

EXHIBITOR PROSPECTUS

PHARMACY CONFERENCES

MAY 16-19 Nashville – Gaylord Opryland

2024

CATALYST
CONNECT CONFERENCE



+



AMPLIFYLTC
PHARMACY CONFERENCE



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Executive Summary



Igniting Possibilities in Retail/Community Pharmacy Software

Navigate through the changing world of retail/community pharmacy software, exploring cutting-edge solutions, and participating in vibrant discussions that spotlight the current trends, challenges, and innovations in PioneerRx community pharmacies.

Reshaping the Future of Long-Term Care Pharmacy Solutions

Unveil and explore groundbreaking software solutions tailor-made for LTC pharmacy. Delve into discussions, interactive workshops, one-on-ones, and hands-on experiences catered specifically to the challenges and innovations within long-term care.



AMPLIFYLTC

PHARMACY CONFERENCE



1,000+

ATTENDEES

500+

PHARMACY LOCATIONS

ALL

DECISION MAKERS & OWNERS

7

HOURS OF EXHIBIT TIME

0

STUDENTS

Dual Conference **Advantage**

Elevate Your Impact, Network, and Knowledge Across Community and Long-Term Care Pharmacy

In an unprecedented melding of expertise and innovation, we proudly introduce the AmplifyLTC and Catalyst Connect Conferences, co-located to synergize the potent networks of long-term care and retail/community pharmacy software professionals. As the industry flourishes with advancements, our dual conference offers over 1,000+ clients, experts, and decision-makers under one roof, creating an unparalleled environment for networking, collaboration, and learning.

Your Gateway to a Dual Market Showcase

Navigating through the robust realms of both LTC and retail/community pharmacy, our conferences are meticulously curated to offer:

- **Shared Exhibit Halls:** Engage with an expansive array of professionals, creating a collaborative environment for product demonstrations and networking.
- **Unified Networking Sessions:** Forge connections with an array of professionals, from software developers and pharmacists to healthcare executives, amplifying your business prospects.
- **Shared Reception Dinner:** A melting pot of ideas and collaborations, ensuring you make meaningful connections that go beyond mere transactions.

Harnessing Synergy: Elevate Your Brand Across Both Realms

With dedicated spaces and opportunities that cater to each market segment, exhibitors will enjoy the benefit of showcasing to a combined and highly targeted audience, bridging the gap between the LTC and retail pharmacy worlds.

Key Offerings for Our Esteemed Exhibitors

Expansive Exposure: Engage with 1,000+ pharmacy leaders, escalating your brand visibility and building valuable connections.

Unlimited Opportunities: From insightful talks to innovation showcases, utilize a wealth of opportunities to spotlight your brand and solutions.

Bespoke Sponsorship Packages: Optimize your exposure with our tailored sponsorship opportunities, designed to spotlight your brand across varied platforms.

Data-Driven Insights: Acquire exclusive access to analytics and insights from the conferences, aiding your future marketing and development strategies.

Sponsor & Exhibitor **Benefits**

Marketing Kit Included

At both Catalyst Connect and AmplifyLTC, the success of our exhibitors determines the success of our conferences. We market exhibitors and sponsors both during and after our show. In addition to listing all exhibitors in the exhibitor index of the conference book, we offer an abundance of marketing opportunities.



All Sponsors Recieve

- Sponsor recognition in exhibitor index of conference book*
- Full-page ad in conference book*
- Conference bag insert**

All Sponsors & Exhibitors Receive

- Contact list of attendees who visited your booth
- Feature on Connected Vendors page of PioneerRx.com for 1 year* (with a direct backlink)

* Due by **April 1** ** Due by **April 5**

Sponsorship Opportunities

Reception

\$30,000

Premium 10x20 booth, centrally located near the RedSail Technologies booth, to ensure maximum exposure and engagement

Recognition as official reception sponsor on all signage*

6 exhibitor badges

Logo on drink tickets*

Logo on Koozies provided at bar and in-booth*

All sponsor benefits (listed on page 4)

