

EXHIBITOR GUIDE



ILLINOIS COUNCIL OF
HEALTH-SYSTEM PHARMACISTS

**2011 ANNUAL MEETING
SEPTEMBER 15 - 17**

DRURY LANE CONFERENCE CENTER
OAKBROOK TERRACE, IL 60181

EXHIBITOR GUIDE

ILLINOIS COUNCIL OF
HEALTH-SYSTEM PHARMACISTS
2011 ANNUAL MEETING
SEPTEMBER 15 - 17



ADDRESS SERVICE REQUESTED

ICHP
4055 N. Perryville Road
Loves Park, IL 61111-8653

ILLINOIS COUNCIL OF HEALTH-SYSTEM PHARMACISTS

2011 ANNUAL MEETING



GENERAL INFORMATION

The Illinois Council of Health-System Pharmacists (ICHP) membership consists of over 1,750 pharmacists, pharmacy technicians, students and other related personnel. Each year, many members and persons interested in education participate in this event and visit the Exhibit Program to discover new products and services that will aid them in their specific areas of practice. During the Exhibit Program you will have the opportunity to meet 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 traveling dollars to meet them locally. Build your connections by coming to the ICHP 2011 Annual Meeting!

EXHIBITOR DATES AND LOCATION

The ICHP 2011 Annual Meeting Exhibitor Showcase will take place on **Thursday, September 15** and **Friday, September 16**. 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. Please visit www.drurylaneoakbrook.com for transportation needs.

EXHIBIT HOURS AND SET-UP/TEAR-DOWN

Exhibits will be located in the Terrace and Venetian Rooms of the Drury Lane 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 15, 2011
NOON - 2:15 pm

THURSDAY EXHIBIT HOURS

Thursday, September 15, 2011
3:00 pm - 4:30 pm

FRIDAY EXHIBIT HOURS AND LUNCH RECEPTION

Friday, September 16, 2011
12:30 pm - 2:30 pm

TEAR-DOWN HOURS

Friday, September 16, 2011
2:30 pm - 4:00 pm

HOTEL ACCOMMODATIONS

All exhibitor representatives are responsible for making their own hotel reservations. Special convention room rates are available to ICHP Annual Meeting Exhibitors at The Hilton Garden Inn in Oakbrook Terrace (10 Drury Lane, Oakbrook Terrace, IL 60181). **These special rates are available by calling The Hilton Garden Inn (1-877-782-9444) prior to Wednesday, August 24 and mentioning that you are attending ICHP's Annual Meeting!**

WEDNESDAY, SEPTEMBER 14, 2011
Single/Double \$139; Triple \$149; Quad \$159

THURSDAY, SEPTEMBER 15, 2011
Single/Double \$89; Triple \$99; Quad \$109

FRIDAY, SEPTEMBER 16, 2011
Single/Double \$89; Triple \$99; Quad \$109

EXHIBIT SPACE FEES

Single pipe and drape booth — \$1,000
Double pipe and drape booth — \$1,500

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

OFFICIAL DECORATOR/DRAYAGE CONTRACTOR

Midwest Conference Service is serving as the Official 2011 ICHP Annual Meeting Decorator and Drayage Contractor. Exhibitors who plan to use a non-official service contractor or exhibit service must contact Midwest Conference Service (1-888-627-3976) to inform them. **To ensure timely reservations of your exhibitor service needs from Midwest Conference Service, your exhibitor registration must be received by the ICHP office by August 12, 2011.**

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. **All AV requests must be made directly to Midwest Conference Service.** ICHP will send out this special AV Request Information with the exhibitor booth reservation confirmations.

SHIPMENTS — *Small shipments may be sent to the Hilton Garden Inn by hotel guests if they will arrive no earlier than 3 days before the event.* Shipments must be labeled: Hilton Garden Inn, Guest's Name, ICHP 2011 Annual Meeting Exhibit Show, 10 Drury Lane, Oakbrook Terrace, IL 60181. Call the Hilton Garden Inn for additional information (1-877-782-9444). *Shipments by exhibitors not staying at the Hilton Garden Inn may be sent directly to the Drury Lane Conference Center if they will arrive no earlier than 2 days before the event.* Shipments must be labeled: Drury Lane Conference Center, ICHP 2011 Annual Meeting Exhibit Show, Exhibitor Company Name, 100 Drury Lane, Oakbrook Terrace, IL 60181. Call the Drury Lane Conference Center for additional information (1-630-530-0202).

