



Return to TSHP by
MARCH
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tshp 2018

April 6-8, 2018
The Woodlands, TX

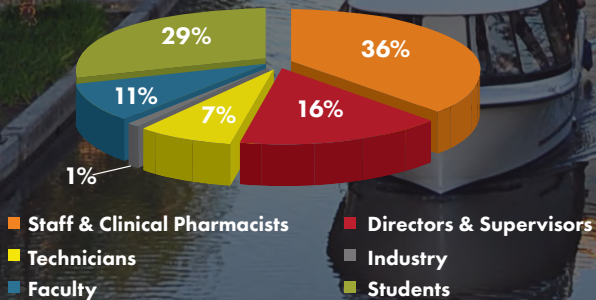
TSHP 2018 Annual Seminar

Exhibitor & Partnership Prospectus

Texas Society of Health-System Pharmacists



Attendee by Position

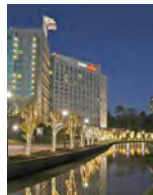


Information based on 2016 registration data.

Excellent Results Are Found Here!



Reaching the decision makers just got easier with the 2018 TSHP Annual Seminar Exhibit, April 6-8 at The Woodlands Waterway Marriott Hotel & Convention Center in The Woodlands, Texas.



The Texas Society of Health-System Pharmacists (TSHP) Annual Seminar is the best way to reach Texas hospital & health-system pharmacy professionals.

86%

of our attendees rely on the Exhibition to learn about new products and services

Why Should You Exhibit?

- Reach over 650 professionals in a cost-effective manner, with the visibility and awareness you demand
- Educate qualified professionals about your products and services
- Increase your exposure in the competitive marketplace through our marketing of exhibitors to our more than 1,800 members
- Visit one-on-one with attendees during designated breaks, lunches, and events in the Exhibit Hall
- Exclusive Exhibitor & Partner Reception with TSHP Leaders
- Show the profession that you are active, interested, and committed to serving the pharmacy markets
- Meet face-to-face with the leading hospital & health-system decision makers in our Reverse Expo (*purchase of a separate ticket required - opportunity restricted to contracted exhibiting companies*)

Exhibition Information



DISPLAY SERVICE CONTRACTOR:

Freeman
9258 Park South View,
Ste. 100
Houston, TX 77051
FreemanHoustonES@
freemanco.com
PH (713) 770-6800
FX (713) 433-4820



EXHIBIT SPACE INCLUSIONS:

A 10' x 10' booth includes the following:

- Standard pipe and drape (8' background and 3' side rails), provided by Freeman
- 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, the TSHP website, and the Seminar App**

Show Details



SHOW HOURS:

Move-In: *Fri., 4/6 (8 am - 4 pm)*
Exhibitor & Partner Reception: *Fri., 4/6 (4 - 4:45 pm)*
Opening of Exhibits & Reception: *Fri., 4/6 (5 - 7:30 pm)* Lunch with Exhibitors: *Sat., 4/7 (11:15 am - 12:40 pm)*
Move-Out: *Sat., 4/7 (after 12:40 pm)*

SHOW LOCATION:

The Woodlands Waterway Marriott Hotel & Convention Center
1601 Lake Robbins Drive
The Woodlands, Texas 77380

HOTEL ACCOMMODATIONS:

Visit www.tshp.org for reservation information and deadlines. Reserve your room early! We tend to sell out and rooms are not guaranteed to be available.

TSHP R&E Foundation Sponsorships*

Support the TSHP Research & Education Foundation

Sponsorships Available:

Wine Toss
Fundraising Breakfast
Raffle Booth Support
Annual Report

Contact:

Deanna Menesses
Deanna.Menesses@tshp.org
(512) 906-0546

**TSHP R&E Foundation Sponsorships do not contribute to overall TSHP Partnership Levels.*

Reverse Expo

This will be our seventh year for the highly successful Reverse Expo. Previous attendees know what a success this has been for companies, as well as pharmacy directors.

Key Texas hospital and health-system pharmacy decision makers will man the booths for YOU to visit on Saturday morning, April 7, from 8:30 to 11:00 AM. 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 - complete your exhibition contract today!

