

Texas Society of Health-System Pharmacists

2012 Annual Seminar
April 13 - 14 | Hyatt Regency Hotel | Dallas

Sponsor & Exhibitor Prospectus



Reaching the decision makers just got easier with the 2012 TSHP Annual Seminar & Exhibit, April 13-14 at the Hyatt Regency Hotel in Dallas, TX. Take advantage of the five opportunities below to put your marketing dollars to the best possible use.

Exhibits (April 13 & 14)

More than 100 (10' x 10' draped) exhibit spaces are available in the Marsalis Exhibit Hall. To assure inclusion in the program and hall, pre-program publicity and your preference on booth location, paid contracts must be received by February 15, 2012. Booths are assigned based on a first-paid basis.

Reverse Expo (April 14)

Key Texas hospital and health-system pharmacy decision makers will man the booths for YOU to visit on Saturday morning, April 14, from 8:45 to 11:15 a.m. You will have face-to-face time with the individuals involved with purchasing decisions, making your investment more cost effective and productive. This is an event worth the investment of your regional or national sales leaders' time. **Only available to confirmed exhibitors.**

NEW Exhibitor's Theatre (April 13 & 14)

Reserved time in the theater in the middle of the exhibit hall for non-educational product promotion presentations. Available in 20 minute segments on a first-come basis, the **no-cost** theatre will allow you to gather an audience for an in-depth presentation of your product or service.

Sponsorships (April 13 - 15)

Social events, food functions, meeting support items and more are available. See the 2012 Sponsorship & Advertising Contract (page 6) for details.

Advertising

The 2012 Official Program is the best way to keep your brand in front of attendees through the entire conference. The program will carry one-quarter to full page ads, black and white and up to 4-color. Program copy is due by March 1, 2012. See the 2012 Sponsorship & Advertising Contract (page 6) for details.

Hotel Information

Hyatt Regency Hotel Dallas

300 Reunion Blvd
Dallas, TX 75207

Reservations: (214) 651-1234

Mention TSHP and the 2012 Annual Seminar to receive discounted rates.

Room Rates:

Single/Double - \$129

Triple - \$149

Quad - \$169

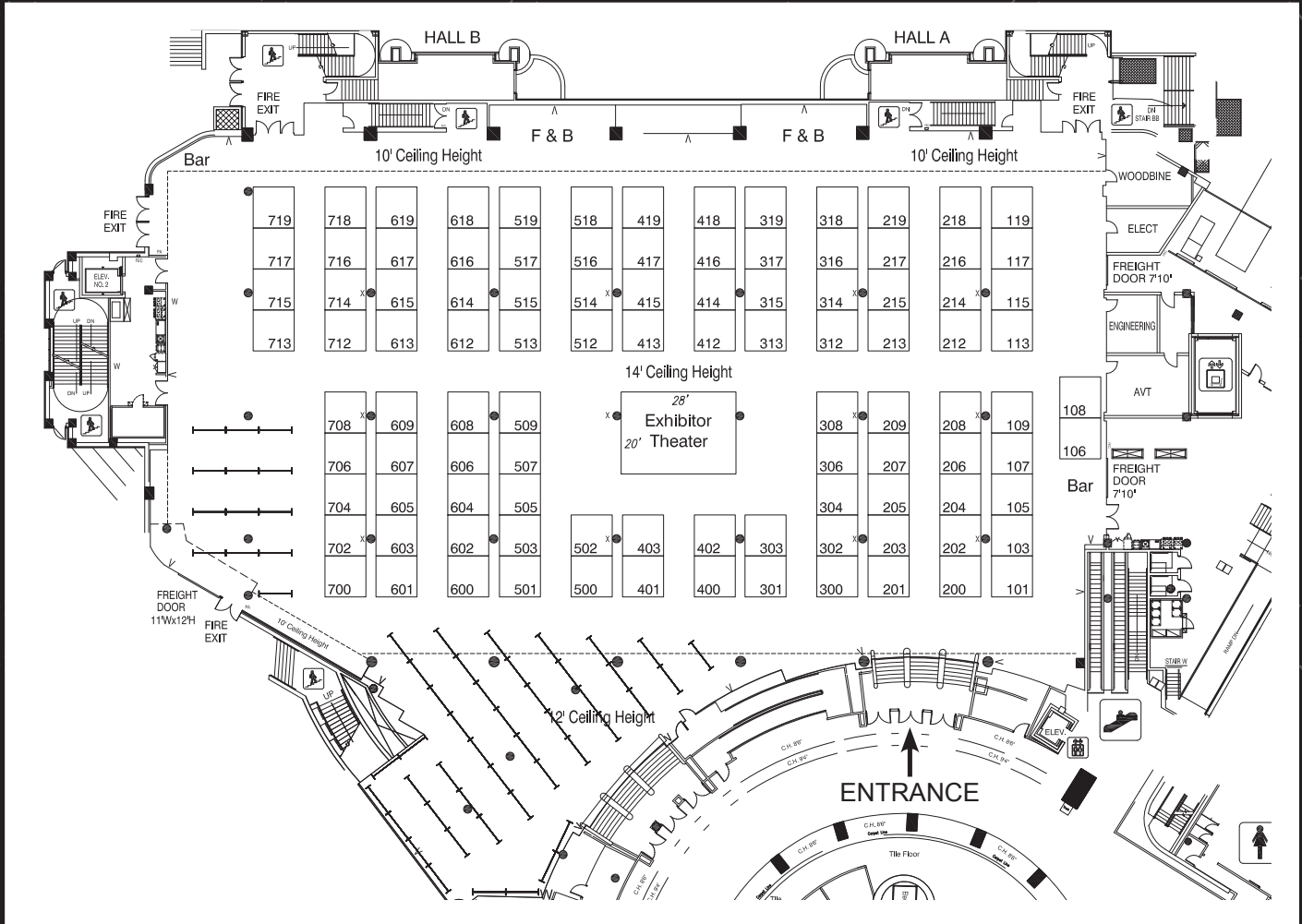
Suites - \$258

ATTIRE:

Casual dress for all attendees (no ties).



Exhibit Hall Floor Plan - Marsalis Ballroom



DISPLAY SERVICE CONTRACTOR:

Freeman Company
 8801 Ambassador Row
 Dallas TX 75247
 214-634-1463
 469-621-5601 Fax
 FreemanDallasES@freemanco.com

SHOW HOURS:

Move-In - Fri., April 13 (8 a.m. - 4:00 p.m.)
Opening of Exhibits Reception - Fri., April 13 (5 - 8 p.m.)
Lunch with Exhibitors - Sat., April 14 (11 a.m. - 1:30 p.m.)
Move-Out - Sat., April 14 (after 1:30 p.m.)

EXHIBIT SPACE INCLUSIONS:

A 10' x 10' booth includes the following:

- Standard pipe and drape (8' high background and 3' high side rails), provided by Freeman Decorating
- Standard 7" x 44", 1-line booth identification sign, 1 draped 6' table and 2 chairs
- Name badges for up to 4 persons per booth
- Recognition in official program, *TSHP Journal* and on the TSHP web site

EXHIBIT SECURITY:

Security will be provided during move-in, show hours, overnight and move-out. Exhibitors will not be permitted in the exhibit area after show hours without Show Management approval.

Previous Exhibitors

The following companies supported Texas health-system pharmacy by exhibiting during the 2011 TSHP Annual Seminar. Our exhibitors represent a variety of manufacturers, supplies, related organizations and companies interested in communicating with the leadership of hospital pharmacy in Texas.

Adolor Corporation
Advanced Pharma
AdvanDx
Allergan Neurosciences
AMAG Pharmaceuticals
American Health Packaging
American Regent Inc.
Ameridose
Amerinet
AmerisourceBergen
Amgen
Apexus/340B Prime Vendor Product
APP Pharmaceuticals
Astellas Pharma US, Inc
B.Braun
Baxa Corporation
Baxter Healthcare Medical Products
Baylor Health Care System
Bedford Laboratories
Beutlich LP, Pharmaceuticals
Boehringer Ingelheim
Cardinal Health
Cardinal Health Pharmacy Solutions Center
CareFusion
Carmel Pharma
Centocor Ortho Biotech
Codonics
CompleteRx, Ltd.
Cooper-Atkins Corporation
CSL Behring
Cubist Pharmaceuticals
Eisai, Inc
Elsevier/ Gold Standard
Envision Telepharmacy
FFF Enterprises
Forest Pharmaceuticals
Gilead Sciences
GlaxoSmithKline
Grifols
Guaranteed Returns
Harris County Hospital District
Healix Infusion Therapy Inc
Health Care Systems
Hospira
Konvoke
LexiComp