SOLD

AmerisourceBergen

Exhibit

\$30,000

Premium 10x20 booth, centrally located near the RedSail Technologies booth, to ensure maximum exposure and engagement

Logo on conference bags*

4 exhibitor badges

Logo on exhibit hall signage*

All sponsor benefits (listed on page 4)

SOLD

MCKESSON

Badge

\$30,000

Premium 10x20 booth, centrally located near the RedSail Technologies booth, to ensure maximum exposure and engagement

Logo on attendee lanyards*

4 exhibitor badges

All sponsor benefits (listed on page 4)

SOLD

INFINITRAK
Track & Trace with Infinite Reach

Event App

\$23,000

Logo incorporated into attendee-facing mobile app branding*

3 clickable in-app banner ads that link to exhibitor profile*

Logo on pre-conference communication to download app*

All sponsor benefits (listed on page 4)

SOLD

Canon

* Due by **April 1**

Sponsorship Opportunities

Education

\$20,000

Premium 10x10 booth, centrally located near the RedSail Technologies booth, to ensure maximum exposure and engagement

Logo on conference pens*

2 exhibitor badges

Recognition in conference book near class titles*

Front inside cover ad of conference book*

Logo on "Next Class" signage*

Recognition on title cover of class slide decks*

All sponsor benefits (listed on page 4)



SYKES & COMPANY, P.A.
CERTIFIED PUBLIC ACCOUNTANTS & ADVISORS

SOLD

Book

\$20,000

Premium 10x10 booth, centrally located near the RedSail Technologies booth, to ensure maximum exposure and engagement

Logo on conference book*

2 exhibitor badges

Back cover ad of conference book*

All sponsor benefits (listed on page 4)



LSPedia

SOLD

Hydrate

\$20,000

Logo on refillable water bottles in conference bags*

Recognition on break signage*

All sponsor benefits (listed on page 4)



Nimble

SOLD

Sanitize

\$10,500

Logo on sanitizing stations positioned throughout conference area*

Branded personal hand sanitizers in conference bags*

All sponsor benefits (listed on page 4)



SDSRx
The Healthcare Delivery Specialists

SOLD

* Due by **April 1**

Booth Options

	Single	Double
STANDARD	10 x 10 6-ft. table 2 badges‡	10 x 20 6-ft. table 4 badges‡
PRIME†	\$4,000	\$9,000
	\$5,000	\$12,000

