



# CHARTING A BOLD COURSE FOR ILLINOIS PHARMACY!



September 11-13, 2014  
Oakbrook Terrace, Illinois

# EXHIBITOR GUIDE

ADDRESS SERVICE REQUESTED

Illinois Council of Health-System Pharmacists  
4055 N. Perryville Road  
Loves Park, IL 61111-8653



# Illinois Council of Health-System Pharmacists 2014 Annual Meeting

# EXHIBITOR PROGRAM

## GENERAL MEETING INFORMATION

Do you provide products or services essential for pharmacists, pharmacy technicians, students and other related personnel? If so, you'll want to hoist your company sails at our Annual Meeting!

- ✦ More than 520 people attended the 2013 Annual Meeting
- ✦ You'll have access to directors of pharmacy, operations and clinical managers, clinical specialists, and other influencers in pharmacy practice
- ✦ Exhibiting at a state-wide meeting allows you to network with multiple customers at one time rather than expending travel dollars to meet them locally

## MEETING PROGRAM DETAILS

Meeting program details are regularly updated online. Visit [www.ichpnet.org/annual](http://www.ichpnet.org/annual) for up-to-date meeting details including schedule, faculty, program descriptions, CPE credit, and registration information.

## EXHIBITOR DATES AND LOCATION

The Exhibitor Showcase will take place on **Thursday, September 11 and Friday, September 12, 2014**. All commercial and educational exhibits will be located at the Drury Lane Theatre and Conference Center, 100 Drury Lane in Oakbrook Terrace, IL 60181. Drury Lane is conveniently located in Chicago's prestigious western suburbs, just minutes from downtown and major airports. Visit [www.drurylaneoakbrook.com](http://www.drurylaneoakbrook.com) for transportation needs.

## ATTENDING SESSIONS

Any exhibitor representatives wishing to receive CPE credits or participate in social functions must register as a participant of the meeting. Contact ICHP or visit [www.ichpnet.org](http://www.ichpnet.org) for attendee registration information in June 2014.

## EXHIBITOR HOURS

Exhibits will be located in the Oak and Brook Rooms of the conference center. It is expected that your booth will be staffed both days and until the final closing on Friday.

### ✦ Set-Up Hours

Thursday, September 11  
12:00pm - 2:45pm

### ✦ Thursday Exhibit Hours and Reception

Thursday, September 11  
3:00pm - 4:30pm

### ✦ Friday Exhibit Hours

Friday, September 12  
10:00am - 12:00pm

### Reverse Exhibit\*

8:00am - 10:00am

*\*Separate registration required. See next page for more information.*

### ✦ Tear-Down Hours

Friday, September 12  
12:00pm - 2:00pm

## ASSIGNMENT OF SPACE

Exhibit space assignments will be finalized by August 20, 2014. Space assignments will be based on first-come, first-serve basis according to the level of meeting support. In the event of a tie, the registration with the earliest payment will have priority.

## NEW! - EXHIBIT HALL ATTENDANCE

We know that not everyone is an ICHP member or can take time off to attend the Annual Meeting. To give your other potential pharmacy and healthcare clients a chance to visit you at your exhibit booth, we are offering free Exhibit Hall passes for your guests. Please contact Jan Mark at 815-227-9292 or [JanM@ichpnet.org](mailto:JanM@ichpnet.org) prior to the meeting so that we may reserve your guest passes. Upon arrival, your guests can check in at the ICHP Registration Desk to receive their passes. Passes are for the Exhibit Hall ONLY.

## OFFICIAL DRAYAGE CONTRACTOR

Midwest Conference Service (MCS) is serving as the Official ICHP 2014 Annual Meeting Decorator and Drayage Contractor. Exhibitors who plan to use a non-official service contractor or exhibit service must **contact MCS (1-888-627-3976)** to inform them. **To ensure timely reservations of your exhibitor service needs from MCS, your booth registration must be received by the ICHP office by Monday, August 11, 2014.**

### ✦ Exhibitor Service Kit

The ICHP Exhibitor Service Kit will be available online and information on accessing the kit will be emailed to the exhibitor contact person. The exhibitor kit includes details on charges and restrictions for freight and shipping to and from the show. MCS will provide a service desk in the exhibit hall area. This service will be available during the set-up period and two hours prior to the dismantle period.

### ✦ AV

All AV requests must be made directly to MCS. ICHP will send out AV Request Information with the exhibitor booth reservation confirmations.

### ✦ Shipments

All shipping arrangements must be made directly with MCS.

## HOTEL ACCOMMODATIONS

All exhibitor representatives are responsible for making their own hotel reservations. Special convention room rates are available to ICHP exhibitors at The Hilton Garden Inn in Oakbrook Terrace (1000 Drury Lane, Oakbrook Terrace, IL 60181). These special rates are available by calling The Hilton Garden Inn (1-877-STAYHGI) prior to Wednesday, August 20 and mentioning ICHP's Annual Meeting!