EXHIBITOR SERVICE DESK — Midwest Conference Service 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.

ASSIGNMENT OF SPACE

Exhibit space assignments will be finalized by August 26, 2011. 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 application with the earliest payment will have priority.

RESTRICTIONS ON EXHIBIT HALL ATTENDEES

Exhibit hall attendance is limited to registered attendees only. Non-healthcare professionals may not attend the exhibit program.

ATTENDING OTHER SESSIONS

Any exhibitor representatives wishing to receive CPE credits or participate in social functions must register as a participant of the meeting. **Contact the ICHP office or visit www.ichpnet.org for meeting attendee registration information.**

ILLINOIS COUNCIL OF HEALTH-SYSTEM PHARMACISTS

2011 ANNUAL MEETING



SYLLABUS ADVERTISING

All meeting attendees will receive a meeting folder. This folder will include a meeting CD containing educational handouts; and a program syllabus which includes the schedule of events, a listing of exhibitors and sponsors, and **full color advertising pages**. Heighten your company's visibility to all participants by advertising in the program syllabus!

ADVERTISING RATES (4-COLOR)		
SIZE	DIMENSIONS	COST
Back Cover	8 1/2" x 11" (1/4" bleed)	\$600
NEW! Inside Front Cover	8 1/2" x 11" (1/4" bleed)	\$500
Full Page	8 1/2" x 11" (1/4" bleed)	\$400
Half Page	7" x 4 1/2" (1/4" bleed)	\$250
NEW! 2 Full Pages	[each page] 8 1/2" x 11" (1/4" bleed)	\$700
NEW! 3 Full Pages	[each page] 8 1/2" x 11" (1/4" bleed)	\$900

Ads are non-commissionable. **E-mail final 4-color camera-ready display ads to StephanieL@ichpnet.org by August 12, 2011. PDF is the preferred file format.**

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 12, 2011 so that your company can be recognized in the program syllabus.**

PLATINUM - \$5,000+ 2 SPONSORS ONLY

Double booth
2 complimentary meeting registrations
Full page color ad
Company name in the Syllabus under "Meeting Sponsor"
Company name in signage at Annual Meeting
Recognition in our newsjournal, *KeePosted*

GOLD - \$3,000+ 4 SPONSORS ONLY

Single booth
1 complimentary meeting registration
Half page color ad
Company name in the Syllabus under "Meeting Sponsor"
Company name in signage at Annual Meeting
Recognition in our newsjournal, *KeePosted*

SILVER - \$1,500 + 6 SPONSORS ONLY

Single booth
1 complimentary meeting registration
Company name in the Syllabus under "Meeting Sponsor"
Company name in signage at Annual Meeting
Recognition in our newsjournal, *KeePosted*

HOSPITALITY SPONSORSHIP

Meeting attendees will be provided with refreshments during breaks on Thursday, Friday, and Saturday. Your company can provide support for these breaks. **Contact the ICHP office by August 12, 2011 so that your company can be recognized in the program syllabus.**

REFRESHMENT BREAK - \$1,000

Your company can provide sponsorship for any of our refreshment breaks on Thursday afternoon, Friday morning, Friday afternoon, or Saturday morning for \$1,000.

HOSTED BREAK - \$1,500

For \$1,500, your company can set-up a display table within the proximity of a break. This option gives your company the opportunity to network with attendees. Hosted break option available for Friday and Saturday breaks only.

EDUCATIONAL SUPPORT

For support opportunities for educational programming, please contact the ICHP office. ICHP reserves the right of final approval of CPE program topics, speakers and program content for all Annual Meeting sessions. **Contact the ICHP office no later than August 12, 2011 so that your company can be recognized in the program syllabus.**

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.



