

NEW IN 2021! • VIRTUAL EVENT • FEBRUARY 1-7, 2021

This year's PharmaCE Expo will bring together pharmacists, pharmacy technicians and student pharmacists from across the country. With a virtual event this year, we have created unique sponsorship opportunities to provide great engagement:

REVERSE EXHIBIT – \$3,500 (10 available for each track)

Will occur between Monday and Thursday, *Time TBD*

- **Two distinct tracks** will be offered – **Health-System Pharmacy** and **Community-Based Pharmacy**.
- Stations will be assigned on a first-come, first-paid basis.
- Connect with health-system pharmacy directors or community-based pharmacy owners, directors and influencers for **6 minutes** to discuss your company, products and services in an exclusive **one-on-one breakout room** via Zoom.
- You can **request key pharmacist targets** you would like invited to the Reverse Exhibit.
- Receive recognition with your **company logo and web link** on event website.
- As a participant in the Reverse Exhibit, your company will be **listed in the Whova event app** as a sponsor.*

Past participants have stated the Reverse Exhibit provides the opportunity to meet with key pharmacy leaders they otherwise would not have access to and accomplish weeks' of work in only hours!

INDUSTRY SYMPOSIUMS – \$2,500 (5 available)

Offered Monday through Friday from 7:30-8:30 am

- Present information from your company on the **latest research or new products and services**. They are not eligible for CE credit and, therefore, can be focused on specific products or drugs.
- **1 blast email** will be sent to all PharmaCE Expo attendees prior to the event, as well as **1 post** within the Whova meeting app.
- As an industry symposium host, your company will be **listed in the Whova event app** as a sponsor.*

DEADLINE TO SUBMIT INFORMATION: January 6, 2021

PHARMACE EXPO COMPANY SHOWCASE – \$1,000 (unlimited)

Takes the place of a traditional Exhibit Hall

- Receive recognition with your **company logo and web link** on event website.
- As a participant in the company showcase, your company will be **listed in the Whova event app** as a sponsor.*

***ALL THREE sponsorship levels allow company access to the Whova event app, providing:**

- Access to event **Attendees** and **Community** pages that provide networking opportunities
- Ability to **create a custom profile page** to showcase your company's information including description, website URL, video link, and up to 2 PDFs
- Increased visibility with a **company banner** throughout the app
- **Company logo** on Sponsor page within the app
- **Direct engagement with attendees** via your company's profile page **with instant messages**
- **Analytics** following event including clicks/impressions and profile page likes