## EXHIBIT SPACE

The exhibitor booth package includes (1) 8'x10' carpeted booth area, (1) 8' high backwall drape, (2) 3' high siderails drape, (1) 2' x 6'30" skirted table, 2 chairs, (1) waste basket, and (1) exhibitor identification sign (7" x 44").

- **Single pipe & drape booth: \$1,000**
- **Double pipe & drape booth: \$1,500**

## MEETING SPONSORSHIP

Meeting sponsorship is unrelated to educational programming. The level of sponsorship will provide booth fees, premium exhibit hall space and special advertising during the meeting. **Contact the ICHP office by August 11, 2014 so that your company can be recognized in the syllabus.**

### ✦ **Platinum** **\$5,000**

- Double booth
- **NEW!** – Admission for two representatives to the Reverse Exhibit
- Two complimentary meeting registrations
- Full page color ad
- Recognition as the full-sponsor of a refreshment break
- Recognition signage at the meeting
- Recognition in the program syllabus
- Recognition in our newsjournal

### ✦ **Gold** **\$3,000**

- Single booth
- **NEW!** – Admission for one representative to the Reverse Exhibit
- One complimentary meeting registration
- Half page color ad
- Recognition as the co-sponsor of a refreshment break
- Recognition signage at the meeting
- Recognition in the program syllabus
- Recognition in our newsjournal

### ✦ **Silver** **\$1,500**

- Single booth
- One complimentary meeting registration
- Recognition signage at the meeting
- Recognition in the program syllabus
- Recognition in our newsjournal

## EDUCATIONAL SUPPORT

For support opportunities for educational programming, contact the ICHP office. ICHP reserves the right of final approval of CPE program topics, speakers and program content for all sessions. **Contact the ICHP office no later than August 11, 2014 so that your company can be recognized in the program syllabus.**

## REVERSE EXHIBIT

*Friday, September 12 - 8:00am - 10:00am*

The Reverse Exhibit is exactly what the name suggests: a reversal of the traditional tradeshow format. Hospital pharmacy decision makers (pharmacy directors, clinical managers, drug information specialists, and buyers) will each host a table while vendors walk the floor. Any Exhibitor can add the Reverse Exhibit to their Exhibit Space or Sponsorship. The cost for exhibitors to attend is \$495 per representative. Please visit [www.ichpnet.org/annual](http://www.ichpnet.org/annual) or contact [JanM@ichpnet.org](mailto:JanM@ichpnet.org) to complete a separate Reverse Exhibit registration form.

## NEW! – STAND ALONE REVERSE EXHIBIT

*Friday, September 12 - 8:00am - 10:00am*

New in 2014, we are offering representatives the option to attend the Reverse Exhibit without purchasing an Exhibit Space. The price for the first representative for a Stand Alone Reverse Exhibit is \$1495. Add \$495 for each additional representative. Please visit [www.ichpnet.org/annual](http://www.ichpnet.org/annual) or contact [JanM@ichpnet.org](mailto:JanM@ichpnet.org) to complete a separate Reverse Exhibit registration form.

## NEW! – WIFI SPONSORSHIP

New in 2014, we are offering the opportunity to sponsor the WiFi available at the meeting to all attendees and exhibitors. This sponsorship is \$499 and will include recognition in the meeting signs and syllabus. **Contact the ICHP office no later than August 11, 2014 so that your company can be recognized in the program syllabus.**

## SYLLABUS ADVERTISING

All meeting attendees will receive a folder that includes a program syllabus that contains the schedule of events, a listing of exhibitors and sponsors, and full color advertising pages. Heighten your visibility to all participants by advertising in the syllabus!

### Ad Options

Back Cover (8 ½"x 11")	\$750
Inside Front Cover (8 ½"x 11")	\$600
Full Page (8 ½"x 11")	\$500
Half Page (8 ½"x 5 ½")	\$300
2 Pages (11"x 17")	\$800
3 Pages (11"x 17"; 8 ½"x 11")	\$1,000

**E-mail final 4-color camera-ready display ads to [AmandaW@ichpnet.org](mailto:AmandaW@ichpnet.org) by August 11, 2014.** PDF is the preferred file format. All ads have the option to include a ¼" bleed.

Ads are non-commissionable.



