



INDUSTRY **PROSPECTUS**



Seminar Sponsorship Opportunities

All sponsors will be recognized on the Seminar website, app, and on-site.

Register Today

<https://www.cshp.org/event/S23SponsorshipRegistration>

Annual Director's Breakfast & Reverse Exhibit Hall Partner (Exclusive)	\$15,000	New Practitioner & Student Reception	\$5,000
Host breakfast for the pharmacy directors participating in the Reverse Trade Show. The host will have ten (10) minutes during the meal to introduce their company/product and provide marketing materials. The host can bring up to four (4) representatives to the breakfast and will receive three (3) admissions to the Reverse Trade Show.		Support new pharmacists and pharmacists of the future by hosting this reception and have the opportunity to welcome them.	
Seminar Tote Bag (Exclusive)	\$7,500	Opening Night Welcome Reception	\$9,500
Company's (one color) logo imprint displayed on each bag. Your logo with link will be posted on Seminar registration page. CSHP selects tote bag style.		Be the elite sponsor for the opening night reception for attendees and your company will receive an opportunity for a brief welcome message to the attendees, a banner ad on the Seminar app, and on event signage. This special evening will include entertainment, and hors d'oeuvres.	
Attendee Badges	\$6,000	Theme Center Selfie Station	\$2,000
Company name & logo will be imprinted on all conference badges.		Host the Theme Center photographer and engage the participants as they line up for photos.	
Seminar Conference App	\$2,000	Residency & Fellowship Showcase Partner	\$4,500
Company logo will appear on the Splash page of the conference app with a link to your company's website. app will be available to all attendees.		Support this popular event where residency programs and potential residents meet by providing WiFi during Showcase.	
Lanyards	\$5,000	Professional Headshot Photographer	\$2,500 for 1 Day \$5,000 for 2 Days
Company name will be imprinted on all of the lanyards worn throughout the conference and required of all attendees.		Host a photographer for professional headshots for attendees. The sponsor will have the opportunity to engage the attendees as they line up for photos.	
Hotel Key Card Sleeves	\$5,000	Banner Ad on Seminar App (Multiple)	\$2,000
Company's logo will appear on hotel key card sleeves.		Company name featured on a banner ad in the Seminar App where attendees view all sessions, convention and trade show maps, and connect with one another.	
Poster Sessions Partner (Multiple)	\$1,500	Coffee Station (Multiple)	\$4,000
Selected CSHP pharmacists, residents, fellows, technicians and students share innovative and practical ideas being instituted at practice settings throughout the state. Company name placed on all directional signs in the Poster Session room.		Be the most popular! Host a one hour coffee station in the registration area on the day of your choice.	
Technician Town Hall & Breakfast	\$3,500	Theme Center Break (Multiple)	\$3,000
Host this annual event where pharmacy technician leaders reunite to network and have five (5) minutes to welcome the group and introduce company/product.		Host a novelty snack break for attendees on the day of your choice. Sponsorship acknowledged during break.	

Why Exhibit at Seminar?

- Show support to your target audience
 - California pharmacy professionals
- Ability to participate in the popular Reverse Trade Show
 - your chance to meet one-on-one with health-system decision makers
- Meet with existing clients
- Introduce your company's products and services to qualified professionals
- Seminar is the place where the leaders in the hospital, health-system, research, and academic fields meet
- Attendance at Seminar has exceeded 2,300 attendees

Register Today

<https://www.cshp.org/event/S23ExhibitorRegistration>



Exhibitor and Booth Information

Booth Costs:

Aisle Booth	\$3,500
Corner Booth	\$4,000
Premium Booth <i>(Located next to food & beverage concession area or Theme Center)</i>	\$4,500

Exhibit Booth Includes:

- 8'x10' Booth
- 8' draped backdrop
- 3' draped side rail
- 1 uniform one-line sign for each booth

Please note: booths are not furnished. Furnishings such as tables and chairs must be arranged by exhibiting company or ordered from Curtin.

WiFi access to be arranged with the convention center. (Smart City)

Exhibiting companies will receive:

- Listings on the CSHP website and on the Seminar app.
- Four (4) Exhibitor badges per booth. Additional badges are available for purchase.
- Reverse Trade Show – Ability to purchase up to two (2) admissions per booth at \$495 each.

