

Sweet Opportunities

Marketing Partnerships With the South Carolina Pharmacy Association
2008-2009 Membership Year



How Sweet It Is...

The South Carolina Pharmacy Association cordially invites you to broaden your marketing efforts and reach out to more than 2,000 pharmacy professionals. SCPhA offers an assortment of opportunities that meet all of your marketing needs.

Whether you're looking to reach a segmented market, such as a geographic area, or to reach the entire membership, SCPhA offers a variety of vehicles for you to market your business, products and services.

Please peruse through our menu of opportunities. Feel free to pick and choose which options fit you a la carte. Or, if you'd like, we can talk with you about getting the whole smorgasbord!

Whatever options you choose, you can be assured that SCPhA's staff will assist you in reaching your marketing goals - which is the icing on the cake!



Annual Meeting and Convention



Special Events/Unique Markets



Print and Internet Marketing



Continuing Education Sponsorship

Annual Convention Sponsorship/Exhibiting

June 18-21, 2009

Sheraton Convention Center, Myrtle Beach, SC

The South Carolina Pharmacy Association's Annual Meeting has a long history of drawing a wide variety of pharmacy professionals throughout the state. Pharmacists gather at the meeting to learn from experts in the field, to view the latest products and services, and to network with colleagues.



The Annual Convention gets bigger and better every year. Each convention is themed, and we strongly encourage exhibitors and sponsors to have fun and use the theme to their advantage.

The Annual Meeting and Convention is the premiere event of the year and receives the most publicity and coverage, before and after the event. Rooms are available at the Sheraton.

Event Sponsorship

Maximize your meeting presence with convention sponsorship. Opportunities are available as overall convention sponsors (maximum exposure) to individual event sponsors.

Platinum Sponsor - \$5,000

Includes: Exhibit booth, full page ad in the Palmetto Pharmacist, your logo on a banner, 4 tickets to the awards banquet, opportunity to provide a bag insert in all attendees bags, acknowledgement in materials and signage.

Gold Sponsor - \$4,000

Includes: Exhibit booth, half page ad in the Palmetto Pharmacist, your logo on a banner, 2 tickets to the awards banquet, opportunity to provide a bag insert in all attendees bags, acknowledgement in materials and signage.

Silver Sponsor - \$3,000

Includes: Exhibit booth, quarter page ad in the Palmetto Pharmacist, your logo on a banner, 2 tickets to the awards banquet, opportunity to provide a bag insert in all attendees bags, acknowledgement in materials and signage.

Additional Sponsor Opportunities (includes signage and acknowledgment in event materials)

Breakfast Sponsor - \$1,500 (one on Friday, Saturday, or Sunday, each is exclusive and available on a first come basis)

Exhibit Hall Lunch Sponsor - \$2,500

Product Sponsorship - \$500 (send SCPhA your product/materials to distribute at the event on your behalf)

Pocket Program Sponsorship - \$2,000 (Exclusive ad on the back of the attendee's pocket program)

Exhibits

SCPhA's Exhibit Hall always draws a crowd! Each vendor is provided with an 8x10 exhibit area, one eight foot table, two chairs, and one booth identification sign. Each booth may have up to two representatives in attendance. Exhibit prices do not include event registration.

Standard Booth:

\$675 (Early bird price - expires October 1, 2008)

Electricity:

\$45

Door Prizes

We encourage all exhibitors/sponsors to bring or submit a door prize for the exhibit hall. The donating vendor/exhibitor is announced as each prize is raffled. You can either provide your own prize, or you can donate SCPhA memberships or gift certificates.

Please fill out the following page to reserve your place at the 2009 Annual Meeting and Convention!

SCPhA's 133rd Annual Meeting and Convention Exhibit/Sponsorship Contract

Please complete this form in its entirety and return to SCPhA to reserve your place at SCPhA's 132nd Annual Meeting and Convention.

Company/Firm Name _____

Please Print Correct Lettering of Company As It Should Appear On Event Signage/Recognition

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website URL _____

Signature _____

Sponsorship:

- Platinum (\$5,000) Gold (\$4,000) Silver (\$3,000)
 Breakfast Sponsor (\$1,500 - please indicate day): Friday Saturday Sunday
 Exhibit Hall Lunch Sponsor (\$2,500)
 Product Sponsorship (\$500)
 Pocket Program (\$2,000)

Sponsorship Total: \$ _____

Exhibit Hall:

Booths (\$675 each - Early bird rate, subject to change May 12, 2008)

No. of booths _____ x \$675 = \$ _____

Electricity (\$45 per booth)

_____ x \$45 = \$ _____

Door Prizes/Giveaways/Student Sponsorships:

SCPhA Memberships (\$150 each)

No. of memberships _____ x \$150 = \$ _____

SCPhA Gift Certificates (\$50 each)

No. of gift certificates _____ x \$ 50 = \$ _____

Student Sponsorship (\$150 per student)

No. of sponsorships _____ x \$150 = \$ _____

SCPhA Memberships: (if you are not already an SCPhA member, join today!)