† Prime booths are located in high-traffic and high-visibility areas

‡ Note: Additional badges are \$500/each

Exhibit Hall Schedule

Schedule is not yet final and is subject to change

THURSDAY, MAY 16

Set Up 1:00 PM - 5:00 PM

Exhibit Opening Reception 5:00 PM - 8:00 PM

FRIDAY, MAY 17

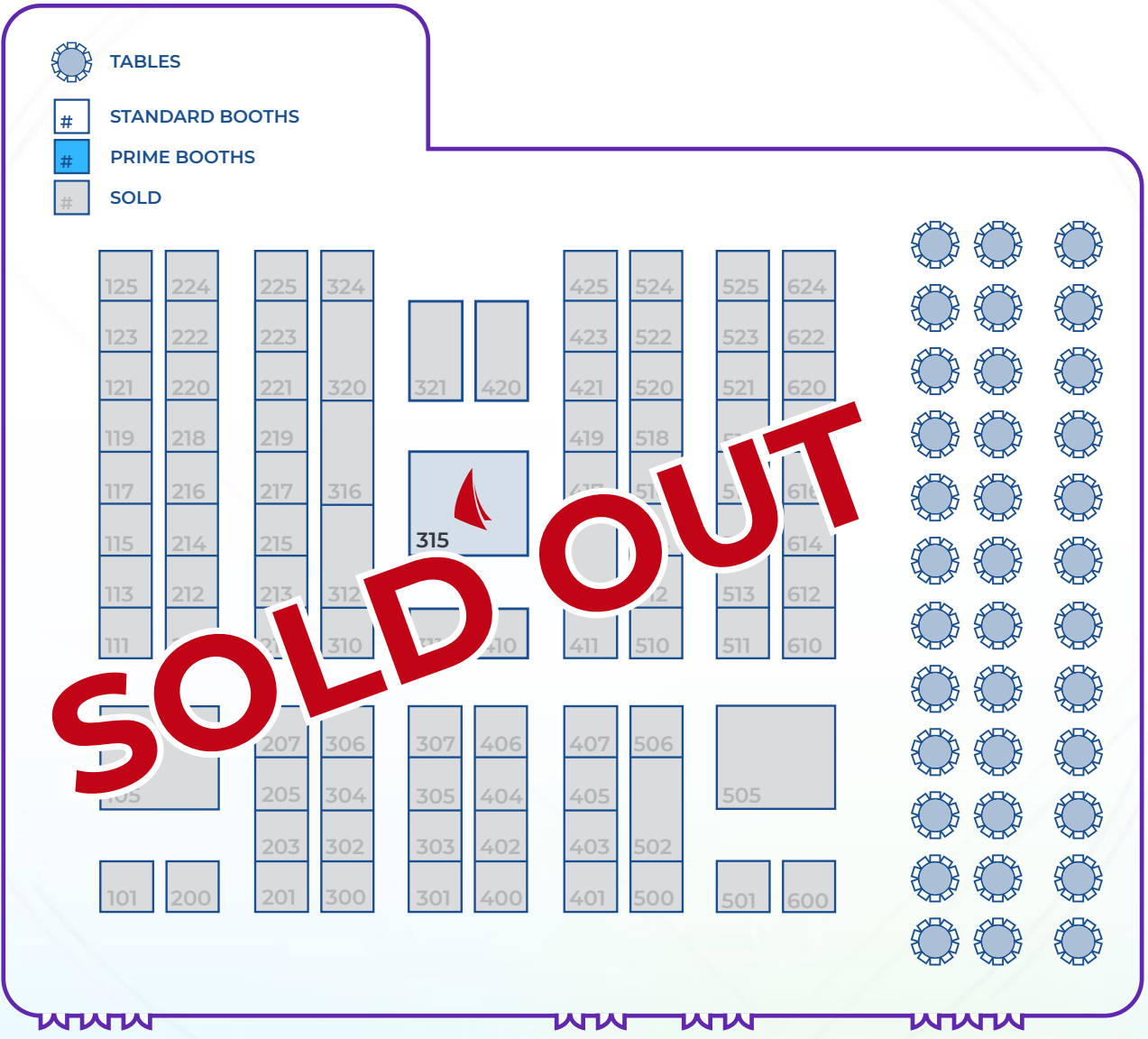
Exhibit Hall 11:30 AM - 1:30 PM

SATURDAY, MAY 18

Exhibit Hall 11:30 AM - 1:30 PM

Break Down 2:00 PM - 5:00 PM

Exhibitor Booth Map



Registration Checklist

- 1. You must complete the checklist below to select your booth location.**
- 2. Pay for your booth in full.**
- 3. Submit your marketing materials.***

When you are ready to register, please have the following items ready to upload **(due by March 7)**:

- 50-word company description
- Company logo (vector or AI file)
- Company contact (for sales inquiries)
- Certificate of liability insurance with Gaylord Opryland Resort & Convention Center listed as certificate holder

Certificate Holder Address:

Gaylord Opryland Resort & Convention Center
2800 Opryland Drive
Nashville, TN 37214

Request that your insurance provider also send the certificate of liability insurance to events@redsailtechnologies.com.

Once your application, proof of insurance, and payment have been processed, you can select your booth space. First come, first served.

