



APRIL 14 - 16, 2011

St. Charles Conference Center
St. Charles, MO 63303

EXHIBITOR GUIDE

COMPLETE EXHIBITOR INFORMATION INSIDE ...
MEETING DATE:
 APRIL 14 - 16 in St. Charles, MO
EXHIBIT PROGRAM: FRIDAY, APRIL 15
 10:30 AM to 12:00 NOON and
 2:30 PM to 4:00 PM



4055 N PERRYVILLE ROAD
LOVES PARK IL 61111-8653
ADDRESS SERVICE REQUESTED

Prst Std
US Postage
P A I D
Rockford, IL
Permit #858



The Illinois Council of Health-System Pharmacists and the Missouri Society of Health-System Pharmacists combined membership consists of over 2,200 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.

We look forward to seeing you at the ICHP/MSHP 2011 Spring Meeting on April 14-16, 2011!

LOCATION OF EXHIBITS AND HOTEL

St. Charles Convention Center - Grand Ballroom ABC
Embassy Suites Hotel - St. Charles, Missouri



All commercial and educational exhibits for the Illinois Council of Health-System Pharmacists and the Missouri Society of Health-System Pharmacists 2011 Spring Meeting will be located at the St. Charles Convention Center, One Convention Center Plaza which is connected to the Embassy Suites Hotel at Two Conference Center Plaza in St. Charles, Missouri 63303.

Situated in the midst of St. Charles' 19th Century architecture and brick-paved streets, the Embassy Suites Hotel St. Louis – St. Charles merges history with modern accommodations. The special convention rate of Single/Double: \$134.00; Triple: \$144.00; and Quad: \$154.00 will be available to ICHP/MSHP Spring Meeting Exhibitors by calling the Embassy Suites Hotel at the toll free number 1-800-Embassy; or you may call the hotel directly at 1-636-946-5544. Please mention the "ICHP/MSHP 2011 Spring Meeting" as the conference name. Room rates include a cooked-to-order breakfast. Take advantage of the indoor heated pool, whirlpool and fitness center. And enjoy a great meal at the Cyprus Grille or coffee in Caffaina's Marketplace. For more information about the Embassy Suites Hotel, visit www.embassysuitesstcharles.com. To guarantee these rates, reservations must be made **prior to March 16, 2011**. All exhibitor representatives are responsible for making their own hotel reservations.

RESTRICTIONS ON EXHIBIT HALL ATTENDEES

ICHP/MSHP has limited the exhibit hall attendance 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 ICHP/MSHP 2011 Spring Meeting. Look for your postcard in the mail on upcoming registration information.

EXHIBIT HALL HOURS AND SCHEDULE

St. Charles Convention Center
www.stcharlesconventioncenter.com

As a condition of the exhibit contract, it is expected that your exhibit will open on time and be staffed during both exhibit sessions on Friday, APRIL 15, 2011. To set up, exhibitors will be allowed in the exhibit hall at 8:00 AM on Friday, April 15. *Space assignments will be based on first-come, first-serve basis according to the level of sponsorship.* Exhibit assignments will begin on **March 31, 2011**. ***Exhibitor assignments and information will be sent out via email.***

FRIDAY, APRIL 15

10:30 AM - 12:00 NOON

2:30 PM - 4:00 PM

(Refreshments will be served)

Set-up Time:

8:00 AM to 10:15 AM

Tear-down Time:

4:00 PM to 5:30 PM

EXHIBIT FEES

2011 ICHP/MSHP

SPRING MEETING RATES:

Single Booth, \$1000

Double Booth, \$1500

The ICHP/MSHP Spring Meeting exhibit booth fee includes a pipe and drape 8' x 10' booth, one 6' skirted table with two chairs, a waste basket and a standard sign showing your company name and booth number. ***Your completed application and payment for the 2011 ICHP/MSHP Spring Meeting Exhibit program must be received by March 16, 2011.***

IMPORTANT INFORMATION

Exhibitors are responsible for transportation and shipping of their own materials. All freight will be shipped directly to St. Charles Convention Center. Additional information re: shipping procedures, shipping dates and costs, and booth accommodations will be emailed upon confirmation of registration.