- Four (4) admissions to the Opening Night Reception.
- One (1) complimentary attendee mailing list two weeks prior to the show.

Official Decorator & Drayage Contractor:

Curtin Convention & Exposition
California Society of Health-System Pharmacists
Exhibiting Company Booth #
CSHP Seminar 2023
YRC Freight / Curtin Conv.
700 N. Eckhoff Street
Orange, CA 92868

Shipping, drayage and booth furnishings will be handled by Curtin.

Exhibitor Schedule:

(Times subject to change)

Move-in:

Thursday 10/12 2:00 pm – 6:00 pm
Friday 10/13 7:00 am – 10:00 am

Exhibit Hall Open:

Friday 10/13 11:00 am – 2:00 pm
Saturday 10/14 11:15 am – 2:15 pm

Move-out:

Saturday 10/14 2:30 pm

Hotel Accommodations

Hilton Long Beach

701 West Ocean Blvd,
Long Beach, CA 90831

\$209.00 Single-Double plus applicable taxes.

Seminar group rates will be available starting May 1, 2023 for the hotel, up until September 19, 2023 or until the group block is full. Due to high demand for guestrooms, only one reservation per person will be accepted.

Room reservations can be made online using the booking link on the [Seminar website](#).

Parking

Self-parking	\$ 27
Valet	\$ 34

Hotel Cancellation Policy:

Please see hotel reservations site for detailed information. Accommodations can be made via the Seminar website.

To secure any space at the hotel for the purpose of hospitality, focus groups or continuing education during Seminar, please call (916) 447-1033 or email exhibitor@cshp.org.

Any organization hosting events conflicting with scheduled CSHP events will not be invited to future CSHP events.

Industry Exhibit Hall Floorplan

(Show maps are not final and subject to change)

Register Today

<https://www.cshp.org/event/S23ExhibitorRegistration>

Booth Costs:

- Aisle Booth \$3,500
- Corner Booth \$4,000
- Premium Booth \$4,500
(Located next to Theme Center or food & beverage concession area)

Industry Exhibit Hall Schedule:

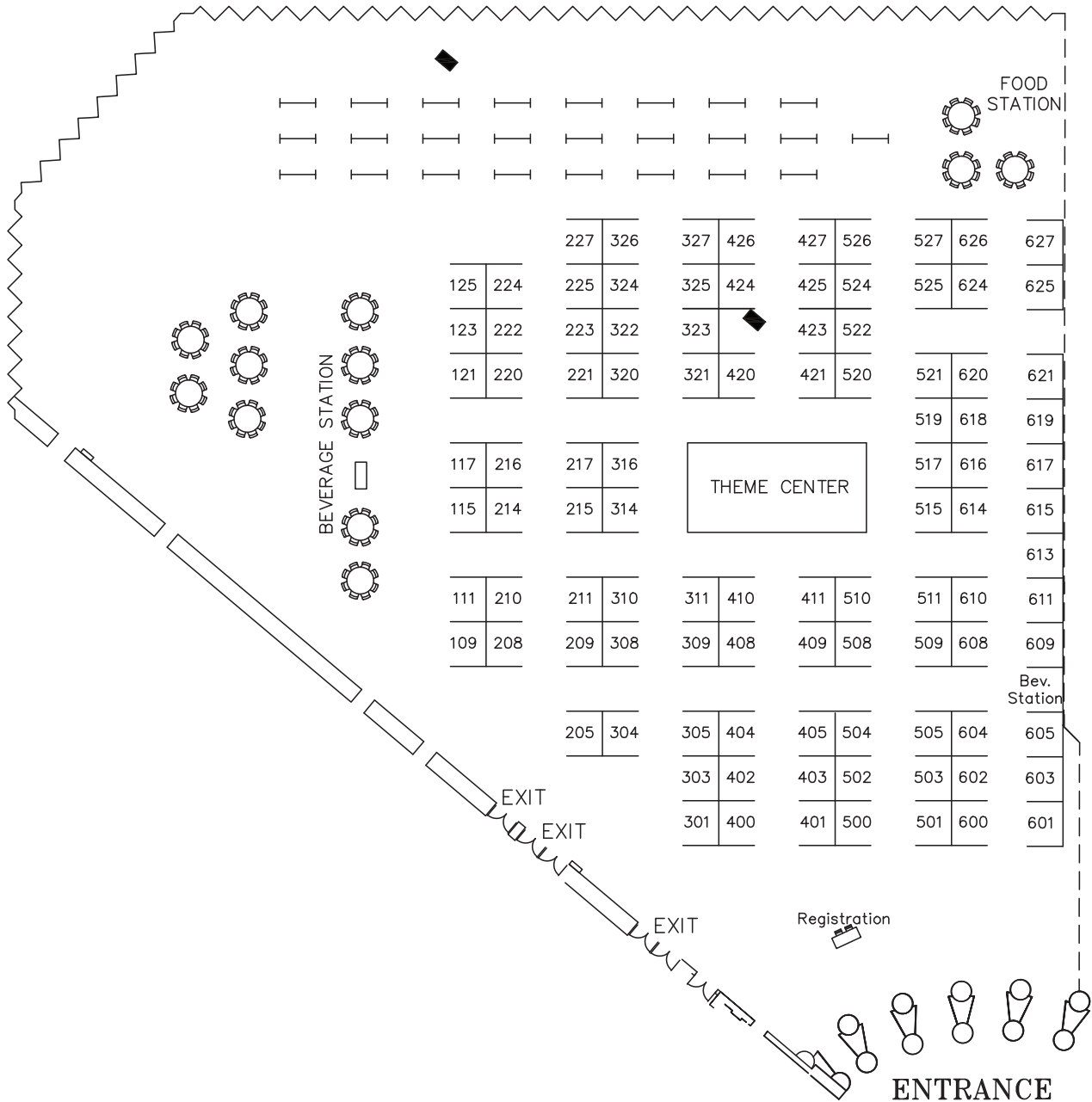
(times subject to change)