Deliverables

- * Please email **all** marketing deliverables to events@redsailtechnologies.com by **April 1**.
- ** Please mail the conference bag insert to the following address no later than **April 5**:

Attn: Catalyst Connect & AmplifyLTC
637 Westport Pkwy Ste 212
Grapevine, TX 76051

Terms & Conditions

1. **Contract Acceptance for Exhibit Space Rental:** In consideration of participating in the conferences, the Exhibitor agrees that this agreement including any additional rules and regulations communicated to it by the Organizer or Show Venue are binding and enforceable in accordance with its terms. Although the Organizer will attempt to accommodate Exhibitor requests for specific booths, no guarantees can be made that the Exhibitor will be assigned the specific booth(s) requested. The Exhibitor acknowledges that it is not contracting for a specific booth(s), but rather for the right to participate as an Exhibitor in the Catalyst Connect and Amplify LTC Conferences.
2. **Payment for Space:** Payment is due in full upon invoice receipt. Exhibitors must have paid in full at least 60 days prior to the event. Exhibit space may not be assigned/guaranteed without full payment if after March 30, 2024. Failure to pay your balance in full prior to the forgoing date will result in a forfeiture of Sponsorship benefits including, without limitation, mentions in printed materials. Assignment of Exhibit space will not be made until Fees are paid in full.
3. **Cancellation Policy and Refund:** The Exhibitor specifically recognizes and agrees that the Organizer will sustain losses in the event the Exhibitor fails to provide timely written notice of cancellation. In keeping with industry practice, the existence of such practice being hereby acknowledged by the Exhibitor, and because such losses cannot be precisely measured but include the costs associated with the inability to replace those canceling, advertising, credibility, redesigning of floor space, and the like, the Exhibitor agrees upon the following late cancellation assessment schedule as being in the nature of liquidated damages, which schedule is specifically designed to compensate the Organizer for Organizer losses and not constitute a penalty, should the Exhibitor fail to provide timely written notice, by certified mail, of cancellation of all or any part of Organizer assigned booth space.
4. **Cancellations on or before:**
 - January 1, 2024 – 90% refund of exhibit fees
 - January 1, 2024 through March 30, 2023 – 50% refund of exhibit fees
 - After March 30, 2024 – 0% refund of exhibitor fees
5. **Banners and Custom Exhibits:** No exhibit shall be allowed to obstruct clear vision to other booths in the same line or adjacent lines unless it is an island display, having four corners on four sides. In the case of island booths, if a solid wall is to be part of the display, or any free-standing unit above eight (8') feet high, or any multi-level construction above eight (8') feet high. Show Management follows trade show industry standards for booth design and installation, as developed by the International Association of Exhibitions & Events (IAEE).
6. **Install and Dismantle:**
 - Exhibitors must adhere to the install and dismantle dates provided by the Organizer.
 - Exhibit fully operational by Thursday, May 16, 2024 at 5:00 p.m.
 - Exhibitor displays will not be dismantled or packed in preparation for removal before Saturday, May 18, 2024 at 2:00 p.m. with move-out completed by Saturday, May 18, 2024 at 5:00 p.m.
7. **Freight and Warehouse Shipment:** Exhibitor shall abide by all rules and regulations provided in the Exhibitor Kit or by the Organizer in writing. Any exceptions must be approved by the Organizer or Show Venue.
8. **Exhibit Hours:** Show dates, location, and hours are subject to change. Exhibits must be staffed during the following hours:
 - Thursday, May 16, 5:00 p.m. to 8:00 p.m.
 - Friday, May 17, 11:30 a.m. to 1:30 p.m.
 - Saturday, May 18, 11:30 a.m. to 1:30 p.m.
9. **Space:** The exhibit space diagram shows the floor arrangement of space. Dimensions and location of each booth are believed to be accurate but only warranted to be approximate.
10. **Arrangement of Exhibits:** Exhibitors will provide all other furnishings, equipment, facilities, etc., at its own expense and responsibility. Standard booth backgrounds are eight feet in height, and divider rails are three feet in height. In the area five feet forward from the rear background of each booth, display materials may be placed up to a height not exceeding eight feet from the building floor. If any portion of the booth extends beyond five feet from the rear background of the booth, all parts of the exhibit shall be placed not to exceed the height of four feet. Island configurations are limited to 20 feet where ceilings permit. All exhibit

