

# EXHIBITOR PROSPECTUS

## THE COMPOUND CONFERENCE

*To make a finished preparation that builds your business and practice*

---

**August 20, 2017**  
Nationwide Hotel and  
Conference Center - Columbus, Ohio

---

The Compound Conference is the *only* conference annually partnering national and state pharmacy associations, bringing together the leaders in the pharmacy compounding profession.



[iacprx.org/TheCompoundConference](http://iacprx.org/TheCompoundConference)



**The Compound Conference** is the *only* conference annually partnering with a state pharmacy association, bringing you directly to the leaders in the pharmacy compounding profession. At The Compound Conference, exhibitors have an unprecedented opportunity to meet face-to-face with compounding pharmacists, technicians, and marketing representatives close to their home. Offering a variety of Continuing Education sessions focused on understanding the essentials in building a compounding practice, the 2017 Compound Conference is a joint meeting with the **Ohio Pharmacists Association (OPA)**, the **Ohio Society of Health-System Pharmacists (OSHP)** and the **International Academy of Compounding Pharmacists (IACP)**. Don't miss this unique conference bringing together three leading pharmacy associations, August 20, 2017 at the Nationwide Hotel and Conference Center in Columbus, Ohio.

Over the course of one day, attendees will experience unique continuing education programming for the compounding pharmacist, technician and marketing professional.

This is a wonderful opportunity for you to improve your business as an exhibitor. Networking here puts you directly in front of the key stakeholders in pharmacy compounding.



#### What is IACP? [www.iacprx.org](http://www.iacprx.org)

The International Academy of Compounding Pharmacists (IACP) is an association representing more than 4,000 pharmacists, technicians, students, and members of the compounding community who focus upon the specialty practice of pharmacy compounding. Compounding pharmacists work directly with prescribers including physicians, nurse practitioners and veterinarians to create customized medication solutions for patients and animals whose healthcare needs cannot be met by manufactured medications. More than 150,000 patients and prescribers also belong to our organization via the grassroots advocacy group, Partnership for Personalized Prescriptions (P3). Since 1991, IACP's mission of protecting, promoting and advancing personalized medication solutions is critical for patient healthcare.

#### What is OPA? [www.ohiopharmacists.org](http://www.ohiopharmacists.org)

The Ohio Pharmacists Association represents over 4,000 pharmacists, students, and educators working in every practice setting. OPA's mission is to unite the profession of pharmacy, and encourage interprofessional relations while promoting public health through education, discussion, and legislation. OPA's vision is to be the premier pharmacy organization supporting all practice settings, leading and advancing the profession, and promoting practice innovations that improve patient care and safety. Formed in 1879, OPA actively protects and advances the interests of its members by monitoring and initiating legislation, working with state and national agencies that affect pharmacy practice, and many more often unseen benefits. Members receive the most up-to-date information, opportunities for live and home-study Continuing Education programs provided by experts, networking opportunities and more, plus are able to actively participate in the advancement of the profession by serving on a variety of committees and special interest groups.



#### What is OSHP? [www.ohioshp.org](http://www.ohioshp.org)

The Ohio Society of Health-System Pharmacists (OSHP) is the organization in Ohio representing pharmacists, students, technicians, and associates with an interest in health-system pharmacy practice. Our goals are to enhance education, advocacy, professional guidance, recognition, and communications within our membership and to the public. The mission of OSHP is to optimize patient health by advocating for the advancement of pharmacy practice to promote comprehensive, quality care across the health-care continuum.



#### What makes this meeting unique?

The Compound Conference is a joint meeting by leading pharmacy organizations – allowing your company to meet with more key decision makers at one meeting. This joint meeting offers something for the veteran and the new compounding pharmacist: the opportunity to learn about pharmacy practice and management, compounding specialty issues, and clinical and regulatory topics critical for growing their services.

## Compound Conference attendees want to know about:

Advertising opportunities  
Analytical testing equipment  
Analytical testing services  
Anti-aging products  
Chemical suppliers  
Cleanroom equipment  
Compliance tools  
Compounding devices  
Computer systems and software  
Consulting services  
Cosmeceuticals  
Flavoring  
Laboratory apparel  
Laboratory equipment  
Laminar flow hoods  
Measuring devices  
Molds  
Nutraceuticals  
Packaging equipment  
Pharmacy design services  
Sterile compounding equipment  
Training programs  
...and much more

## Who will attend?

Attendees can be new to compounding, professionals interested in beginning a compounding practice, seasoned veterans, and key decision makers in compounding pharmacy. We anticipate hosting 100 attendees at the third annual Compound Conference in 2017.