MEETING SCHEDULE AVAILABLE ONLINE!

Meeting program details are updated in our online meeting brochure weekly. Go to **ichpnet.org** for up-to-date meeting details including schedule, faculty, program descriptions, CPE credit, and registration information.



DEADLINE DATES TO REMEMBER

AUGUST 12, 2011

- Deadline for advertising and sponsorships
- Deadline for exhibitor booth registration

AUGUST 24, 2011

- Deadline for guaranteed hotel room rates

ICHP 2011 ANNUAL MEETING EXHIBITOR REGISTRATION FORM

Mail or fax this form and send payment by August 12, 2011:

Illinois Council of Health-System Pharmacists
4055 N. Perryville Road
Loves Park, IL 61111
Phone: 815-227-9292

Fax: 815-227-9294

Email: JanM@ichpnet.org



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

Check Enclosed - Make Checks Payable to **ICHP**. ICHP Federal Tax ID #: 36-2887899

Invoice the company

Charge my: VISA MasterCard American Express Discover

Credit Card Account: # _____

Expiration Date (month/year): _____

CVV2 Security Code Number: _____

Name on Card: _____

Signature: _____

Total Amount Enclosed: \$ _____

Syllabus Advertising (full color)

Please check the category below:

<input type="checkbox"/> Back Cover	8 1/2" x 11" (1/4" bleed)	\$600
<input type="checkbox"/> NEW! Inside Front Cover	8 1/2" x 11" (1/4" bleed)	\$500
<input type="checkbox"/> Full Page	8 1/2" x 11" (1/4" bleed)	\$400
<input type="checkbox"/> Half Page	7" x 4 1/2" (1/4" bleed)	\$250
<input type="checkbox"/> NEW! 2 Full Pages	[each page] 8 1/2" x 11" (1/4" bleed)	\$700
<input type="checkbox"/> NEW! 3 Full Pages	[each page] 8 1/2" x 11" (1/4" bleed)	\$900

Acceptance of Contract — The ICHP 2011 Annual Meeting Exhibitor Registration must be completed in its entirety and payment made by check, money order or credit card payable to: ICHP. Your booth fees are refundable at 50% if a written cancellation request is received prior to August 18, 2011. Booth assignments are made according to the "Assignment of Space" criteria listed in the general information section of this prospectus. Your designated contact person will be notified of your booth assignment. Booth assignments will be finalized on August 26, 2011.

The undersigned hereby authorizes the 2011 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 2011 ICHP Annual Meeting on September 15 and 16. 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 2011 ICHP Annual Meeting as printed in the Exhibitor Prospectus.

Authorized Signature: _____ Title: _____ Date: _____

Exhibit Booth Fees

Single Booth(s) _____ x \$1,000

Double Booth(s) _____ x \$1,500

Companies from whom you desire booth separation:

Hospitality Sponsorship

Refreshment Break(s) _____ x \$1,000

Hosted Break(s) _____ x \$1,500

Educational Support

For support opportunities for educational programing, please contact the ICHP office.

Meeting Sponsorship

Please check the category below:

PLATINUM - \$5,000 **2 sponsors only**

- Double booth
- 2 complimentary meeting registrations
- Full page color ad
- Company name in the Syllabus under "Meeting Sponsor"
- Company name in signage at Annual Meeting
- Recognition in our newsjournal, *KeepPosted*

GOLD - \$3,000 **4 sponsors only**

- Single booth
- 1 complimentary meeting registration
- Half page color ad
- Company name in the Syllabus under "Meeting Sponsor"
- Company name in signage at Annual Meeting
- Recognition in our newsjournal, *KeepPosted*

SILVER - \$1,500 **6 sponsors only**

- Single booth
- 1 complimentary meeting registration
- Company name in the Syllabus under "Meeting Sponsor"
- Company name in signage at Annual Meeting
- Recognition in our newsjournal, *KeepPosted*

Submit this form no later than August 12
so that your company can be recognized in the meeting syllabus and program materials!