Past Pharmacy Directors Included:

Baylor Scott & White Health System
Baylor Heart & Vascular Hospital

Baylor Scott & White Health System

Catholic Health Initiatives

Charlton Methodist Medical Center

Children's Health

Christus Health System

Covenant Health System

Harlingen Medical Center

HCA Dallas

HCA Methodist - San Antonio

Hendrick Medical Center

MD Anderson Cancer Center

Medical Center of Plano

Methodist Hospital Dallas

Memorial Hermann

Northwest Texas Hospital

Parkland Health & Hospital

Seton Medical Center

Shannon Medical Center

St. Joseph Health Center

Tenet Health

Texas Childrens

Texas Health Presbyterian Dallas

Texas Health Presbyterian Hospital of
Denton

Texas Health-Harris Methodist

Trinity Mother Francis Hospital Louis &
Peaches Owen Heart Hospital

United Regional Health Care System

University Medical Center

UT Southwestern Medical Center

UT Southwestern University Hospital

UTMB



Partnership Opportunities

PARTNERSHIP LEVELS

Exhibits, advertising, and partnerships totaling the following levels, will receive:

Platinum.....\$25,000+

Gold, Silver, & Bronze level benefits, plus:

- Opportunity to provide an article on your product or service direct to all TSHP Members via e-blast

Gold.....\$15,000 - \$24,999

Silver & Bronze benefits, plus:

- Upgrade to full page ad in the Official Program (instead of 1/2)
- Opportunity to include your company's logo in the Lone Star Pharmacist Partner listing

Silver.....\$10,000 - \$14,999

Bronze level benefits, plus:

- 1 Complimentary representative at the TSHP Reverse Expo
- 1/2 page ad in the Official Program
- Opportunity to provide a marketing piece for inclusion in Attendee Registration Packets
- Partnership listing included in 1 issue of the Lone Star Pharmacist, a publication that reaches more than 40,000 pharmacists in Texas

Bronze.....\$5,000 - \$9,999

- List of Seminar attendees in Excel format
- Listing on "Partners" page of TSHP web site and exhibit signs

All partnerships are recognized in the Official Program, on our web site www.tsHP.org, on the Seminar Mobile App, and by signs featuring your company logo, brand, or organization at the partnered event. All partnerships are available to multiple partners unless otherwise indicated.

Coffee Break (per break)\$750

- Help keep the attendees awake during those educational sessions!
- Partnership will be noted in the Official Program and by a sign on the break table with your company's logo

TSHP Leadership Dinner..... \$1,500

- Partner acknowledged during dinner
- Provide a marketing piece to each board member

Poster Display (Exclusive) \$2,000

- Partner the TSHP R&E Foundation Poster Competition Display
- Name and logo recognition on each poster display board (more than 100 impressions) and in the Official Program

Badge Wallet Partner (Exclusive)..... \$2,000

- Logo will be printed in one color. Company may designate logo imprint color, TSHP reserves the right to choose the lanyard/badge wallet style and color.

Educational Grants (unrestricted) \$3,000

- Provide support for our educational programming
- Receive recognition at event & in the Official Program

Job Fair & Residency Showcase..... \$3,000

- Support the residency programs throughout Texas
- Receive recognition at event & in the Official Program

Program Partner (Exclusive) \$3,000

- Receive the full back page of the Official Program for your advertising and a special thank you message in the program

New Practitioner & Student Reception \$3,000

- Support the future of pharmacy!
- Receive recognition at event & in the Official Program

Seminar App Partner (Exclusive) \$3,000

- The app provides attendees access to session abstracts, custom schedules, and more.
- Feature your company/product logo on a banner/splash page prominently displayed on the app
- Your exhibitor listing may include a link to a PDF document of your choice

Signs Partner (Exclusive) \$3,000

- Your company's logo printed on every session and event sign throughout the conference
- More than 50 impressions

Lunch Symposium \$3,500

Provide your own speaker and topic. Partner required to provide a plated lunch for a minimum of 150 participants and make arrangements for their own Audio Visual needs.