Terms & Conditions

booths must be carpeted. Any deviation must be submitted to Show Management for prior approval. Exhibits not conforming to these specifications or which in design, operation, or otherwise, are objectionable in the opinion of the management will be prohibited. All demonstrations and exhibits must be confined to the exhibit booths. No Exhibitor shall assign, sublet, or share the whole or any part of the booth space allotted. If the Organizer gives permission for subletting of space, the Exhibitor is not permitted to resell or co-op their space at less than the full price.

11. General Restrictions:

- Exhibitors are prohibited from using amplifying equipment that is objectionable to Show Management and Show Venue.
 - Exhibitors must confine their activities to their contracted space.
 - Exhibitors will not be permitted to use strolling entertainment or to distribute samples or souvenirs except from their own booths.
 - Exhibitors who use costumed models or mannequins must ensure that their manner of appearance and dress is such as to not offend even the most critical.
 - Draping materials and other decorative materials must be flameproof and comply with all state and local regulations.
 - Show Management reserves the right to require modification of questionable exhibits.
 - “Cash and Carry” sales are not permitted from the exhibit floor.
 - Exhibitors using music in their booth, either live or mechanical, must provide Show Management with a copy of Exhibitor’s licensing agreement with ASCAP, BMI, SESAC, or other such licensing organization or must expressly warrant in writing to Show Management that no such license is required due to specified exemption. Further, should the Exhibitor play music, the Exhibitor agrees to indemnify and hold Show Management, Show Venue, and/or Organizer harmless from any action brought against Show Management or Organizer by ASCAP, BMI, SESAC, or other licensing organization for the playing of such music.
 - Exhibitors are prohibited from serving alcoholic beverages. Any other food and beverages must be purchased through the official food vendor.
 - Exhibitors must comply with all safety provisions as noted in the Exhibitor Kit and as required by the Show Venue and Fire Marshal.
- The laws of the state of the Show Venue shall govern the construction, interpretation, and enforcement of this agreement.
 - Exhibitors may not begin dismantling their exhibit until the close of the show. Dismantling your exhibit prior to show close will result in loss of priority for that show year.
 - Exhibitors must display only products/services manufactured or distributed by their company.

12. Liabilities:

Neither the Organizer, its agents, and employees, Show Management, its agents, and employees, and the Show Venue or its employees shall be held liable for, and they are hereby released from liability for, any damage, loss, harm, or injury to the person or property of the Exhibitor or any of its officers, agents, employees, or other representatives resulting from theft, fire, water, accident, or any other cause. In no event shall Organizer, its agents, and employees, Show Management, its agents, and employees, and the Show Venue or its employees be liable for any consequential, indirect, or special damages, whether foreseeable or unforeseeable, whether based upon lost goodwill, lost profits, loss of use of the Exhibit Space, or otherwise, and whether arising out of breach of any express or implied warranty, breach of contract, negligence, misrepresentation, strict liability in tort, or otherwise, and whether based on this Agreement, any transaction performed or undertaken under or in connection with this Agreement, or otherwise. Exhibitor agrees that the liability of Organizer, its agents, and employees, Show Management, its agents, and employees, and the Show Venue or its employees for damages, regardless of the form of action, shall in any event be limited to the aggregate exhibit fees paid under this Agreement. The Exhibitor shall indemnify, defend, and protect the Organizer, its agents, and employees, Show Management, its agents, and employees, and the Show Venue or its employees against, and hold and save Organizer, its agents, and employees, Show Management, its agents, and employees, and the Show Venue or its employees harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorneys’ fees, and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts or negligence of, or failures to act by Exhibitor and, or any of their officers, agents, employees, or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of this Agreement, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of any trademark. The

Terms & Conditions

Exhibitor is required to provide a certificate of insurance to Show Management or the Organizer upon request.