Move-In:

- Thursday 10/12 2:00 pm – 6:00 pm
- Friday 10/13 7:00 am – 10:00 am

Exhibit Hall Open:

- Friday 10/13 11:00 am – 2:00 pm
- Saturday 10/14 11:15 am – 2:15 pm



Exhibitor Rules and Regulations

Register Today

<https://www.cshp.org/event/S23ExhibitorRegistration>

Purpose of Exhibit

The Exhibit program is intended to serve as an integral part of the educational experience at Seminar. Exhibitors should plan to provide Seminar registrants with useful information about products and services related to the practice of pharmacy in hospitals and other healthcare facilities.

Booth Specifications:

- 10'W x 8'D
- 8' draped backdrop
- 3' draped side rail
- 1 uniform one-line sign provided

Display materials may not exceed 8' in height from the building floor. Displays and signage may not impede the aisles and must be kept within the footprint of the booth. **Furnishings must be provided or arranged by exhibiting company.** For islands and other display formations, please contact CSHP for details.

CSHP reserves the right to make changes at any time in the location, size, display limits, etc., of any booth if it is in the best overall interest of the exhibit program.

Booth Registration, Payment & Cancellation

- Booths must be paid for in full prior to Thursday, August 17, 2023 to be included in the program (Marketing Deadline).
- Booths must be paid for in full to exhibit.
- Exhibiting organizations must be in good standing with CSHP.
- Booths contracted after September 1 must be paid in full.
- Cancelling participation in the Industry Exhibit Hall requires notifying CSHP in writing prior. If an exhibitor withdraws July 31, 2023 full payment is required.

Online booth registration is **required**.

Completion of the registration constitutes the applicant's consent to be bound by the provisions of the CSHP regulations concerning exhibits and cancellation guidelines.

Assignment of Booth Space

Booth space will be assigned by CSHP based on registration and payment dates and in due regard for exhibitor preferences. Exhibitors who participated in last year's Seminar will be given a higher priority. The decision of CSHP with respect to allocation of booth space will be final and binding upon all exhibitors.

Staffing of Exhibits

Booths must be staffed by qualified employees of the exhibiting company who are able to explain or demonstrate the products or services on display. Everyone staffing an exhibitor's booth is required to check in at the Exhibitor Registration Desk and must wear the furnished exhibitor name badge. Exhibitors may not register guests.

Booths that are not staffed during exhibit hours may not be invited to future CSHP events.

Government restrictions may impact the number of representatives allowed per booth at any given time.

Exhibitor Badges

Each exhibiting company is allocated four (4) complimentary Exhibit Hall ONLY badges for each booth purchased. Additional badges may be purchased for a fee of \$200.00 each per booth. Exhibitor badges allow entrance into the Exhibit Hall ONLY.