- Partnership includes one complimentary marketing e-mail for your symposium to all registered attendees and inclusion in Annual Seminar marketing e-mails
- Partner will be provided a registration list for direct symposium marketing 30 days prior to seminar

A/V Partner \$5,000

- Partner will be recognized with a custom thank you slide & announcement at each educational session
- More than 40 impressions

Opening of Exhibits Reception..... \$5,000

Friday, April 6

- Feature your company/product logo on the Exhibit Entrance Unit
- Marketing piece for inclusion in Attendee Registration Packets
- A complimentary full-page color advertisement in the Official Program

Tote Bag Partner (Exclusive)..... \$5,000

- Logo will be printed in one color. Company may designate logo imprint color, TSHP reserves the right to choose the tote bag style and color
- Opportunity to provide a flyer or gift in the tote bag

TSHP President's Reception \$5,000

Saturday, April 7

- Feature your company/product logo on the event sign
- Marketing piece for inclusion in Attendee Registration Packets
- A complimentary full-page color advertisement in the Official Program

Don't see a partnership that fits your needs? Contact us at (512) 906-0546

Exhibit Rates

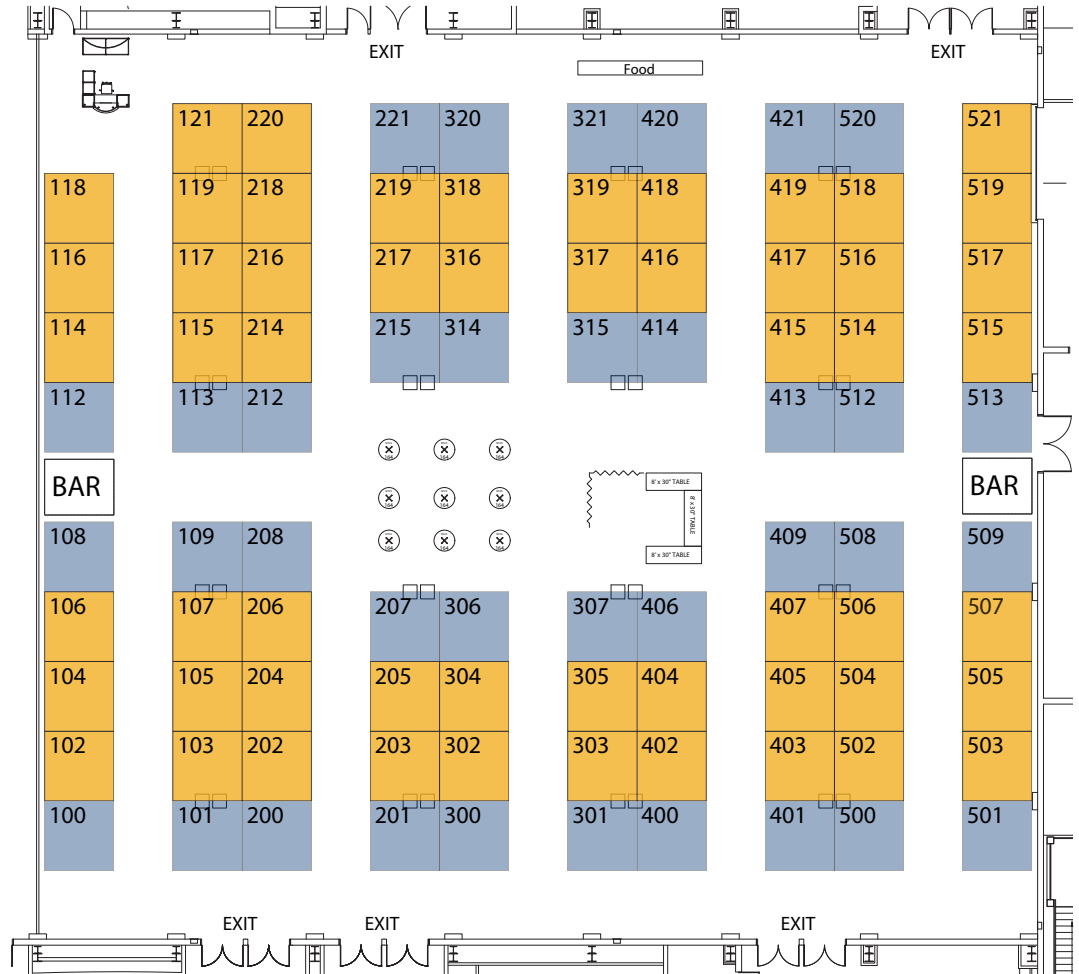
Premium Booths - \$2,600

100, 101, 108, 109, 112, 113, 200, 201, 207, 208, 212, 215, 221, 300, 301, 306, 307, 314, 315, 320, 321, 400, 401, 406, 409, 413, 414, 420, 421, 500, 501, 508, 509, 512, 513, 520

