

National Meeting and Expo **2018**

CHICAGO

ILLINOIS

Advertising and Awareness Opportunities

The 2018 Innovatix + Essensa National Meeting & Expo is the only event that provides access to Innovatix and Essensa's most engaged and active members, our member-facing staff, and leaders from Premier's Alternate Site Programs – all in one place!

innovatix +  **ESSENSA**

 PREMIER INC. COMPANIES



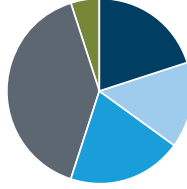
Stand Out From The Crowd

Increase your visibility to directly reach your target audience and improve brand awareness. Don't miss this opportunity to showcase your company and reach the non-acute healthcare and business leaders who make purchasing decisions.



Typical Attendee Breakdown

- 20%** C-Suite/Owner
- 15%** Pharmacist/Director of Pharmacy
- 20%** Purchasing/Operations
- 40%** Business Roles
- 5%** Other Clinical Roles



Top Classes of Trade Represented by Attendees

- Long-Term Care Pharmacy
- Home Infusion Provider
- Senior Living (ALF, CCRC, IL, SNF)
- Retail Pharmacy
- Ambulatory Care Center
- Business & Industry
- Home Medical Equipment / Durable Medical Equipment
- Hospitality



Advertising and Awareness Opportunities

Take advantage of our packaged awareness opportunities (tiers) or complement your booth with print and digital advertising.

All awareness and advertising opportunities are in addition to exhibit booth and exhibiting attendee fees. Suppliers who wish to participate in these opportunities must also be exhibitors at the meeting.

Awareness tiers and a la carte opportunities will be available for purchase alongside exhibitor registration on the Innovatix + Essensa National Meeting website at www.innovatix.com/nationalmeeting. Registration will open in April 2018. All opportunities are first-come, first-serve.

Please e-mail questions to vendorinquiry@innovatix.com.

Platinum Tier

All Platinum Tier opportunities include:

- Full page color ad in event program (distributed onsite to all attendees)
- Company name and logo listed in supplier page in event program
- Company name and logo listed on screen during lunch before keynote speech
- Company name and logo listed on event website
- Revolving ad on four digital screens placed in high traffic areas during meeting
- Tri-fold brochure or one-page flyer inserted into meeting bags (distributed onsite to all attendees)
- Company name and logo listed on four meter boards in and around exhibit hall
- **One** of the following brand awareness opportunities (cost for each opportunity includes all above benefits):
 - A.** Company branding and information display at **Wednesday's Onsite Networking Event** (includes signage and opportunity to display printed material) \$12,000
 - B.** Company branding and information display at **Thursday's Offsite Networking Event** (includes signage and opportunity to display printed material) \$12,000
 - C.** Company branding on **Tote Bags** alongside the meeting logo (distributed to all attendees) \$12,000
 - D.** Company branding on **Notebooks/Pens** alongside the meeting logo (distributed to all attendees) \$12,000

Gold Tier

All Gold Tier opportunities include:

- 1/2 page color ad in event program (distributed onsite to all attendees)
- Company name and logo listed in supplier page in event program
- Company name and logo listed on screen during lunch before keynote speech
- Company name and logo listed on event website
- Revolving ad on three digital screens placed in high traffic areas during meeting
- **One** of the following brand awareness opportunities (cost for each opportunity includes all above benefits):
 - A.** Company branding and information display at **2 Cell Phone Charging Stations** (includes signage and opportunity to display printed materials) \$8,000 (**two opportunities available**)
 - B.** Company branding and information display at **Wednesday's Reception in Exhibit Hall** (includes signage and opportunity to display printed materials) \$8,000
 - C.** Company branding and information display at **Wednesday's Keynote Lunch** (includes signage and opportunity to display printed materials) \$8,000
 - D.** Company branding and information display at **Thursday's Lunch in Exhibit Hall** (includes signage and opportunity to display printed materials) \$8,000
 - E.** Company branding on **Hotel Keys** (distributed to all registered attendees) \$8,000

Silver Tier

All Silver Tier opportunities include:

- 1/4 page color ad in event program (distributed onsite to all attendees)
- Company name and logo listed in supplier page in event program
- Company name and logo listed on screen during lunch before keynote speech
- Company name and logo listed on event website
- Revolving ad on two digital screens placed in high traffic areas during meeting
- **One** of the following brand awareness opportunities (cost for each opportunity includes all above benefits):
 - A.** Company branding and information display at **Wednesday Afternoon's Snack Break** (includes signage and opportunity to display printed materials) \$5,500
 - B.** Company branding and information display at **Wednesday's Member Lounge** (includes signage and opportunity to display printed materials) \$5,500
 - C.** Company branding and information display at **Thursday Morning's Breakfast** (includes signage and opportunity to display printed materials) \$5,500
 - D.** Company branding and information display at **Thursday Afternoon's Snack Break** (includes signage and opportunity to display printed materials) \$5,500
 - E.** Company branding and information display at **Thursday's Member Lounge** (includes signage and opportunity to display printed materials) \$5,500
 - F.** Company branding and information display at **Friday Morning's Breakfast** (includes signage and opportunity to display printed materials) \$5,500

A la Carte Options

Insert in meeting tote bag (Limited to 6 Exhibiting Suppliers):

- Tri-Fold or Bi-Fold Brochure \$2,750
- One-page flyer \$2,250

Digital Signage (Limited to 10 Exhibiting Suppliers):

- Revolving ad on two digital screens placed in high traffic areas during meeting \$1,000

Program Ads:

- Full page color ad in event program (distributed onsite to all attendees) \$3,000
- 1/2 page color ad in event program (distributed onsite to all attendees) \$2,000
- 1/4 page color ad in event program (distributed onsite to all attendees) \$1,200
- 1/8 page color ad in event program (distributed onsite to all attendees) \$750