTAL DUE: $________________________

Payment: Must be included with contract. Table space will not be assigned until payment is made.

Please make check payable to: PSSNY or complete the credit card section below:

(Circle one) VISA  MASTERCARD  DISCOVER  AMEX

Name as it appears on credit card:
____________________________________________________________________________________

Address as associated with credit card:
____________________________________________________________________________________

Card Number: __________________________  Exp. Date: __________________________

SSC #________

Authorized Signature______________________________________________________________
This can be processed several ways – your choice of:

Fax this form to PSSNY 518-464-0618

Mail to PSSNY: 210 Washington Ave., Ext., Albany, NY 12203

Scan and Email to: Clare.Hart@pssny.org

Tel: 518-869-6595

SPACE IS LIMITED, RESERVE YOUR TABLE ASAP! SEND THIS FORM TODAY.

The undersigned desires to participate in the PSSNY Meeting to be held January 27-29, 2017. Subject to the terms and conditions set forth in the enclosed “Sponsor and Exhibitor Prospectus” and Rules and Regulations, which together constitute the full agreement (“contract”) between Exhibitor and PSSNY as through repeated herein in full preceding the signature of the undersigned.

By signing this contract, I have read through, understand, and agree to the terms and guidelines stated in this contract. Failure to comply with this contract may result in restrictions placed on your exhibit or the removal of your exhibit table.

THIS CONTRACT IS NOT BINDING UNTIL AND UNLESS ACCEPTED AND SIGNED BOTH ON BEHALF OF THE EXHIBITOR AND ON BEHALF OF PSSNY. CHANGES MAY NOT BE MADE TO THIS CONTRACT UNLESS IN WRITING AND SIGNED BY BOTH PARTIES.

Print Name: __________________________________________

Signature________________________ Date: __________________________

Organization Name: __________________________________________

Mailing address: __________________________________________

City: __________________________ State ________ Zip________

Phone: (_____ ) ____ - _______ Fax: (_____ ) ____ - _______

Email: __________________________________________

For PSSNY: __________________________________________ Date: __________________________

Clare Hart, Director of Events
Stay in touch with PSSNY’s Upcoming News and Announcements!

www.PSSNY.org

Connect with PSSNY

@NY_Parmacists #PSSNY2017

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plus.google.com/u/0/+PssnyOrgPage/

linkedin.com/groups/6505383