



# 2010 Annual Convention & Trade Show

Hilton Branson Convention Center

The 2010 Missouri Pharmacy Association Convention & Trade Show is an outstanding opportunity to reach pharmacy decision makers from across the state.

The convention will be held June 9-13, 2010 at Hilton Branson Convention Center. The trade show is scheduled for Saturday, June 12, 2010. The convention will draw more than 200 decision-making pharmacists, as well as pharmacy technicians and pharmacy students.

## Exhibiting

The trade show offers a great venue to meet pharmacy decision-makers and leaders and to showcase your company. A luncheon, prize and drawings in the exhibit hall increase booth traffic. **MPA encourages exhibitors to provide a prize for the drawings held in the exhibit hall.**

Exhibitors will be listed in the post-convention issue of the Missouri Pharmacist magazine, which is e-mailed to all MPA members. And as an exhibitor you qualify for the reduced convention advertising opportunities. See the bottom of this page for details about **Promotional Packages** available this year.

Exhibitors are welcome to attend any of the MPA programming. To earn pharmacy continuing education credits for the programs, a special discounted exhibitor's rate of \$12 per credit hour is available. There is no charge to exhibitors who want to sit in on programs, but not earn CE credit.

Two tickets to the Saturday lunch in the exhibit hall are included in the exhibitor's fee. Additional tickets to the lunch, or other meals during the meeting, may be purchased separately. Exhibiting times are scheduled for Saturday, June 12, 2010 from 11:00 a.m. - 2:00 p.m.

## Sponsorship

Several convention sponsorship opportunities are available, including event and program sponsorships. Sponsor names are prominently displayed at the convention and the post-convention issue of the Missouri Pharmacist. See the **Sponsorship Agreement** for more information on specific sponsorship opportunities, cost, and promotions.

## Promotional Packages

This year we have a new opportunity for both Exhibitors and Sponsors. For your participation in our convention, you now have the option to purchase advertising in convention related materials at a reduced cost. The packages can be found on the first page of both the Exhibitor Agreement and the Sponsorship Agreement.

Convention materials with available advertising space are as follows:

- » **Event Web Page:** MPA's 2010 Annual Convention & Trade Show has its own event web page this year. Members will be directed to this page to sign up for convention activities, download CE resources, and serve as a hub for much convention activity. (note: this is not an ad on the MPA home page, but an ad on the event page)
- » **PDF Ad on Zip Drive:** This year, each participant will be giving a zip drive with CE resources and materials, rather than the hard copy binder used in previous years. Your ad can be saved as a file onto that zip drive as well.
- » **Magazine Ads:** Your ad can be placed in our Summer Edition of MO Pharmacist, released June 1. Ads can be ¼ page, ½ page, or one full page.
- » **Video Ad on Zip Drive:** A promotional video of your choice can be saved on the zip drive given to all convention participants
- » **Between-Session Video:** This option would mean your promotional video would be played between CE sessions during convention, as well as being saved on the Zip Drive.

NOTE: Upon submission of the Exhibitor Agreement or Sponsorship Agreement, you must also submit your high resolution images and (if web ad is included) the link for your web ad. These can be submitted to Abby Havens (abby@morx.com) or Amanda Littlefield (Amanda@morx.com)