Exhibitors who wish to attend education sessions must register for Seminar.

All exhibit participant names must be submitted via the Exhibitor Attendee Hub. Individuals names must be received by Friday, September 15, 2023. There will be no "onsite" registration for exhibitor attendees.

Exhibitor Registration

Exhibitors must purchase a Seminar registration in order to attend CE Sessions and networking events.

Union Regulations

Local, qualified personnel of the union having jurisdiction must do all work in connection with the installation of exhibits. All materials must be shipped and handled by Curtin.

Walk-in of materials is strictly prohibited. The setting out of merchandise to be displayed does not require union labor and may be done by the exhibitor. In addition, the installation or dismantling of the exhibit which does not require the use of hand tools, or more than one person, and can be accomplished within 30 minutes, may be performed by the owner or company representative.

Official Decorator & Drayage Contractor

The official convention decorator and drayage contractor for Seminar is:

Curtin Convention & Exposition
California Society of Health-System Pharmacists
Exhibiting Company Booth #
CSHP Seminar 2023
YRC Freight / Curtin Conv.
700 N. Eckhoff Street
Orange, CA 92868

By August 1, 2023, Curtin will send out the Exhibitor Kits, which include prices on materials, drayage, electrical services, furniture rental, lead retrieval, labor, electricity, etc., with a complete list of charges and exhibit information. Kits will be sent to the person listed as the company contact on the Exhibitor Contract.

Booth furnishings are the responsibility of the exhibiting company.

Set-up & Dismantling

Exhibitors are to allow sufficient time to finalize booth preparations before the exhibit hours. Exhibitors will be provided the time and days allotted for set-up and dismantle prior to Seminar. Exhibitors are not permitted to dismantle prior to the end of exhibit hours on the final day.

Exhibitor Service Desk

Curtin will provide a service desk in the exhibit hall at which exhibitors may verify, check and adjust their requirements for installation. This service will be available during the set-up period to cover all requirements and will be in operation during exhibit hours and the dismantling period.

continued

Exhibitor Rules and Regulations *continued*

General Restrictions

All exhibits must conform to the Exhibit Regulations. Exhibits, which in the opinion of CSHP are found to be objectionable, will be prohibited. Exhibitors agree to comply with all applicable federal, state and municipal statutes, ordinances, regulations, and requirements relating to health, fire, safety and use of the premises. Non-flammable materials must be used. Exhibitors may not use any CSHP or Seminar logo, the CSHP name, nor in any manner associate any exhibit or any activity with CSHP during Seminar without express written consent of CSHP.

Cancellation Policy

Should the premises in which Seminar is to be held become unfit for occupancy or should Seminar be materially interfered with for any reason or act beyond the control of CSHP and the Seminar Planning Committee, the agreement for exhibitor space may be terminated. In the event of such termination, the exhibitor expressly waives all liability of CSHP, its officers, directors, employees, members, agents, volunteers, service contractors, or the Seminar Planning Committee arising out of, or in any way related to, the cancellation. The exhibitor also releases CSHP, its officers, directors, employees, members, agents, volunteers, service contractors and the Seminar Planning Committee from all claims for damages (unless it can be proved beyond reasonable doubt that the claim in question was a direct result of the negligence of one or more of the aforementioned) and agrees that CSHP shall have no obligation except to refund to the exhibitor a prorated share of the exhibit fee or deposit paid.

An exhibitor intending to cancel participation in the Exhibit program at Seminar must notify CSHP in writing. If an exhibitor withdraws after Sunday, July 31, 2023 the cancellation fee will be 100% of price of the booth.

Liability and Security Agreement

By accepting an assignment of exhibit space, exhibitor agrees that neither CSHP, its officers, directors, employees, members, agents, volunteers or service contractors, nor the Seminar Planning Committee will be liable to