Associate Memberships (\$150) *Non-pharmacist, non-technician*

No. of memberships _____ x \$150 = \$ _____

Active Memberships (\$150) *Registered pharmacists*

No. of memberships _____ x \$150 = \$ _____

Note: Memberships are based on an individual basis. If you indicate that you would like to join SCPhA, you will be contacted to obtain further information.

Additional Event Offerings: (These items will only be available in limited quantities on site.)

Full Meeting Registrations (\$240 per person)

No. of registrations _____ x \$240 = \$ _____

Includes meeting, Friday night Awards Banquet, Saturday Night Party, but does NOT include House of Delegates breakfast, legislative breakfast, or alumni luncheons.

House of Delegates Breakfast (\$25 per person)

No. of tickets _____ x \$ 25 = \$ _____

Alumni Luncheon

No. of USC tickets _____ x \$ 30 = \$ _____

No. of MUSC tickets _____ x \$ 30 = \$ _____

Awards and Installation Banquet (\$55 per person)

No. of tickets _____ x \$ 55 = \$ _____

Saturday Night Party (\$50 per person)

No. of tickets _____ x \$ 50 = \$ _____

Grand Total: \$ _____

Payment Method: Check Enclosed; Check # _____ Corporate Check To Be Mailed By _____

Credit Card: MC Visa AMEX Discover

Credit Card # _____ Exp. Date _____

Signature _____ Date _____

Exhibitor/Sponsorship Policies: Cancellation of exhibits or sponsorships must be received by the SC Pharmacy Association in writing. No cancellations will be taken over the telephone. All cancellations must be received at our headquarters by fax, mail, or email. No refunds will be made for cancellations received after May 28, 2009. Cancellations made prior to May 28 may receive a refund, less a \$50 administrative fee. Exhibitors may NOT resell space. No outside arrangements will be honored by SCPhA. Only agreements contracted directly with us will be honored. Exhibitors/sponsors are responsible for making their own accommodations, travel arrangements, and booth/supply transport. SCPhA will provide information upon receipt of this signed contract for shipping methods.

**Please return this completed form along with method of payment to SCPhA: 1350 Browning Road, Columbia, SC 29210
or via fax to (803) 354-9207. Please contact SCPhA with any questions at (803) 354-9977.**

For detailed event information, visit www.scrx.org.

Southeastern "Girls of Pharmacy" Leadership Weekend

January 16-18, 2009 Grove Park Inn, Asheville, NC

The Southeastern "Girls of Pharmacy" Leadership Weekend was developed originally for the growing female demographic. With pharmacy schools becoming predominately female, SCPPhA felt it important to develop a program specifically tailored to the needs of female professionals. Thus, the Southeastern "Girls of Pharmacy" Leadership Weekend was born! As the event grew in success, several other states in the region joined in to promote this event, including Georgia, North Carolina, Kentucky, Virginia, and Tennessee. In 2008, SCPPhA hosted more than 200 attendees for this event. This event is highly targeted to women, featuring topics for women, and networking leadership events for women. (Hotel rate of \$134 per night at the Grove Park Inn available by calling 800-438-5800)

Organization/Company _____

Representative/Contact Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

If you are sending multiple representatives, please list names here for name badge purposes:

Continuing Education Grant/Sponsorship If you are interested in continuing education sponsorship or have continuing education grants that could be applicable, please fill out the information above and then provide a brief description here.

Event Sponsorship Event sponsors receive recognition on all event promotional materials, event materials, event signage, as well as the ability to provide information or a web link in the hand out materials.

- Bag sponsor (your logo imprinted on the event bags) \$2,500
- Networking lunch sponsor (Saturday) \$5,000
- Networking reception sponsor \$5,000
- Product Sponsor (your products are featured in the attendee bags) \$1,000 (plus products)

Table Top Exhibits On Saturday night, a special networking reception is held and is always highly attended. All exhibitors receive a table-top display, acknowledgement in the event program, and five drink tickets to provide to attendees.

- Table top display \$450
- Electricity add-on \$35

Event Registration Join in on the fun and experience the event as an attendee!

- Registration without CE \$115
- Registration with CE: Pharmacist Technician \$195

Payment:

- I have submitted for payment in the amount of \$ _____. Payment will be sent by _____ (date).
- Check # _____ Enclosed; Amount \$ _____
- Credit Card Payment: Visa MC AMEX Discover
Card Number _____ Exp Date _____ Amount \$ _____
Signature _____

Print and Internet Marketing

For mass appeal, you can invest in print or internet marketing with SCPhA. Whether you are looking to advertise in SCPhA's bi-monthly membership journal, *Palmetto Pharmacist*, or want to advertise on SCPhA's website, www.scrx.org, you are sure to get excellent exposure.



