

# STANDARD OF CARE SYMPOSIUM

**FEBRUARY 22, 2025 | West Des Moines, IA**

## SPONSORSHIP OPPORTUNITIES

<b>SPONSORSHIP BENEFITS</b>	<b>IPA PARTNERS</b>	<b>PLATINUM INNOVATOR</b> \$5,000 <i>(1 Available)</i>	<b>GOLD CATALYST</b> \$3,500
Recognition during welcome and keynote programming	X		
**NEW** Company logo included on stainless steel water bottle		X	
Recognition on signage during Luncheon		X	X
Exhibit Hall space	X	X	X
Mention on IPA's social media channels (2800+ Facebook, 3600+ Twitter, 2500+ LinkedIn followers)	X	X	X
Recognition in Symposium mobile app	X	X	X
Recognition on IPA's Symposium website	X	X	X
Recognition in Symposium remarks, printed and digital program	X	X	X
Inclusion in Symposium communications	X	X	X

### IPA PARTNERS

An IPA Partner represents a year-round commitment to supporting IPA events and initiatives. These partnerships offer ongoing visibility and engagement opportunities throughout the year and provide consistent recognition across key touchpoints before, during and after events. If your company is interested in becoming an IPA Partner, please contact Kellie Staiert, IPA's Director of Partnerships, at [kstaiert@iarx.org](mailto:kstaiert@iarx.org).

## PLATINUM INNOVATOR

**\$5,000**

Put your logo directly into the hands of all attendees! This sponsorship includes a branded insulated, stainless steel water bottle with straw for all attendees to use during the Symposium. Send your company logo to IPA, and we will take care of the rest! Send company logo to Kellie Staiert at [kstaiert@iarx.org](mailto:kstaiert@iarx.org) by **January 17, 2025** to ensure timely delivery.

## KEYNOTE SPEAKER

**\$5,000**

There is no greater opportunity to get the pharmacy profession in one room and be recognized. Sponsor will be introduced and receive recognition of the company's contribution. Company representative will introduce keynote speaker. Sponsorship includes **two complimentary registrations** and logo recognition in all meeting materials. **One complimentary marketing e-blast** to attendees one week prior to meeting.

## MEETING APP SPONSOR *\*includes Exhibit Hall!*

**\$4,000**

Ensure your company logo and message is seen by all attendees as they navigate the agenda, speakers and Exhibit Hall by sponsoring the Symposium's meeting app, Eventee! This is a prime branding opportunity and guarantees high visibility.

## Wi-Fi PROVIDER *\*includes Exhibit Hall!*

**\$3,000**

The number one question attendees ask during the convention is, "What's the Wi-Fi password?" Be the first company attendees see when they log on to access the Wi-Fi. The Wi-Fi password will be the sponsoring company's name. This will generate great traffic to your booth! This sponsorship will provide Wi-Fi access throughout the convention center, including the Exhibit Hall, meeting rooms, and all public spaces. Includes Exhibit Hall and logo recognition on meeting materials.

## NAME BADGE LANYARDS

**\$2,000**

Name badge lanyards are a great way to drive brand awareness! All attendees will receive a branded lanyard with your company logo. Sponsorship also includes logo recognition in all meeting materials. Send your logo, and IPA will do the ordering! Send company logo to Kellie Staiert at [kstaiert@iarx.org](mailto:kstaiert@iarx.org) by **January 24, 2025** to ensure timely delivery.

## EXHIBIT HALL *\*8:00-8:45 am, 10:30-11:00 am, 12:30-1:30 pm, AND 3:15-3:45 pm*

**\$1,300**

Showcase your products, services and innovations to all attendees at the Exhibit Hall! Build relationships, generate leads, and drive brand awareness throughout the day. The Exhibit Hall will be the central location for activity and networking! The Exhibit Hall will be located directly outside the meeting rooms, ensuring high traffic, maximum visibility, and excellent opportunities to engage with attendees.

## WELCOME BAG

**\$1,000**

Gain high visibility and direct engagement with event attendees! Your brand will be prominently featured on the bags all participants receive upon arrival. These bags will be sure to carry event materials, promotional items, and personal belongings. IPA will order bags. Send company logo to Kellie Staiert at [kstaiert@iarx.org](mailto:kstaiert@iarx.org) to confirm sponsorship by **January 24, 2025**.

## STUDENT SPONSOR

**\$1,000**

Pharmacy students from across the state will be excited to attend the Symposium—these are your future customers! This sponsorship provides your company the opportunity to reach the next generation of pharmacy professionals. Your contribution allows students to attend the Symposium at a reduced rate.

# STANDARD OF CARE SYMPOSIUM

## EVENT LOCATION

West Des Moines Marriott  
1250 Jordan Creek Parkway  
West Des Moines, IA 50266

## CONFERENCE PROMOTION

Program information will be distributed to over 200 pharmacists, student pharmacists, and pharmacy technicians.

## ADMISSION TO SESSIONS AND FUNCTIONS

To attend the sessions and functions other than the Exhibit Program, company representatives are required to register for the Conference.

## BOOTH DESCRIPTION & FEE

Standard tabletop is 8' x 10'. Includes 6' table, 2 chairs, 2 luncheon tickets. Booths are assigned on a first come, first paid basis and do not allow for specific exhibitor requests. **\*\*If you need shipping services, contact Kellie Staiert directly via email at [kstaiert@iarx.org](mailto:kstaiert@iarx.org).**\*\*

## SET UP & TAKE DOWN

Exhibitors may have access to the exhibit area at 7:00 am Saturday morning. Exhibits must be set up by 7:45 am. All exhibits must be removed immediately following the Exhibit Program at 3:45 pm.

## PAYMENTS & CANCELLATIONS

The contract and space reservations are not binding until payment for the booth space is received by the Iowa Pharmacy Association.

Written notice of cancellation must be received by the IPA office before **February 7, 2025** OR an administration fee of \$200 will be assessed. Exhibit cancellations after **February 7, 2025** will be charged the full exhibit fee unless space can be resold prior to the event. If the exhibit space is resold, a 50% refund will be awarded.

## HOTEL ROOM RESERVATIONS

There is not a room block for this one-day event.

## TAX-ID

42-0333952

## LIABILITY INSURANCE

Space is leased with the understanding that the Exhibitor will hold the Iowa Pharmacy Association blameless for any and/or all liability which may result for any cause whatsoever. The Exhibitor is responsible for any claims arising out of its own negligence, or out of the negligence of its employees or agents. The Exhibitor shall be responsible for protecting its own property to its full value, either through purchased insurance or through self-insurance. IPA will not assume responsibility for any loss or damage to exhibitor property. IPA does not act as the agent of the Exhibitor, the facility, the service contractor, or any other party. In the event of any claim or personal injury, bodily injury, or property damage, the Exhibitor agrees to indemnify, defend, and hold harmless IPA as to any such claims.

For any additional conference information or questions, please contact:

### Kellie Staiert

Iowa Pharmacy Association  
2570 106th Street, Unit D, Urbandale, IA 50322  
Ph: 515-270-0713, Fax: 515-270-2979  
[kstaiert@iarx.org](mailto:kstaiert@iarx.org)