## Exhibition Opportunities

The Exhibit Hall is held in conjunction with The Compound Conference. This exhibition provides vendors an opportunity to network with pharmacists from three different pharmacy associations at one combined meeting. The Exhibit Hall, located next to the education session rooms, is also the place for lunch and all refreshment breaks. Over the course of one day, vendors will have 2.75 hours dedicated solely to exhibition time. In addition, vendors are encouraged to participate in education sessions. We know you will agree that with 100 attendees and no more than 15 exhibitors, this is an intimate gathering perfect for face-to-face business opportunities.

## Why should you exhibit at The Compound Conference?

1. This is the best place to demonstrate what your company can offer the independent or hospital pharmacist.
2. You will meet face-to-face with pharmacy decision makers in a direct sales environment.
3. You will have access to important educational sessions that will shed light on opportunities in the profession.
4. Exhibitors will receive complimentary listings in all conference program materials; onsite signage; OPA, OSHP and IACP websites; OPA's bi-weekly newsletter, *Ohio Pharmacy Newslines*; IACP's bi-weekly newsletter, *Capital Connections*; OSHP newsletter; and social media sites. Don't be left out!
5. Additional recognition with sponsored education sessions are available.
6. Leading up to the conference, exhibitors receive the opportunity to include their own promotional video on the IACP YouTube page.
7. Lunch, and refreshment breaks will take place in the Exhibit Hall, thus enhancing your opportunity to meet the attendees.

## Where did the conference attendees come from in 2016?

Pharmacists, technicians, and marketers came from 11 states for the one-day Compound Conference in Columbus, Ohio. (See pg. 10 to discover if your clients come from one of these states.)



## Exhibit Dates and Times - *Entice, engage, extend!*

### Exhibit Set-up

Sunday, August 20 . . . . . 8:00 – 9:30 a.m.

### Exhibit Hours

Sunday, August 20 . . . . . 10:00 – 10:45 a.m.

. . . . . 11:45 a.m. – 1:15 p.m.

. . . . . 2:45 – 3:15 p.m.

### Exhibit Breakdown

Sunday, August 20 . . . . . 3:30 – 4:30 p.m.

(Actual times are subject to change; total face-to-face time with registrants will not change.)

**For more information, please contact Ashlyn Grant at IACP 281.933.8400.**



### Exhibitor Pricing

**Exhibitor:** \$2,000 (\$1,750 for IACP Corporate Partners, OSHP members and OPA Associate Members)

**Booth:** One 5' x 2 ½' draped table

Two (2) Exhibitor Badges with Continuing Education credit and access to all education sessions are included.

In addition, all exhibitors will receive:

- Recognition in conference materials and on-site signage
- Acknowledgment on OPA, OSHP and IACP websites
- Acknowledgment in OPA's bi-weekly newsletter, *Ohio Pharmacy Newsliner*; IACP's bi-weekly newsletter, *Capitol Connections*; the OSHP newsletter; and social media

### Application Process

Please read the application, rules, and regulations on pgs. 8 and 9 carefully. Complete the application with the signature of your company's authorized representative. Return the Exhibitor Commitment Form and booth selection form on page 5 to [ashlyn@iacprx.org](mailto:ashlyn@iacprx.org)

You will receive a confirmation email when your form has been received. Full payment with a copy of the completed form should be sent to:

2017 Compound Conference  
Attn: Ashlyn Grant  
4638 Riverstone Blvd  
Missouri City, TX 77459

Confirmation e-mails and hotel equipment order forms will be sent to exhibitors once the completed commitment form and booth selection form have been received. Additional information about the educational programs and special events will be forthcoming.

### Shipping

Nationwide Hotel and Conference Center's receiving entrance is open from 8 am - 5 pm Monday - Friday. Due to limited storage space, Nationwide Hotel and Conference Center (NHCC) is able to accept items on **Thursday, August 17, or Friday, August 18, 2017** for this event. Shipped items can be delivered directly to your exhibit on August 20, 2017 from NHCC storage if labeled with the information cited below. However, pallet deliveries will be \$25 each. Special arrangements must be made for receiving any large piece of equipment; or goods, displays or other materials on pallets; which will be sent, delivered or brought onto the property. Failure to do so may result in deliveries being refused or materials being unavailable when required.