Standard Booths - \$2,050

102, 103, 104, 105, 106, 107, 114, 115, 116, 117, 118, 119, 121, 202, 203, 204, 205, 206, 214, 216, 217, 218, 219, 220, 302, 303, 304, 305, 316, 317, 318, 319, 402, 403, 404, 405, 407, 415, 416, 417, 418, 419, 502, 503, 504, 505, 506, 507, 514, 515, 516, 517, 518, 519, 521

2018 Exhibit Hall | The Woodlands Waterway Marriot



Important Deadline Dates

Deadline Date	Item Description
Wednesday, February 28, 2018	Lunch Symposium Partnership Program Proposal
Wednesday, February 28, 2018	Attendee Printed Item Partnerships: Tote Bag, Badge Wallet/Lanyard, USB, Signs, Program, etc.
Monday, March 5, 2018	Company description for exhibitor listing & Advertising Art Due
Monday, March 5, 2018	**Last day to turn in a contract and be assured inclusion in all seminar materials
Friday, March 16, 2018	Cancellation - Last day to cancel for a refund minus \$500 fee; all cancellations after this date receive no refund
Friday, March 16, 2018	Exhibit Personnel Submission Deadline
Friday, March 16, 2018	Exhibitor Appointed Contractor form due
Wednesday, March 21, 2018	Hotel Reservation Deadline - Reservation rates after this date are at the discretion of the hotel

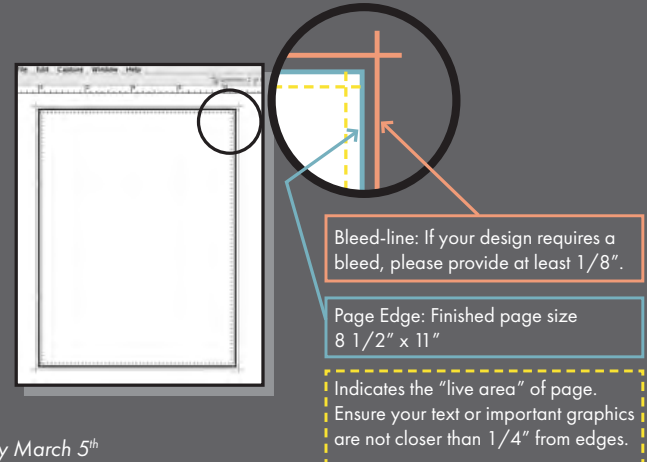
Advertising Opportunities

	AD SIZE	NON-BLEED	BLEED	RATE
Official Program Ads	2-Page Spread	17" W x 11" H	17.25" W x 11.25" H	\$3,000
	Full Page	8.5" W x 11" H	9.75" W x 11.25" H	\$1,250
	1/2 Page	8.5" W x 5.5" H	9.75" W x 5.75" H	\$750
Seminar App Ad <i>Rotating Banner Ad</i>	2 images: 640 x 150 pixels (phone) & 552 x 150 pixels (tablet) - PNG or JPEG		n/a	\$250

Print File Requirements:

- Press Ready PDF Files Only
- Use high resolution images. 300 DPI recommended
- Only use CMYK colors; convert spot colors to process.

Document Requirements



Submit all artwork to Jenni.Peters@tshp.org by March 5th

TSHP 2018 ANNUAL SEMINAR CONTRACT

**** All payments must be made in full before booth assignment will be completed. ****

COMPANY PROFILE:

Information provided below will be used for all marketing. E-mail your 75-word company description to tshp@tshp.org.

- Use the company description submitted in 2017.

Company Name: _____ Contact: _____

Address: _____

City, State Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

This e-mail address will receive all future contact from TSHP. Provide alternate contact e-mail below if necessary.