SYLLABUS ADVERTISING

All ICHP/MSHP 2011 Spring Meeting attendees will receive a meeting folder. This folder will include a meeting CD containing educational handouts; and a meeting 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: (full color)

Back Cover (7"x9")	\$550
Full Page (7"x9")	\$350
Half Page (7"x4 1/2")	\$200

Ads are non-commissionable.

Ad copy must be submitted via email to:

**Stephanie Lammi at stephaniel@ichpnet.org
by March 16, 2011.**

EVENT SPONSORSHIP OPPORTUNITIES

Attendees at the ICHP/MSHP 2011 Spring Meeting will be provided with refreshments on Friday and Saturday (check the spring meeting schedule-at-a-glance below). Your company can provide support for these refreshment breaks as an event sponsor for \$1,000 each.

Deadline: March 16, 2011

MEETING SPONSORSHIP OPPORTUNITIES

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 and in association publications.

Deadline: MARCH 16, 2011

The levels of meeting sponsorship are:

PLATINUM - \$5,000

Includes a double booth, 3 complimentary meeting registrations, and 1 full page color ad - 2 sponsors only

GOLD - \$3,000

Includes a single booth, 2 complimentary meeting registrations, and 1 half page color ad - 4 sponsors only

SILVER - \$1,500

Includes a single booth, 1 complimentary meeting registration, and 1 quarter page color ad - 6 sponsors only

Please contact the ICHP office no later than **March 16, 2011 at 815-227-9292** so that your company can be listed in the **syllabus**.



SPRING MEETING SCHEDULE-AT-A-GLANCE *

Friday, APRIL 15, 2011

7:30 am - 8:30 am	Continental Breakfast and Registration
7:00 am - 8:30 am	MSHP Research and Education Fundraiser
8:30 am - 9:00 am	Announcements and Meeting Business
9:00 am - 10:30 am	Keynote Address: <i>Tuning in to Your Emotional Intelligence</i>
10:30 am - 12:00 pm	Exhibit Showcase and Break Reception
12:00 pm - 1:30 pm	Lunch Symposium
1:30 pm - 2:30 pm	Breakout 1: Leadership Session: <i>Adding to your Emotional Intelligence Skills</i>
1:30 pm - 2:30 pm	Breakout 2: Development Session: <i>Residency Preceptor Development</i>
2:30 pm - 4:00 pm	Exhibit Showcase and Break Reception
4:00 pm - 5:30 pm	Breakout 1: Changes in Practice Session: <i>Mitigating the Elements, Drug Shortages, Panel</i>
4:00 pm - 5:30 pm	Breakout 2: Pharmacy Practice Session: <i>How to Start a Residency</i>
5:30 pm - 6:30pm	Poster Session (judging)

*tentative schedule of events

Saturday, APRIL 16, 2011

7:30 am - 8:30 am	Continental Breakfast and Registration
7:00 am - 8:00 am	MSHP Past Presidents' Breakfast
7:00 am - 8:00 am	New Practitioners Leadership Breakfast
8:00 am - 9:00 am	Poster Session (judging continues)
9:00 am - 11:30 am	Breakout 1: Technician Session: <i>Tech-check-Tech and Basic Pharmacology for Technicians</i>
9:00 am - 11:30 am	Breakout 2: Student Session: <i>Leadership Styles and Opportunities Panel and Bridging the Gap: The Generational Divide</i>
9:00 am - 11:30 am	Breakout 3: Clinical Pearl Session: <i>What's New in Anticoagulation? and Clinical Pearls</i>
10:00 am - 10:30 am	Break
11:30 am - 1:00 pm	Luncheon and Awards
1:00 pm - 3:00 pm	General Session: <i>PPMI Results and Innovative Practices</i>
3:00 pm - 3:30 pm	Break
3:30 pm - 4:30 pm	Breakout 1: ICHP: <i>Legislative Initiative 2011</i>
3:30 pm - 4:30 pm	Breakout 2: Missouri Law

SECURITY AND LIABILITY

The Illinois Council of Health-System Pharmacists and the Missouri Society 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, MSHP, nor the St. Charles Convention Center, Embassy Suites Hotel, 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 St. Charles Convention Center, Embassy Suites Hotel. The exhibitor assumes complete responsibility and liability and agrees to protect, save and hold forever harmless ICHP, MSHP, St. Charles Convention Center, Embassy Suites Hotel, 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 indemnifies and 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.