the contractors or agents for any loss, injury, death or damage of any kind arising out of or in any way related to Seminar. Exhibitor expressly releases the Seminar Planning Committee, CSHP and their officers, directors, employees, members, agents, volunteers and service contractors from any and all claims for any such loss, injury, death or damage, including any and all claims for contribution and indemnification (unless it can be proved beyond reasonable doubt that the claim in question was a direct result of the negligence of one or more of the aforementioned). The exhibitor further agrees to indemnify and hold harmless CSHP, its officers, directors, employees, members, agents, volunteers or service contractors and the Seminar Planning Committee against all loss, including defense costs, settlements and judgments incurred by reason of any claim arising out of or related to exhibitor's operation of the exhibit or its occupation or use of any part of the Long Beach Convention Center (unless it can be proved beyond reasonable doubt that the claim in question was a direct result of the negligence of one or more of the aforementioned). Each exhibitor agrees to insure at the exhibitor's own expense their materials, goods, wares and exhibits against theft, damage, loss or injury of any kind. CSHP will provide move-in/move-out security service. However, by providing security guards, neither CSHP, its officers, directors, employees, members, agents, volunteers or service contractors or the Seminar Planning Committee agrees to assume any responsibility for theft, damage, loss or injury of any kind to the materials, goods, wares or exhibits of any exhibiting company. By accepting such exhibit space, each exhibitor agrees that the providing of such security guards in no way modifies the rights and obligations of the parties with respect to the waiver and release of liability and indemnification set forth in this liability and security agreement.

CSHP, its officers, directors, employees, members, agents, volunteers, service contractors, Seminar Planning Committee or the Long Beach Convention Center shall be subject to any claim, demand, liability, lawsuit, judgment (whether or not final), award (whether or not final) of any type, for any

damage or injury to person or property which arises directly or indirectly from the actions or failure to act of one or more exhibitors, their employees, agents, contractors, or persons on or about the premises with a badge of an exhibitor, such exhibitor or exhibitors shall jointly or severally reimburse and hold harmless CSHP, its officers, directors, employees, members, agents, volunteers, service contractors, Seminar Planning Committee or the Long Beach Convention Center against any liability resulting there from, including without limitation, attorney fees and any other costs incurred as a result of said lawsuit or judgment. No person has authority to waive, modify or change, in any way, the provisions of this liability and security agreement by means of any oral representation. Any waiver, modification, or other change must be in writing, executed by the CEO of the California Society of Health-System Pharmacists.

Reverse Trade Show

Register Today

<https://www.cshp.org/event/S23ReverseRegistration>

We are thrilled to share that we have more than 30 directors, buyers and purchasing decision-makers from California's hospitals, medical centers and health-systems year over year. We are looking forward to another successful Reverse Trade Show. Each exhibitor can purchase up to two (2) tickets for \$495.00 each.

Reverse Trade Show Schedule:

Saturday 10/14 7:30 am – 9:30 am
(times subject to change)



Previous Reverse Trade Show Directors

Adventist Health - Glendale

Adventist Health - Sonora

Antelope Valley Hospital

Cedars-Sinai Medical Center

City of Hope

Community Hospital of the Monterey Peninsula

Comprehensive Pharmacy Services

Contra Costa Regional Medical

Desert Oasis Healthcare

Dignity Health Mercy San Juan Medical Center

John Muir Health

Kaiser Permanente (multiple locations)

Kern Medical Center

Loma Linda University Medical Center

Los Angeles County

PIH Health Hospital

Pomona Valley Hospital Medical Center

Rady Children's Hospital San Diego

Redlands Community

Riverside Community

San Antonio Regional Hospital

San Diego County

Scripps Health

Sharp Healthcare

St. Louise Regional Hospital

Stanford Children's Health -
Lucile Packard Children's Hospital

Stanford Health Care

Sutter Health

Torrance Memorial Medical Center

UCSD Health, Skaggs School of
Pharmacy & Pharmaceutical Sciences

UCSF Medical Center

USC Kenneth Norris Medical Center

Valley Children's Hospital



Exhibitor Theater

Register Today

<https://www.cshp.org/event/S23ExhibitorTheaterRegistration>

Introduction

Exhibitor Theaters are one hour programs in which your company provides a speaker, continuing pharmacy education accreditation (optional)* and a meal (optional). The purpose and objectives of these programs must be educational in nature and have established guidelines for conducting Exhibitor Theater programs, which are listed below. CSHP will set aside limited meeting space during Seminar and offer it to exhibitors on a first-come, first-served basis. The fee is \$3,600 for one hour.

