Exhibitor & Partnership Prospectus

2020 TSHP Annual Seminar

Texas Society of Health-System Pharmacists
Excellent Results Found Here!

Reaching the decision makers just got easier with the 2020 TSHP Annual Seminar Exhibit, April 17-19 at Moody Gardens® in Galveston, Texas.

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

88% 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 1,600 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
Ph: (713) 770-6800
www.freeman.com

Warehouse Shipping Address:
c/o Freeman
9258 Park South View
Ste 100
Houston, TX 77051

EXHIBIT SPACE INCLUSIONS:
A 10’ x 10’ booth includes the following:
• Standard pipe and drape (8’ tall background and 3’ tall side rails), provided by Freeman
• Standard 7” x 44”, 1-line text booth identification sign, 1 draped 6’ table, and 2 chairs
• Name badges for up to 4 personnel per booth
• Recognition in official program**, the TSHP website, and the Seminar App

Show Details

SHOW HOURS:
Move-In: Fri., 4/17 (8 AM - 4 PM)
Exhibitor & Partner Reception: Fri., 4/17 (4 - 4:45 PM)
Opening of Exhibits & Reception: Fri., 4/18 (5 - 7:30 PM)
Lunch with Exhibitors: Sat., 4/18 (11:15 AM - 12:40 PM)
Move-Out: Sat., 4/18 (after 1:00 PM)

SHOW LOCATION:
Moody Gardens®
One Hope Boulevard
Galveston, Texas 77554

HOTEL ACCOMMODATIONS:
Visit www.tshp.org/hotel or call (409) 741-8484 for reservation information — Reserve your room early. Rooms book up fast and we cannot guarantee availability.
Reservation Deadline: March 20, 2020

TSHP R&E Foundation Sponsorships*

Support the
TSHP Research & Education Foundation

to these available sponsorships:
Wine Toss
Fundraising Breakfast
Raffle Booth Support
Annual Report
R&E Board of Directors’ Meeting

Contact:
Leah Cody
Leah.Cody@tshp.org
(512) 906-0546

*TSHP R&E Foundation sponsorships do not contribute to overall TSHP Annual Seminar partnership levels.
Reverse Expo

This will be our eighth 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 18, from 8:30 AM 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 and sponsors - complete your contract today!

Past Pharmacy Directors Included:

- Baylor Scott & White Health System
- Ben Taub Hospital and Quentin Mease Hospital
- Catholic Health Initiatives
- Charlton Methodist Medical Center
- Christus Health System
- Cornerstone Hospital Houston
- Covenant Health System
- Grace Medica Center
- Harris Health System
- HCA Dallas
- HCA Methodist
- HealthTrust Supply Chain
- Houston Methodist Hospital
- MD Anderson Cancer Center
- Medical Center Hospital
- Medical City Children's
- Medical City Dallas
- Memorial Hermann
- Methodist Hospital Dallas
- Northwest Texas Hospital
- San Angelo Community Medical Center
- Seton Medical Center
- Shannon Medical Center
- St. Joseph Health Center
- Texas Childrens
- Texas Health Presbyterian
- Texas Health-Harris Methodist
- Trinity Mother Francis Hospital
- United Regional Health Care System
- University Health System
- University Medical Center
- UT Southwestern Medical Center
- UTMB
- Vizient
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 TSHP Journal 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 TSHP Journal

Bronze.............$5,000 - $9,999
• List of Seminar attendees in Excel format
• Listing on “Partners” page of TSHP web site and exhibit signs

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

Bus Transportation from El Paso ........$2,000
• Partner acknowledged during trip and in all bus marketing
• Opportunity to address & provide a marketing piece to all passengers

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.

Awards & Installation Celebration......$2,000
• 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

Poster Display (Exclusive)...............$2,000
• Partner the TSHP R&E Foundation Poster Competition Display
• Name and logo recognition on each poster display board and in the Official Program

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

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

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 in the app
• Your exhibitor listing may include a link to a PDF document of your choice

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

A/V Partner (Exclusive) ..................$5,000
• Partner will be recognized with a custom thank you slide & announcement at each educational session
• More than 40 impressions

Charging Station Partner ...............$5,000
• Full color logo inclusion on the station signage
• Receive recognition in the Official Program, and in the app

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

TSHP President’s Reception...............$5,000
• 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

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
• Limit 150 participants

They have the tools. You have the answers.

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.
Exhibit Rates

Premium Booths - $2,600
- 107, 113, 201, 205, 206, 212, 215, 300, 301, 304, 305, 314, 315, 400, 401, 404, 405, 414, 415, 500, 501, 504, 505, 514, 515, 600, 604, 605, 614, 615, 704, 707, 713, 714, 806, 812

Standard Booths - $2,250

2020 Exhibit Hall
Moody Gardens®
Galveston, TX

Inventory as of 02/12/2019

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Size</th>
<th>Totals:</th>
</tr>
</thead>
<tbody>
<tr>
<td>10'x10'</td>
<td>100</td>
<td>104</td>
</tr>
</tbody>
</table>