DATES TO REMEMBER ...

- **MARCH 16**
 - Deadline for commercial support opportunities: 815-227-9292
 - Deadline for hotel reservations: 800-228-9290 or 309-862-9000
 - Deadline for registration & advertising
- **MARCH 31**
 - Exhibit assignments emailed by ICHP/MSHP.

ICHP/MSHP 2011 Spring Meeting Exhibitor Registration Form DEADLINE DATE: MARCH 16, 2011

COMPANY NAME (AS YOU WANT IT TO APPEAR IN THE PROGRAM)

ADDRESS

CITY

STATE

ZIP CODE

CONTACT PERSON (MEETING MATERIALS WILL BE E-MAILED TO THE NAME AND ADDRESS LISTED ABOVE.)

TELEPHONE

FAX

E-MAIL ADDRESS (IMPORTANT - CONFIRMATION & EXHIBIT ASSIGNMENTS WILL BE E-MAILED.)

EXHIBIT FEES: \$1,000 SINGLE BOOTH \$1,500 DOUBLE BOOTH

COMPANIES FROM WHOM WE DESIRE SEPARATION:

SYLLABUS ADVERTISING:

(check all that apply):

- Back Cover (7"x 9"): \$550 Half page (7"x 4 1/2"): \$200
 Full Page (7"x 9"): \$350 Ad copy emailed to: stephaniel@ichpnet.org

EVENT SPONSORSHIP: Spring Meeting Refreshment Break(s) @ \$1,000 each = \$_____ total.

MEETING SPONSORSHIP: Platinum: \$5,000 Gold: \$3,000 Silver: \$1,500

For commercial support opportunities, please contact the ICHP office at 815-227-9292 by March 16, 2011.

My check payable to ICHP for the amount of \$_____ is enclosed.

Charge my: VISA MasterCard AMEX Discover (*Credit card orders may be faxed to: 815-227-9294)

Account #

Expiration Date (month/year)

CVV2 SECURITY CODE NUMBER

Signature

Printed Signature

TOTAL AMOUNT ENCLOSED: \$_____

Acceptance of Contract — The ICHP/MSHP 2011 Spring Meeting Exhibitor Registration Form 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 **Friday, APRIL 1, 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 via email of your booth assignment by March 31, 2011.

The undersigned hereby authorizes the 2011 Illinois Council of Health-System Pharmacists/Missouri Society of Health-System Pharmacists Spring Meeting to reserve exhibit space in the St. Charles Convention Center, St. Charles, Missouri for use by the above company/organization during the ICHP/MSHP 2011 Spring Meeting on April 15, 2011. The undersigned acknowledges receipt of, and agrees to abide by the conditions under which exhibit space at the St. Charles Convention Center is leased to the 2011 ICHP/MSHP Spring Meeting as printed in the Exhibitor Prospectus.

ICHP Federal Tax ID#: 36-2887899

Authorized Signature: _____ Date: _____

MAIL OR FAX* THIS COMPLETED FORM AND PAYMENT BY MARCH 16, 2011 TO:

ICHP/MSHP 2011 Spring Meeting
4055 N. Perryville Road • Loves Park, IL 61111-8653
Telephone: 815-227-9292 • *Fax: 815-227-9294

PLEASE PHOTOCOPY THE COMPLETED APPLICATION FOR YOUR RECORDS

QUESTIONS?
Phone 815/227-9292
Fax 815/227-9294
Email: janm@ichpnet.org