Lilly USA LLC
McKesson
Medical Technology Associates
MedImmune LLC
MedMarc Company
Memorial Hermann
Merck & Company Inc
Morris & Dickson
Mylan Inc.
Nephron Pharmaceuticals
New England Compounding Center
Novo Nordisk
Parkland Health & Hospital System
Pfizer
Pfizer Injectables
PHACTS LLC
Pharmacy Education Resources
Pharmacy Technician Certification Board
PharMEDium Services
Prodigy Health Suppliers
Rx Relief
Sagent Pharmaceuticals
Salix Pharmaceuticals
Sanofi-aventis Pharmaceuticals
Scott & White Prescription Services
Seton Hospitals
Southwest Solutions Group
Specialty Compounding
St. David's Healthcare
Talecris Biotherapeutics
Teva Health Systems
Texas A&M Health Science Center
Texas Southern University
Texas State Board of Pharmacy
Texas Tech Health Science Center
The Medicines Company
The University of Texas College of Pharmacy
Triax Pharmaceuticals
TSHP R&E Foundation
Unique Pharmaceuticals
University of the Incarnate Word
Williams Medical Company
X-Gen Pharmaceuticals
ZymoGenetics

Recognition Levels

Exhibits, advertising and sponsorship totaling the following levels, will receive the recognition indicated:

President's Circle **\$25,000+**

- Sponsorship promotion on TSHP web site
- Full page ad in the Seminar Program
- Full page ad in the *TSHP Journal*
- Link to company web site
- Logo ads in 4 editions of the *TSHP E-News*

Diamond..... **\$15,000 - \$24,999**

- Sponsorship promotion on TSHP web site
- 1/2 page ad in the 2012 Official Program
- 1/2 page ad in the TSHP Journal
- Link to company web site
- Logo ads in 2 editions of the TSHP E-News

Platinum..... **\$10,000 - \$14,999**

- Link to company web site
- Logo ads in 1 edition of the TSHP E-News
- 1/2 page ad in the Seminar Program
- 1/4 page ad in the TSHP Journal

Gold **\$5,000 - \$9,999**

- Listing on "Sponsors" page of TSHP web site
- Logo ads in 1 edition of the TSHP E-News
- 1/4 page ad in the Seminar Program

Silver..... **\$2,500 - \$4,999**

- Listing on "Sponsors" page of TSHP web site



2012 Sponsorship & Advertising Contract

Send this contract with the 2012 TSHP Exhibit Space Contract

Contact Information:

Company Name: _____ Contact: _____

Address: _____

City, State Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Sponsorship Opportunities Include:

- Installation Luncheon \$15,000
- Luncheon Symposium \$15,000
- Breakfast Symposium \$10,000
- Internet Café \$10,000
- Opening of Exhibits Reception \$7,500
- TSHP Dance & PAC Reception \$7,500
- TSHP Past Presidents' Dinner \$5,000
- TSHP Board of Directors' Dinner \$5,000
- Registration Tote Bags (*Exclusive*) \$5,000
- Flash Drive for Participants (*contains all presentations & your logo on the drive*) \$5,000
- Signage Sponsor (*Logo/Name on all seminar signage*) \$3,000
- Unrestricted Educational Grants (*per CE session*) \$3,000
- New Practitioner & Student Reception \$2,500
- Official Program Print Sponsor \$2,500
- Residency Showcase Sponsor \$2,000
- Lanyard Sponsorship (*Logo/name on all lanyards given to attendees*) \$1,000
- Coffee Break (*per break*) \$500

Advertising Opportunities: Contact Leah.Cody@tshp.org for ad spec details.

Official Program

Submission Deadline: March 1, 2012. TSHP reserves the right to decline ads deemed inappropriate.

- Full Page (8"w x 10.5"h) \$1,250
- Half Page (8"w x 5.25"h) \$700
- Quarter Page (4"w x 5.25"h) \$350

TSHP Web site

(www.tshp.org)

Ads will be displayed for 60 days from receipt.