Website Advertising

The South Carolina Pharmacy Association's website, www.scrx.org, is SCPhA's most visible resource. SCPhA encourages members to check/visit the website daily. In addition to getting traffic from SCPhA members, the website is visited by non-members and other "passers-by" as well.

From January 1 - May 19, 2008, SCPhA had 53,120 page views throughout the site.

Advertising on SCPhA's website is as follows:

Home Page Sponsor	\$2,000 (1 year)/\$1,250 (6 months)
Sub Page Sponsor (per page)	\$500 (1 year)/ \$300 (6 months)

For information on specifications, please see Print/Web Advertising Contract on the next page.

Palmetto Pharmacist

The **Palmetto Pharmacist** is SCPhA's award-winning, bi-monthly membership journal. The **Palmetto Pharmacist** contains clinical, legislative, membership, and continuing education information. Each issue contains timely information about current legislative initiatives and is the primary vehicle for delivering important news. This publication is delivered to more than 2,000 pharmacy professionals across the state.

Ad Size	1 Issue Rate
Full page	\$660
1/2 page	\$500
1/4 page	\$335
Business card	\$60
Back page	\$990
Inside front cover	\$880
Inside back cover	\$880



Rates per issue decrease with increased frequency commitment. Please see the Print/Web Advertising Contract on the next page for additional details.

SCPhA Print/Web Advertising Contract

Please complete this form in its entirety and return, signed, to SCPhA. Fax to (803) 354-9207 or mail to SCPhA, 1350 Browning Road, Columbia, SC 29210

Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Contact: _____ Title: _____
Phone: _____ Fax: _____ Email: _____
Please send all correspondence to: Advertiser Agency

Qualifying Ad Agency: Agency Commission is 15% discount on gross billing for recognized advertising agencies. No commission on ads not submitted through a qualifying agency. Note: In-house agencies do not qualify for agency commission.

Agency Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Contact: _____ Title: _____
Phone: _____ Fax: _____ Email: _____

Payment: All ads are invoiced after publication. All payments are due 30 days from date of invoice. After initial 30 days, a late fee of \$50 will be charged for every 30 days thereafter until payment is received.

Cancellation Policy: Cancellations and changes cannot be accepted after the closing date/deadlines. Advertisers receiving multiple frequency discounts who do not fulfill their contracts must rebook upon cancellation and run the ad within 12 months of the first date in the contract, or be back-billed at the one-time rate for cancelled ads.

Advertising Requirements/Policies: Multiple frequency advertisers wishing to run new ad copy must supply new artwork and notify SCPhA of any changes before the closing date for issue. The publisher reserves the right to reject any advertising. Advertisers and their agencies assume liability for any claims which may arise from their advertising. Advertisements are interspersed throughout the editorial section of the Palmetto Pharmacist. Positioning of ads is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing.

Authorized Signature _____ Date _____

Palmetto Pharmacist (Bi-monthly magazine/ journal)

Advertising Please note that ads can be submitted in B&W or color, with no price differential.

Rates per issue based on frequency	1 issue	3 issues (1/2 year)	6 issues (1 year)
Full page (8.5"x11")	<input type="checkbox"/> \$660	<input type="checkbox"/> \$600	<input type="checkbox"/> \$565
Half page (4.25"x11" or 8.5"x5.5")	<input type="checkbox"/> \$500	<input type="checkbox"/> \$470	<input type="checkbox"/> \$450
Quarter page (4.25"x5.5")	<input type="checkbox"/> \$335	<input type="checkbox"/> \$300	<input type="checkbox"/> \$285
Business card (Under 3.5"x2.25")	<input type="checkbox"/> \$60	<input type="checkbox"/> \$55	<input type="checkbox"/> \$45

Premium Position Rates (based on availability, full page sizes only)

Inside Front Cover	<input type="checkbox"/> \$880	<input type="checkbox"/> \$800	<input type="checkbox"/> \$764
Inside Back Cover	<input type="checkbox"/> \$880	<input type="checkbox"/> \$800	<input type="checkbox"/> \$764
Back Cover	<input type="checkbox"/> \$990	<input type="checkbox"/> \$900	<input type="checkbox"/> \$860

Issue Placement

Issue Placement	Deadline
<input type="checkbox"/> January/February	December 10
<input type="checkbox"/> March/April	February 10
<input type="checkbox"/> May/June	April 10
<input type="checkbox"/> July/August	June 10
<input type="checkbox"/> September/October	August 10
<input type="checkbox"/> November/December	October 10

AD SUBMISSION: Ads must be submitted to publisher by the deadlines listed above. Please provide digital files for all ads. High resolution (300 dpi or better preferred) files should be submitted in one of the following formats: .tif, .pdf, .eps. Publisher can also accept high resolution .jpeg files, although not preferred.