PARTNERSHIP OPPORTUNITIES:

Partnership(s): _____

BOOTH SPACE:

Premium Booth: \$2,600 Standard Booth: \$2,050 Colleges of Pharmacy/State Agencies: \$800

Booth Preference(s): _____ Competitors: _____

Space can not be "held" until payment is received.

List any competitors you do not wish to be placed near.

We attempt to avoid conflicts whenever possible.

Personnel Badges (4-per booth): _____

Additional Badge(s) - \$75 per rep. Qty: _____ x \$75 = _____

REVERSE EXPO: *Separate fee required - opportunity restricted to contracted exhibiting companies.*

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

Tickets may be purchased on-site for \$1000 (as space allows)

NAME(S): _____

ADVERTISING OPPORTUNITIES: *Submission Deadline: March 21, 2017. TSHP reserves the right to decline ads deemed inappropriate.*

App Ad-\$250 2-PG Spread-\$3,000 Full PG-\$1,250 1/2 PG-\$750

This contract, when signed, constitutes a legally binding Agreement. Upon acceptance by TSHP, Company is legally bound by all terms of this Contract, including the Rules & Regulations as outlined on the reverse side of this Contract. By the signature below, the individual signing the Contract represents and warrants that he/she is duly authorized to execute this binding Contract on behalf of the Company.

SIGNED: _____ **PRINT NAME:** _____

Instructions & Payment:

1. Complete this form and return it with appropriate payment as soon as possible. **Contracts must be received by March 5, 2018 in order to be listed in program publicity. Companies whose contracts received after March 5, 2018 will not be listed in the Official Program.**
2. Cancellations must be submitted in writing on or before March 16 for a refund less \$500 administration fee. **Cancellations received after March 16 will not be refunded. No-show exhibitors will not be refunded.**
3. Make checks or money orders payable to TSHP (EIN 23-7296288)
4. Return contract(s) and payment to: TSHP, 3000 Joe DiMaggio, #30-A, Round Rock, TX 78665-3994, Fax: 512-852-8514, E-mail: tshp@tshp.org

FEES:

PARTNERSHIP: \$ _____

BOOTH SPACE: \$ _____

BADGE(S): \$ _____

REVERSE EXPO: \$ _____

ADVERTISING: \$ _____

TOTAL AMOUNT DUE: \$ _____

Check # _____ Credit Card

Credit Card #: _____

Exp. Date: _____ CVV: _____

Name on Card: _____

Billing Address: _____

City: _____

State: _____ Zip: _____

Payee Signature: _____

Date: _____

Email: _____

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 contract 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 5 for a refund less \$500 administration fee. Cancellations received after March 5 will not be refunded. No-show exhibits 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, which may include changes in layout design, 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.

8. 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.

9. 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.

10. Service personnel will not be allowed on the exhibit floor without work orders, submitted EAU form 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 6, 8:00 AM – 4:00 PM.

12. All exhibits must be fully operational by Friday, April 6 at 4:00 PM. Exhibitors who do not claim their booths by 3:00 PM, Friday, April 6 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 7 at 1:00 PM and move out must be completed by Saturday, April 7, 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 7, 1:00 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 – Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hotel, its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the Hotel and each of its respective affiliates and their officers, directors, partners, agents, members, managers and employees (collectively, the "Hotel indemnified parties") from and against any and all demands, claims damages to persons or property, losses and liabilities, including reasonable attorneys' fees (collectively "Claims") arising out of or caused by the Exhibitors or its members, agent's, employees, independent contractors' negligence in connection with the use of Hotel property, except to the extent and percentage attributable to the negligence of the Hotel indemnified parties.

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.

21. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of Exhibitor's occupancy and/or use of the exhibition premises, the Hotel or any part thereof. 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. The Exhibitor understand that the Hotel does not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance.

22. Music/Video/Film Reproduction: Exhibitors are responsible for all licensing and fees incurred for the use of copyrighted music or video or file in all audio visual presentations.



TEXAS SOCIETY OF HEALTH-SYSTEM PHARMACISTS

3000 Joe DiMaggio Blvd, Ste 30-A, Round Rock, TX 78665

Tel: (512) 906-0546 Fax: (512) 852-8514

www.tshp.org

Photos provided by The Woodlands Convention & Visitors Bureau