Exhibits/Materials being sent to the property must have the following:

#### 1. Address package as follows:

HOLD FOR ARRIVAL  
ATTN: Guest's Name & Organization  
ARRIVAL DATE: \_\_/\_\_/\_\_\_\_  
Receiving Dept./Package Room  
Nationwide Hotel and Conference Center  
100 Green Meadows Drive South  
Lewis Center, Ohio 43035

#### 2. Complete return address

**3. Mark each box separately:**  
Michael Hamilton  
Compound Conference exhibit #  
Number of Boxes ( Ex. box 1 of 1, Box 1 of 2, etc.)

NHCC does not accept any liability for equipment, goods, displays, or other materials, which arrive at the premises. The vendor is responsible for insuring its property for loss or damage. Medical equipment will not be moved by NHCC staff.

All boxes or pallets should be scheduled to be shipped out on Sunday, August 20, 2017 or a storage fee may be charged to the exhibitor. Exhibitors must provide shipping labels for items and are responsible for all shipping charges. Fed Ex is the primary shipper at NHCC. All out going shipping must be called in by the exhibitor. Shipping charges will not be accepted by NHCC.

Potential handling fees: \$75.00/day per pallet before, during and after event. Boxes and small exhibitor cases are at no charge but must be picked up no later than August 21, 2017. Charges will be applied to your room or an invoice will be sent to your business.

## Exhibitor/Affiliate Events

Exhibitor/Affiliate groups desiring space for meetings and social events must submit a request no later than June 1, 2017 via email to [ashlyn@iacprx.org](mailto:ashlyn@iacprx.org). No entertaining, social functions, focus groups, or industry-sponsored symposia may be scheduled in conflict with the official Compound Conference programming.

## TARGETED MARKETING OPPORTUNITIES TO PROMOTE YOUR BUSINESS

### Sponsorship Investment Opportunities

Sponsorships provide an excellent opportunity to spread the message that your company supports pharmacy! By agreeing to sponsor the Compound Conference, you will increase your visibility and promote your company among conference participants.



### Conference Hotel

The Nationwide Hotel and Conference Center is the Compound Conference headquarters, offering a discounted hotel rate to attendees until Midnight on July 29, 2017. Please use the following website when making your reservation. Reservation requests made after July 29, 2017 are subject to availability and may not be available at the special conference rates.



**Nationwide Hotel and Conference Center**  
**100 Green Meadows Drive South**  
**Lewis Center, Ohio 43035**

<https://tinyurl.com/2017CompoundConfHotel>

### Benefits of Sponsorship

Your company name and logo will be listed on the item you choose. Your company name will be listed on signage prominently located in the registration, exhibit and breakfast/lunch areas.

- Your company will receive recognition in all conference program materials including the meeting program.
- Your company will be acknowledged in OPA's bi-weekly newsletter, *Ohio Pharmacy Newsline*; IACP's bi-weekly newsletter, *Capitol Connections*; OSHP newsletter; and social media.

## ADDED EXPOSURE OPPORTUNITIES

### Education Sessions—\$1,500 per session

Help support Continuing Education by sponsoring one of the many sessions available. By supporting a Continuing Education session, your company will have exposure among more than 100 pharmacists and technicians at the meeting. Sponsorship will be reflected in all meeting materials, website listings; onsite signage; OPA's bi-weekly newsletter, *Ohio Pharmacy Newsline*; IACP's bi-weekly newsletter, *Capitol Connections*; OSHP newsletter; and social media.

## SPONSORSHIP OPTIONS AND PRICING

### LOGO ITEMS

#### Meeting Tote Bags – \$5,000

Tote bags will have your company's logo and/or marketing message on one side and the meeting's artwork on the other side. Sponsorship includes one insertion with promotional messaging in each bag. Promotional materials must be printed and delivered to the OPA office in Columbus Ohio (at the sponsor's expense) no later than June 1, 2017. Sponsorship will be reflected in all meeting materials; website listings; onsite signage; OPA's bi-weekly newsletter, *Ohio Pharmacy Newslines*; IACP's bi-weekly newsletter, *Capitol Connections*; OSHP newsletter and social media.

#### Meeting Programs – \$3,000

The Compound Conference provides each attendee with a program containing the meeting agenda and exhibitor and sponsor listings. Your company will receive a full-page color ad with premium placement inside the program. Sponsorship will be reflected in all meeting materials; website listings; onsite signage; OPA's bi-weekly newsletter, *Ohio Pharmacy Newslines*; IACP's bi-weekly newsletter, *Capitol Connections*; OSHP newsletter and social media.