- 250 x 250 pixels \$1,000
- 120 x 90 pixels \$500
- 120 x 240 vertical \$750
- 488 x 60 banner \$750

Send Sponsorship & Advertising Contract to:

TSHP | 3000 Joe DiMaggio #30-A | Round Rock, TX 78665-3994
Phone: 800-242-8747 | Fax: 512-852-8514

2012 TSHP Exhibit Space Contract

Completion and submission of this contract indicates agreement and acceptance of the Rules & Regulations.

Contact Information: *(Exactly as it should appear on signage and printed materials)*

Company Name: _____ Contact: _____

Address: _____

City, State Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Booth Space: *(All exhibit space is reserved on a first-pay, first-reserved basis)*

Standard Booth Space: \$1,950

2 Booth Spaces: \$3,500

4 Booth Spaces: \$6,500

Non-Profit/University: \$750 *(assigned by TSHP)*

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

4th Choice: _____

5th Choice: _____

Description: *(for inclusion in the 2012 Official Program; 75 words max; TSHP reserves the right to modify descriptions that exceed the 75 word limit). E-mail to Leah.Cody@tshp.org.*

Competitors:

List any competitors you do not wish to be placed near. All assignments are on a first-paid basis. We attempt to avoid conflicts whenever possible.

Booth Personnel: *(As it should appear on badge)* Max 4 per booth. Include e-mail addresses.

1. _____ 2. _____

3. _____ 4. _____

Reverse Expo: Reverse Expo Representative - \$975 per rep. Qty: _____ x \$975 = _____

Reverse Expo Personnel: *(As it should appear on badge)* Include e-mail addresses. Additional names may be e-mailed to Leah.Cody@tshp.org.

1. _____ 2. _____

Exhibitor's Theatre: Count me in! Preferred Date & Time:

20 minute slots available April 13 (5 - 8 p.m.) & April 14 (11 a.m. - 12:30 p.m. & 1 - 1:30 p.m.)

Instructions & Payment:

1. Complete this form and return it with appropriate payment as soon as possible. **Contracts must be received by February 15, 2012 in order to assure space and to be listed in pre-program publicity. Companies whose contracts received after March 1, 2012 will not be listed in the Official Program.**
2. Make checks or money orders payable to TSHP (EIN 23-7296288)
3. Return contract(s), payment and any advertising art work to: TSHP, 3000 Joe DiMaggio #30-A, Round Rock, TX 78665-3994, Fax: 512-852-8514, E-mail: Judy.Turley@tshp.org

Exhibit Fee: \$ _____ Advertising: \$ _____ Sponsorship: \$ _____ **TOTAL:** _____