**CSHP will not provide accreditation. However, vendor may arrange accreditation with another agency, if desired.*

Fees Include

1. Basic audio/visual setup - laptop, screen, computer, and microphone
2. Registration and ticketing services
3. One targeted email advertising your program to all attendees
4. One (1) attendee list pre and post convention
5. Contact information (including emails) for all Exhibitor Theater pre-registrants
6. Inclusion in the Seminar schedule and app
7. Complimentary registration badge for speaker

Rules and Regulations

Program Approval

CSHP will review program content to ensure that it meets all educational criteria. Approvals to conduct Exhibitor Theaters will then be awarded on a first-come, first-served basis, with preference given to those programs offering meal events.

Course Materials

The production and distribution of all course materials related to Exhibitor Theaters is the responsibility of the program sponsors. These materials will not be included in the official Seminar syllabus.

Scope of Participation

Films, video presentations, presentations by speakers or panels and demonstrations are accepted methods of participation.

Location & Space Assignment

Exhibitor Theaters will be located in the meeting room areas. Sponsors will be contacted with room assignments prior to Seminar.

Application Fee

The fee for a Seminar Exhibitor Theater is \$3,600 for one hour.

AV Equipment and Room Setup

CSHP will provide the meeting room, LCD projector and screen, laptop, lectern, podium

microphone, speaker's table and chairs. The participating company must obtain additional audiovisual items at their own expense. Please contact CSHP for special room set-up requests.

Meal Functions

Exhibitor Theater sponsors are responsible for coordinating and paying for meal functions directly with the Seminar convention property.

Continuing Pharmacy Education Credit

If the sponsor chooses to provide CE at their session it shall be the responsibility of the organization sponsoring the program. Preparation of all meeting and registration materials (e.g. handouts), as well as pre-registration coordination, is the responsibility of the program sponsor.

Advertising

All promotional materials to be distributed by the sponsor must be submitted to the CSHP office for approval prior to printing and distribution. If a participating company chooses to publicize its presentation, it may not use the CSHP logo or the name of CSHP as a co-sponsor. The only phrase that may be used is: "Presented at the Exhibitor Theater in conjunction with CSHP's Seminar." Any promotional material distributed by the sponsor must contain the statement: "To attend this program, the attendee must be a paid

registrant of CSHP's Seminar." Both phrases must appear in at least 10-point, boldfaced font.

The Exhibitor Theater schedule will be listed in the Seminar Schedule of Events, on the website and app along with a brief description, time, location and sponsor name. Please note that payment in full for the sponsorship must be received before the sponsor does any promotional marketing.

Program Promotion

CSHP will provide Exhibitor Theater sponsors one Excel spreadsheet of Seminar registrants to create mailing labels. Information on all Exhibitor Theater programs will be featured in all Seminar promotional materials and on the [Seminar website](#).

Cancellation

In the event that an Exhibitor Theater Sponsor cancels a reserved spot after July 31, 2023, the sponsor is responsible for full payment.

To secure a meeting room for an Exhibitor Theater program, please call 916-447-1033 or email exhibitor@cshp.org.

Professional & Personal Services Expo

Register Today

<https://www.cshp.org/event/S23ProServRegistration>

Located inside the Industry Exhibit Hall or Residency & Fellowship Showcase the Professional and Personal Services Expo vendors will be featured in a designated area.

Perfect for companies providing services that benefit the individual working professional. This show is reserved for non-health care, education, pharmaceutical or pharmacy related goods or services.

One price gets you two shows, or you can choose to be present for one and not the other, abiding by the schedule below.

Booth Costs: \$2,000

Booth Specifications and Inclusions:

- 6 x 8 Table top Display area
- 3" draped side rail
- One (1) uniform one-line sign for each booth

Please note that booths are not furnished aside from the 6" table. Additional furnishings may be ordered through Curtin.

Exhibiting companies will received:

- Listings in the Seminar app
- Two (2) Exhibitor ONLY badges
- One (1) complimentary attendee mailing list one-week prior to the conference.

Exhibitor Schedule:

Move-in:

Thursday 10/12 2:00 pm – 6:00 pm
-or-
Friday 10/13 7:00 am – 10:00 am

Show Days:

Industry Exhibit Hall

Friday 10/13 11:00 am – 2:00 pm
Saturday 10/14 11:15 am – 2:15 pm

Residency and Fellowship Showcase

Friday 10/13 1:30 pm – 6:00 pm
Saturday 10/14 1:30 pm – 6:00 pm

Move-out:

Move-out is immediately following the show and cannot be done mid-show.