### CONFERENCE SPONSORSHIP OPPORTUNITIES

Sponsorships will be reflected in all meeting materials; website listings; onsite signage; OPA's bi-weekly newsletter, *Ohio Pharmacy Newslines*; IACP's bi-weekly newsletter, *Capitol Connections*; OSHP newsletter; and social media.



#### Refreshment Break with Exhibitor Experience – \$750

During mid-morning and mid-afternoon, we will offer attendees a refreshment break, which is a chance to show your support. All attendees are invited to refill their coffee and visit exhibitors providing the latest products and services to advance the pharmacy profession. These breaks with Exhibitor Experience will include the opportunity to address the attendees in the exhibit hall. Sponsorship will be reflected in all meeting materials; website listings; onsite signage; OPA's bi-weekly newsletter, *Ohio Pharmacy Newslines*; IACP's bi-weekly newsletter, *Capitol Connections*; OSHP newsletter; and social media.

#### Lunch with Exhibitor Experience – \$2,000

The day's lunch also offers an opportunity for sponsorship. All attendees are invited to gather in the exhibit hall to enjoy lunch and visit with vendors once again. This 1 1/2 hour lunch with Exhibitor Experience will include the opportunity to address the attendees in the exhibit hall. Sponsorship will be reflected in all meeting materials; website listings; onsite signage; OPA's bi-weekly newsletter, *Ohio Pharmacy Newslines*; IACP's bi-weekly newsletter, *Capitol Connections*; OSHP newsletter; and social media.

Food and beverage costs are more than 70 percent of the meeting expense. Your support keeps the attendee cost down, therefore allowing more potential clients to attend.

#### Attendee Email List Sponsorship

- \$200 pre-conference list only
- \$250 pre & post-conference list

Promote your participation at the conference and share your products and services in a direct email to attendees. Sponsors may send a one-time pre-show and/or one-time post-show email to attendees who, during registration, opted-in to receiving a promotional email from conference vendors. Sponsors will receive these attendees' name, email, and company name. This is offered exclusively to the 2017 Compound Conference Exhibitors.

For additional sponsorship opportunities, please contact Ashlyn Grant at [ashlyn@iacprx.org](mailto:ashlyn@iacprx.org).

Thank you to these companies for exhibiting at previous Compound Conferences

Analytical Research Laboratories; ASI; Biomerieux; Associates of Cape Cod, Inc.; Cleanroom Design LLC; Dose Logix/Topi-CLICK; Fisher Broyles LLP; IACP; Letco Medical; MEDISCA; OPF; NuAire, Inc.; PCCA; P&C Pharma; Pharmacists Mutual Companies; Rx30 Pharmacy System; Spectrum Pharmacy Products; Storey Marketing; Superior Laboratory Services; Topi-Pump

**INVITE YOUR CUSTOMERS TO ATTEND**  
the third annual  
**COMPOUND CONFERENCE**  
August 20, 2017 • Columbus, Ohio

---

The Compound Conference pharmacist and technician attendees came from 11 states in 2016:  
CA, FL, GA, IN, IA, KY, MD, MI, OH, SD and TX

---

Let your clients know about this conference near their pharmacy by using the SAVE THE DATE slips below. Invite them to meet you in Columbus, Ohio to learn about compounding and to interact with long-time compounders, as well as those new to pharmacy compounding. Let them know you plan to exhibit and support the Conference. By inviting your customers to attend, you can guarantee the success of this conference and a successful Trade Show experience for you.

**SAVE THE DATE**

The only conference bringing together leaders of the pharmacy compounding profession for continuing pharmacy education and an exhibit hall.

**Sunday, August 20, 2017**  
**Nationwide Hotel and Conference Center**  
**Columbus, Ohio**

**THE  
COMPOUND  
CONFERENCE**  
*To make a finished preparation that builds your business and practice*

Offered through a partnership of  
OPA, OSHP and IACP

**SAVE THE DATE**

The only conference bringing together leaders of the pharmacy compounding profession for continuing pharmacy education and an exhibit hall.

**Sunday, August 20, 2017**  
**Nationwide Hotel and Conference Center**  
**Columbus, Ohio**

**THE  
COMPOUND  
CONFERENCE**  
*To make a finished preparation that builds your business and practice*

Offered through a partnership of  
OPA, OSHP and IACP