10,400 SqFt
## Important Deadlines

<table>
<thead>
<tr>
<th>Deadline Date</th>
<th>Item Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, March 8, 2020</td>
<td>Attendee Printed Item Partnerships: Tote Bag, Badge Wallet/Lanyard, Signs, Program, etc.</td>
</tr>
<tr>
<td>Sunday, March 8, 2020</td>
<td>Lunch Symposium Partnership Program Proposal</td>
</tr>
<tr>
<td>Sunday, March 8, 2020</td>
<td>Company description for printed exhibitor listings &amp; Advertising Art Due</td>
</tr>
<tr>
<td>Sunday, March 8, 2020</td>
<td><strong>Last day to turn in a contract and be assured inclusion in all printed seminar materials</strong></td>
</tr>
<tr>
<td>Friday, March 13, 2020</td>
<td>Cancellation - Last day to cancel for a refund minus $500 fee; all cancellations after this date receive no refund</td>
</tr>
<tr>
<td>Monday, March 16, 2020</td>
<td>Exhibit Personnel Submission Deadline</td>
</tr>
<tr>
<td>Monday, March 16, 2020</td>
<td>Exhibitor Appointed Contractor form due</td>
</tr>
<tr>
<td>Friday, March 20, 2020</td>
<td>Hotel Reservation Deadline - Reservation rates after this date are at the discretion of the hotel</td>
</tr>
</tbody>
</table>

## Advertising Opportunities

<table>
<thead>
<tr>
<th>AD Size</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Official Program Ads</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>17” W x 11” H</td>
<td>17.25” W x 11.25” H</td>
<td>$3,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5” W x 11” H</td>
<td>8.75” W x 11.25” H</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>8.5” W x 5.5” H</td>
<td>8.75” W x 5.75” H</td>
<td>$750</td>
</tr>
<tr>
<td><strong>Seminar App Ad</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rotating Banner Ad</td>
<td>2 images: 640 x 150 pixels (phone) &amp; 552 x 150 pixels (tablet) - PNG or JPEG</td>
<td>n/a</td>
<td>$250</td>
</tr>
</tbody>
</table>

Print File Requirements:
- Press Ready PDF File
- Use high resolution images, 300 DPI recommended
- Only use CMYK colors; convert spot colors to process

Submit all artwork to Jenni.Peters@tshp.org by March 8, 2020
**TSHP 2020 ANNUAL SEMINAR CONTRACT**

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

**Instructions & Payment:**
1. Complete this form and return it with appropriate payment as soon as possible. Contracts must be received by March 8, 2020 to be included in most of the event marketing and publications. Contracts received after March 8, 2020 are accepted but those companies will not be listed in the official program nor the exhibit entrance unit.
2. Cancellations must be submitted in writing on or before March 13 for a refund less $500 administration fee. Cancellations received after March 13 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 and payment to: TSHP, 3000 Joe DiMaggio Blvd, Ste. 30A, Round Rock, TX 78665-3920, Fax: 512-852-8514, E-mail: tshp@tshp.org

**FEES:**

<table>
<thead>
<tr>
<th>Partnership</th>
<th>Booth Space</th>
<th>Badge(s)</th>
<th>Reverse Expo</th>
<th>Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>$____________</td>
<td>$____________</td>
<td>$____________</td>
<td>$____________</td>
<td>$____________</td>
</tr>
</tbody>
</table>

**Check #_______**  
**Credit Card**

**Credit Card #: ___________________**  
**Exp. Date: ________**  
**CVV: ___________**  

**Name on Card: ___________________**  
**Billing Address: ___________________**  
**City: ___________________**  
**State: ___________________**  
**Zip: ___________________**

**TOTAL AMOUNT DUE: $____________**

- **Booth Space:**
  - Premium Booth: $2,600  
  - Standard Booth: $2,250  
  - Colleges of Pharmacy/State Agencies: $800
  - Booth Preference(s): ___________________  
  - Competitors: ___________________  
  - Booth Personnel Badges (4-per booth): ___________________

- **Reverse Expo:** Separate ticketed event. Opportunity restricted to contracted exhibiting companies.
  - Reverse Expo Representative - $975 per rep.  
  - Qty: ___________ x $975 = ___________

- **Advertising Opportunities:** Creative Submission Deadline: March 13
  - App Ad-$250  
  - 2-PG Spread-$3,000  
  - Full PG-$1,250  
  - 1/2 PG-$750

**Company Information:** *( - used in event marketing)*

Company Name*: ___________________

Website*: ___________________

Marketing Contact: (Name) ___________________

(Email) * ___________________

Phone: ___________________

Address: ___________________

City, State, Zip

*Company Description*: Email your 75-word company description to tshp@tshp.org by March 8 OR check this box □ to use our 2019 company description

**Partnership Opportunities:**

Partnership(s): ___________________

**Exhibit Contact:** (used for booth communication)

Name: ___________________

E-mail: ___________________

Phone: ___________________

Address: ___________________

City, State, Zip

**SIGNED:** ___________________

PRINT NAME: ___________________
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 5 for a refund less $500 administration fee. Cancellations received after March 20 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 exhibitors will be permitted that interfere with the use of other exhibitors 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 17, 8:00 AM - 4:00 PM.

12. All exhibits must be fully operational by Friday, April 17 at 4:00 PM. Exhibitors who do not claim their booths by 3:00 PM, Friday, April 17 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 18 at 12:40 PM and move out must be completed by Saturday, April 18, 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 18, 12:40 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 Exhibit’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 understands 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.