REVERSE EXHIBIT



CHARTING A BOLD COURSE FOR ILLINOIS PHARMACY!

Illinois Council of Health-System Pharmacists 2014 Annual Meeting Friday, September 12, 2014 8:00 AM — 10:00 AM

Held in conjunction with the ICHP Annual Meeting September 11 - 13, 2014 Drury Lane • Oakbrook Terrace, IL



Why You Should Steer Toward Networking with Illinois' Most Prestigious Hospitals and Health-Systems

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.

How It Works

In practice, the Reverse Exhibit concept is very similar to speed dating. Suppliers, vendors, and manufacturers will have up to 5 minutes of one-on-one time with a hospital pharmacy decision maker before moving to the next pharmacy decision maker of their choice.

Five minutes should be an ample amount of time for a vendor to identify a viable business opportunity, and also for a hospital pharmacy decision maker to recognize whether the product or solution will meet their needs. If you feel you need more time, you have the opportunity to finish your conversation during the Annual Meeting Exhibit Program.

During the Reverse Exhibit, each hospital pharmacy or health-system will have an ID sign on their table – clearly marking their facility, city, their name, and job title. Maps will be available to facilitate easy navigation.

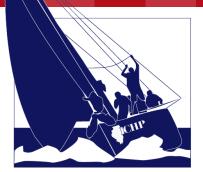
Ways to Attend the Reverse Exhibit

- NEW! Platinum Sponsors receive admission for two representatives to the Reverse Exhibit Platinum Sponsorship \$5,000; see Exhibitor Guide for details.
- **NEW!** Gold Sponsors receive admission for one representative to the Reverse Exhibit *Gold Sponsorship* \$3,000; see Exhibitor Guide for details.
- Exhibit Showcase exhibitors can purchase admission to the Reverse Exhibit for \$495 per representative.
- NEW! Purchase a Stand Alone Reverse Exhibit for \$1495 for the first representative, plus \$495 for each additional representative

Why You'll Want to Attend the ICHP Annual Meeting Reverse Exhibit

- ONE-ON-ONE TIME with hospital and health-system pharmacy directors and other key decision makers from Illinois
- OPPORTUNITY to build relationships and promote your products and services with **REAL DECISION MAKERS** who you may not otherwise have access to.
- MORE EXPOSURE AND VISIBILITY beyond the Annual Meeting Exhibitor Showcase

Reverse Exhibit Registration



Required to receive important meeting information

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Please Check One □ Platinum Sponsor Reverse Exhibit admission for two representatives included with price of sponsorship.	Method of Payment (ICHP's Federal Tax ID #: 36-2887899)
Reverse Exhibit admission for two representatives included with price of sponsorship. Platinum Sponsorship \$5,000; see Exhibitor Guide for details. Gold Sponsor Reverse Exhibit admission for one representative included with price of sponsorship. Gold Sponsorship \$3,000; see Exhibitor Guide for details. Exhibit Showcase exhibitor \$495 each representative Stand Alone Reverse Exhibit \$1495 first representative Additional representative \$495 each additional representative	MY TOTAL \$ □ Credit card Credit card payments may be faxed to (815) 227-9294 Account#: Billing Zip Code: Exp. Date: CVV2 Security Code #: Cardholder Name Authorized Signature
Company Name	□ Check or money order Mail check or money order payable to ICHP, 4055 N. Perryville Rd, Loves Park, IL 61111-8653 □ Invoice the company Mailing Address City/State/Zip Phone/Fax
Should be Sent To Contact Person Job Title Mailing Address City, State, Zip Phone/Fax	Send payment and registration form to: ICHP Annual Meeting 4055 N. Perryville Road • Loves Park, IL 61111-8653 Phone: (815) 227-9292 • Fax: (815) 227-9294 Questions? Contact Jan Mark, Exhibitor Liaison

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