- 13. Insurance:** Exhibitors and, or any of their officers, agents, employees, or other representatives shall maintain Commercial General Liability with limits of not less than \$1,000,000 per occurrence and \$2,000,000 in aggregate and name Organizer, its agents, and employees, Show Management, its agents, and employees, and the Show Venue or its employees as Additional Insureds. Exhibitors and, or any of their officers, agents, employees, or other representatives shall maintain Workers Compensation as required by state law and/or by Show Venue. Exhibitors shall procure and continue in force insurance as required and must submit an original certificate to be submitted to Show Management no later than 30 days prior to the first day of exhibit installation. Exhibitors or any of its officers, agents, employees, or other representatives shall be responsible for their own property. The Organizer will NOT provide 24-hour security services. Reasonable precautions against damages, theft and other emergencies will be taken, but neither Organizer nor Show Management guarantees, nor insures the Exhibitor against loss by reason thereof. In case the Show Venue is destroyed by fire or elements, or by any other cause, or in case any other circumstances shall make it impossible for Show Management to permit the said premises to be occupied by said Exhibitor for use, herein specified, then and thereupon this agreement shall terminate and said Exhibitor shall and hereby does waive any claim for damages or compensation. It is agreed that the Organizer reserves the right to retain such part of the payments made by exhibitors for booth space as would be necessary to cover all expenses incurred by the Organizer incidental to the opening of the Exhibit, up to the time of cancellation. The furnishing of such service is in no case to be understood or interpreted by the Exhibitor as guaranteeing them against loss or theft of any kind.
- 14. Americans with Disabilities Act:** Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitors shall also indemnify and hold harmless Show Management, Organizer and Show Venue against cost, expense, liability, or damage, which may be incident to, arise out of, or be caused by Exhibitor's failure to have its booth comply with requirements under the Act.
- 15. Handling and Storage:** The Facility will not accept or store exhibit materials or empty crates. The Exhibitor will make his own arrangements for delivery and receipt of shipments and storage of crates before move-in time. These services are available from the official general contractor. Fire regulations prohibit the storage of empty crates and cartons within the Exhibitor's booth area. Crates and cartons will be stored by the official general contractor and returned to the booth promptly at the end of the show as part of the handling contract.
- 16. Admissions:** All persons visiting exhibits will be admitted according to the rules and regulations of the Exhibits as issued or amended by Show Management and Organizer.
- 17. Rules and Regulations:** Exhibitors will abide by all other provisions of these rules and regulations, and with fire regulations and all other regulations of governmental agencies and the Show Venue. It is expressly understood and agreed by the Exhibitor that any additional rules and regulations and Exhibitor Kit as issued or amended by Organizer are hereby made an integral part of the Contract and of the agreement between the Exhibitor and Organizer for this reference and to the same extent and effect as the same were set forth in full in the contract.
- 18. Union Restrictions:** Exhibitors agree to abide by all local jurisdiction union requirements, if applicable, for work involving installation and dismantling of exhibit space.
- 19. Exhibitor Appointed Contractors:** Exhibitors using Exhibitor Appointed Contractors ("EACs") must advise Show Management in writing of their intent no later than 30 days prior to the first day of installation. Exhibitors utilizing EACs agree to indemnify and hold harmless Organizer, Show Management, and Show Venue from any and all liability, including attorney's fees, which may arise due to the third-party contractor's (EACs) presence or actions. The Exhibitor is solely responsible for paying EACs. Exhibitors accept final responsibility for any EAC employed on their behalf and agree to educate EAC on all show rules and regulations. EACs must supply proof of insurance to Show Management no less than 30 days in advance of installation. Insurance must include Commercial General Liability limit of \$1,000,000 per occurrence/\$2,000,000 aggregate.