Website Advertising (Please check all that apply)

HOME PAGE: (Limit 4 total home page sponsors)
 1 year: \$2,000 6 months: \$1,250

SUB PAGE: Sponsors may place their company logo/banner at the bottom of any of the below mentioned pages. There is no limit to how many sponsors may be displayed on each page. Queue placement will be given on a first come, first serve basis. Please indicate which page(s) you wish to place your banner/logo on:

- Membership Government Affairs
 Publications Public Affairs
 Other Programs Resources

Rates are per sub page banner/logo placement.

1 year: \$500 6 months: \$300

Specifications: Banner ads/logos should be no larger than 200 x 200 pixels. Please limit the size of your banners/logos to 25 KB. Please do not submit flashing graphics. SCPhA reserves the right to reject advertising/logos at any time. SCPhA also reserves the right to place/display ads as necessary.

Carolina Pharmacy Network Business School

February 21, 2009

SCPhA Office, Columbia, SC

The Carolina Pharmacy Network is a wholly owned subsidiary of the South Carolina Pharmacy Association. CPN is a special group composed of independent community pharmacy owners. In 2007, CPN held its inaugural "Business School" and received rave reviews from participants, hailing it the "best program" they had ever attended. The event features "drug-free" continuing education, focusing on aspects of owning a pharmacy that are not medication related. This is a perfect opportunity to create a presence and get your name in front of the key decision makers/purchasers in community pharmacies in South Carolina.

Organization/Company _____

Representative/Contact Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

If you are sending multiple representatives, please list names here for name badge purposes:

Sponsorship Opportunities

As a sponsor of the CPN Business School, you receive: your logo on promotional event materials, SCPhA website, and all event materials, event signage, acknowledgement throughout the program. All sponsors also receive space for a table top display at the networking reception.

Platinum Sponsor (\$3,000) Gold Sponsor (\$2,000) Silver Sponsor (\$1,500)

Payment Method: Check Enclosed; Check # _____ Corporate Check to be mailed by: _____

Credit Card: MC Visa AMEX Discover

Credit Card # _____ Exp. Date _____

Signature _____

Exhibitor/Sponsorship Policies: Cancellation of exhibits or sponsorships must be received by the SC Pharmacy Association in writing. No cancellations will be taken over the telephone. All cancellations must be received at our office by fax, mail, or email. No refunds will be made for cancellations received after April 5, 2009. Cancellations made prior to April 5, 2009 may receive a refund, less a \$50 administrative fee. Exhibitors may NOT resell space. No outside arrangements will be honored by SCPhA. Only agreements contracted directly with us will be honored. Exhibitors/sponsors are responsible for making their own accommodations, travel arrangements, and booth/supply transport. SCPhA will provide information upon receipt of this signed contract for shipping methods.

**Mail to: SCPhA 1350 Browning Road, Columbia, SC 29210 or fax to (803) 354-9977.
Questions? Call (803) 354-9977.**

Continuing Education Opportunities

The South Carolina Pharmacy Association continually strives to provide quality continuing education courses, sessions, and conferences to pharmacy professionals. SCPhA prides itself on keeping members and non-members informed on the cutting-edge, ever-changing health industry.

The success of the South Carolina Pharmacy Association's educational program correlates strongly with the amount of support that we receive.

If your company/organization is interested in pursuing an educational grant partnership with the South Carolina Pharmacy Association, please fill out the following information and return it to SCPhA at (803) 354-9207 fax or mail to SCPhA, 1350 Browning Road, Columbia, SC 29210.

Company Name: _____

Name: _____ Email: _____

Title/Region: _____

Other Contact Information: _____

Fiscal Year (Months): _____ to _____

Disease States/Public Health Interests:

Current Educational Focus:

Do you have any other educational needs/venues?

Who is the appropriate contact to whom educational grants should be submitted?

Name: _____ Title: _____

Address: _____

Email: _____

Do you have an online grant application process? Yes/No _____

Grant Website: _____

Suggestions for successful applications:

Other Opportunities

The South Carolina Pharmacy is always looking for new and innovative ways to serve the membership and promote the profession. If you have ideas or suggestions for a new way to support the profession, we'd love to hear from you. If you would like to discuss any of the opportunities presented or other ideas, please feel free to contact:

Jennifer Simmons
Director of Public Affairs, SCPhA
1350 Browning Road
Columbia, SC 29210
(803) 354-9977 phone
(803) 354-9207 fax
jsimmons@scrx.org