Check

Discover

MasterCard

Visa

AmEx

Name on Card: _____

Credit Card #: _____

Exp. Date: _____ CVV: _____ Phone: _____

Full Billing Address: _____

Signature: _____

Rules & Regulations

1. If an exhibitor does not follow the rules and regulations set by TSHP, then this contract may be terminated. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount paid by the exhibitor for exhibit space, rental, regardless of whether or not TSHP enters into a further lease of the space involved.
2. Termination of Meeting & Exhibit. Should the premises in which the TSHP Annual Seminar is to be held become, in the sole judgment of the Society, unfit for occupancy, or should the meeting and exhibit be materially interfered with by reason of action of the elements, strike picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or any other act beyond the control of TSHP, the contact for exhibit space may be terminated. TSHP will not incur liability for damages sustained by exhibitors as a result of such termination. In the event of such termination, the exhibitors expressly waive such liability and release the Society of and from all claims for damages and agree that the Society shall have no obligation except to refund to exhibitors pro-rated shares of the aggregate amounts received by the Society as rental for exhibit spaces for said exhibits after deducting all costs and expenses in connection with such exhibits, including reasonable reserves for claims, such deduction being hereby specifically agreed to by the exhibitor.
3. Cancellations must be submitted in writing on or before March 1 for a full refund less \$150 administration fee. Cancellations after March 1 will not be refunded.
4. Where possible, space assignments will be made by TSHP in keeping with the preferences as to location requested by the exhibitor—TSHP, however, reserves the right to make the final determination of all space assignments in the best interest of the exposition.
5. Exhibitors cannot sublet any part of their assigned exhibit space – No exhibitor shall assign, sublet, or share the space allotted with another business or firm.
6. The General Rule of the Exhibit Hall is: Be a Good Neighbor – No exhibits will be permitted that interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, receptionists, and models are required to confine their activities within the exhibitor's booth space. Apart from the specific display space for which an exhibiting company has under contract with TSHP, no part of the Exhibit Hall and its grounds may be used by any organization other than TSHP for display purposes of any kind or nature. Representatives should be attired to maintain the professional and businesslike climate of the convention.
7. In fairness to all exhibitors, TSHP exhibit construction guidelines must be observed. Booth backgrounds are eight feet high; side rails are approximately 33" high. The back half of the sidewalls of the booth may extend to the height of the back wall. The front half of the sidewall must contain at least 50% open area to permit side viewing through the booth. If motion pictures, other than A/V or loud speakers are used, the exhibitor agrees to comply with the union requirements for the operation of the equipment. Sound presentation, slides or movies will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. TSHP reserves the right to restrict the use of glaring lights or objectionable light effects. The exterior of any display cabinet or structure visible from an adjacent exhibitor's booth must be finished or suitably decorated at the expense of the exhibitor erecting or installing such a display and must not include corporate or product identity that would detract from the adjacent display.
8. To insure the safety of all participants, fire regulations must be observed – Fire regulations require that all display materials be flameproof. Electrical signs and equipment must be wired to meet the specification of the local Fire Underwriters Inspection Bureau. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention, and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.
9. Cost for repairing any damages to the exhibit hall will be billed to the responsible exhibitor – nothing can be posted or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other properties of the Exhibit Hall, Convention Center, or Hotel.
10. Service personnel will not be allowed on the exhibit floor without work orders and official service badges – Exhibitors using companies -other than TSHP's Official Contractors, must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for management's files to qualify their company's participation. Upon verification, official service badges allowing access to the exhibit area during service hours only will be issued.
11. The Exhibit Hall has been reserved for exhibit installation during the following hours: Friday, April 13, 8:00 AM – 4:00 PM (excluding 1 - 2:40 p.m.).
12. All exhibits must be fully operational by Friday, April 13 at 4:00 PM. Exhibitors who do not claim their booths by 3:00 PM, Friday, April 13, forfeit all rights to the exhibit space. All monies paid shall be retained by TSHP and the booth space reverts back to TSHP for use or resale at TSHP's discretion.
13. Exhibitors are advised to provide locked storage facilities within their own display area for excess merchandise.
14. The dismantling of displays begins on Saturday, April 14, at 1:30 PM and move out must be completed by Saturday, April 14, at 5:00 PM. At that time all exhibit displays or materials left in booths without instructions will be packed and stored at the discretion of TSHP, and all charges will be applied to the exhibitor.
15. No equipment can be removed from the exhibit hall during the conference without written permission from TSHP.
16. Exhibitor's displays will not be dismantled or packed in preparation of removal prior to the official closing time of Saturday, April 14, 1:30 PM.
17. TSHP reserves the right to make change to these rules – Any matters not specifically covered herein are subject to decision by TSHP. TSHP reserves the right to make such changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exhibit with the provision that all exhibitors will be advised of such changes in writing.
18. Exhibitors are advised to carry floater insurance to cover exhibit material against damage and loss and public liability insurance against injury to the personal and property of others – Guards will be furnished, but the furnishing of such guards shall not be deemed to increase the liability of TSHP, its members, representatives or Official Service Contractors, employees, or the Hotel, its representatives and employees, nor to modify in any way the assumption of risk and release provided for the above. All property of the exhibitor is understood to remain under his custody and control, in transit to and from the confines of the hall, subject to the Rules and Regulations of the Exposition.
19. Hold Harmless Clause – The exhibitor assumes the entire responsibility and liability for losses, damage, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the hotel and convention center shall indemnify and hold harmless the hotel, convention center agents, and employees from any and all such losses, damages, and claims except when caused by gross negligence.
20. TSHP may take photographs of attendees, exhibit booths, booth personnel and other items and individuals within the Exhibit Hall. Acceptance of these rules provides an authorization for TSHP to use such photos on its web site, in reports of the meeting and in promotional materials.