# Illinois Council of Health-System Pharmacists 2014 Annual Meeting Exhibitor Registration

Please provide company information as you would like it to appear in the program materials:

Company Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone/Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_

## Correspondence regarding this exhibit should be sent to:

Contact Person: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone/Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

## Payment Method (ICHP's Federal Tax ID #: 36-2887899)

- Charge \$\_\_\_\_\_ to my credit card**  
Credit Card Account: # \_\_\_\_\_  
Exp. Date: \_\_\_\_\_ CVV2 Security Code: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Authorized Signature: \_\_\_\_\_  
Fax form with credit card payment to 815-227-9294.
- Check. Mail form with check (payable to ICHP).**  
ICHP, 4055 N. Perryville Rd, Loves Park, IL 61111-8653
- Invoice the company:** \_\_\_\_\_

## Acceptance of Contract

The ICHP 2014 Annual Meeting Exhibitor Registration must be completed in its entirety and payment made by check, money order or credit card payable to: ICHP. Your exhibit fees are refundable at 50% if a written cancellation request is received prior to July 31, 2014. Space assignments are made according to the "Assignment of Space" criteria listed in the general information section of the Exhibitor Guide. Your designated contact person will be notified of your space assignment. Space assignments will be finalized by August 20. Details are subject to change.

The undersigned hereby authorizes the 2014 Illinois Council of Health-System Pharmacists Annual Meeting to reserve exhibit space in the Drury Lane Conference Center, Oakbrook Terrace, Illinois for use by the above company/organization during the 2014 ICHP Annual Meeting on September 11 and 12. The undersigned acknowledges receipt of, and agrees to abide by, the conditions under which exhibit space at the Drury Lane Conference Center is leased to the 2014 ICHP Annual Meeting as printed in the Exhibitor Guide.

**Mail or fax this completed form & payment by Monday, August 11, 2014!**

**Security and Liability** - The Illinois Council of Health-System Pharmacists will provide reasonable and professional security and precautions during non-show hours to safeguard exhibitor's property. However, it is understood that neither ICHP, nor the Drury Lane Conference Center, nor Midwest Conference Service, nor their members, officers, directors, or employees shall be responsible for loss or damage to any property belonging to the exhibitor or any person or persons while in transit to or from, or while at the Drury Lane Conference Center. The exhibitor assumes complete responsibility and liability and agrees to protect, save and hold forever harmless ICHP, Midwest Conference Service, the Drury Lane Conference Center, and all their agents, officers, and employees (hereafter collectively called

indemnities) for any and all injury to persons or property in any way connected with the exhibitor's display. The exhibitor agrees to hold harmless the indemnities against and from any and all losses, costs, damage, liability, or expenses (including attorney's fees) arising from or other occurrence to any person or persons, including the exhibitor, its agents, employees, and business invitees which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or any part thereof, except for losses, costs, damage, liability or expense caused solely by the negligence or wrongful acts of indemnities.

**Photo and Video Consent Release:** I give ICHP permission to use photos, video recordings, and audiotapes of myself taken at the event. ICHP intends to use such materials only in connection with ICHP official publications, media promotions, web sites, or social media sites, and that these images may be used without further notifying me. Any person desiring not to have their photo taken or distributed must contact the ICHP office in writing and include a photograph. The photo will be used for identification purposes and held in confidence by ICHP.

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

## SUPPORT OPPORTUNITIES

### Exhibit Space Fees

- Single booth (pipe and drape): \$1,000
- Double booth (pipe and drape): \$1,500

### Companies from whom you desire booth separation:

### Educational Support

For support opportunities for educational programming, please contact ICHP.

### Meeting Sponsorship

- Platinum - \$5,000
- Gold - \$3,000
- Silver - \$1,500

### Reverse Exhibit

Please visit [www.ichpnet.org/annual](http://www.ichpnet.org/annual) or contact [JanM@ichpnet.org](mailto:JanM@ichpnet.org) to complete a separate Reverse Exhibit registration form.

- Exhibiting company - \$495 first representative
- Add on - \$495 each additional representative  
Number of reps attending \_\_\_\_\_
- Stand Alone (not exhibiting) - \$1495 first representative
- Add on - \$495 each additional representative  
Number of reps attending \_\_\_\_\_

### WiFi Sponsorship

- Meeting WiFi for all attendees and exhibitors - \$499

### Syllabus Advertising

- Back Cover: \$750
- Inside Front Cover: \$600
- Full Page: \$500
- Half Page: \$300
- 2 Full Pages: \$800
- 3 Full Pages: \$1,000

## CONTACT INFORMATION

Illinois Council of Health-System Pharmacists  
ICHP 2014 Annual Meeting  
4055 N. Perryville Road  
Loves Park, IL 61111  
Phone: 815-227-9292 | Fax: 815-227-9294

Questions? Contact Jan Mark, Exhibitor Liaison  
Phone: 815-227-9292 | Email: [JanM@ichpnet.org](mailto:JanM@ichpnet.org)

**Dates to Remember**

**August 11, 2014**

- Deadline for advertising
- Deadline for sponsorships
- Deadline for exhibit booth registrations

**August 20, 2014**

- Deadline for guaranteed hotel rates
- Exhibit space assignment finalized