



# ANNUAL CONFERENCE 22

**BREAKING THROUGH THE BARRIERS TO SUCCESS**

June 23-25 | Gaylord Texan Resort & Convention Center | Grapevine, TX

ADAPT INNOVATE EVOLVE





# WARM WELCOME, HOT OPPORTUNITY

## UNBEATABLE VALUE AND ATMOSPHERE

Our 2021 conference drew 350+ during the COVID downturn and we're expecting a BIG jump in 2022 with our ongoing growth, improving COVID conditions and our highly accessible DFW-area venue.

Our 2021 exhibitors raved about the welcome they received and the quality of encounters. Our fees are as low as \$1,500 — far below what most charge — and we have no competing activities during exhibitor events. **If you come to APEX, you'll have a warm reception and lots of quality engagement.**

## WE'RE SELECTIVE ABOUT EXHIBITORS

We don't sell exhibit space to just anyone. We don't try to fill our hall with as many companies as we can. **We limit the number to create a more relaxed atmosphere and increase interaction between exhibitors and attendees.**

Our members place a sacred trust in our judgment and vendor recommendations, so we look only for companies that are dedicated to the independent pharmacy mission and offer game-changing value for our pharmacy owners.

## PLENTY OF ACCESS TO REAL PURCHASERS

APEX gives you access to independent pharmacy owners and managers who make actual purchasing decisions — not chain pharmacists or academics who don't buy anything. And our Exhibit Hall is set up to generate high traffic to all booths.

We offer a dedicated four-hour exhibitor reception on Friday night. You can also interact with prospects on Thursday at the golf tournament and at the Opening Night Reception. Our compact exhibit schedule reduces travel and hotel expenses.

## 2022 SHOW HIGHLIGHTS

- **2022 Conference Theme Focuses on Adaptation, Innovation and Revenue Diversification.**
- **Booth Packages Start at Just \$1,500.**
- **Two 45-minute Exhibitor Spotlight Sessions Available**
- **Additional Sponsorship/Marketing Opportunities**
- **No Charge for Bag Inserts or Giveaway Items**
- **Thursday Golf Tournament With Prospects**
- **Friday Exhibits with Reception 6-10 p.m.**
- **All Exhibitors Receive 120-Word Listing with Logo and Full-Page Color Ad Insert.**

## YOUR CONTACTS:

### **Golf Tournament**

Ryan Gevara, VP of Sales  
rgevara@aprx.org

### **Sponsorships/Exhibits/Listings/Ads**

Chuck Waters, VP of Marketing,  
Communications & Data Strategy  
cwaters@aprx.org

**Register Online at** <https://www.eventbrite.com/e/apex-2022-exhibitors-registration-203216113867>



# HOTEL & TRANSPORTATION



**GAYLORD  
TEXAN**

Online Tour @ <https://www.youtube.com/watch?v=TbAVWHP0fg8q>  
<https://www.youtube.com/watch?v=TbAVWHP0fg8q>

## CONFERENCE HOTEL

*The Gaylord Texan is a luxury resort on the shores of Lake Grapevine. With 1,814 rooms, 7 eateries, the 10-acre Paradise Springs Water Park and a majestic 2.5-acre, glass atrium, the Gaylord is a spectacular destination for the whole family.*

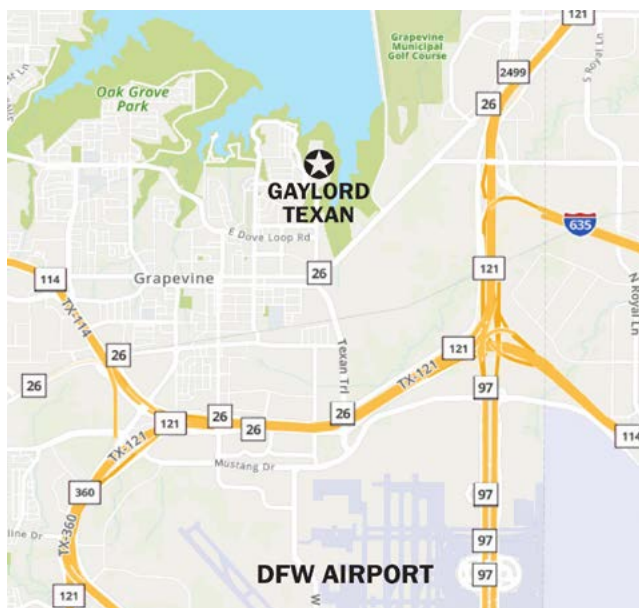


### Gaylord Texan Resort

1501 Gaylord Trail | Grapevine, TX | 76051  
[marriott.com/en-us/hotels/dalgt-gaylord-texan-resort-and-convention-center/overview/](https://www.marriott.com/en-us/hotels/dalgt-gaylord-texan-resort-and-convention-center/overview/)

### \$249 Conference Rate

888-537-9274 | Online registration: <https://book.passkey.com/go/AmericanPharma>



## AIR & GROUND TRANSPORTATION

Dallas-Fort Worth International Airport (DFW) is six miles and 10 minutes south of the Gaylord Texan Resort. Many major airlines serve both DFW and Love Field in Dallas, 21 miles to the east.

**The hotel does not provide transportation to either airport. Cab fares average \$18 + tip; Uber/Lyft fares from DFW to the hotel are \$16-\$36 depending on vehicle; surge pricing can boost these rates.**

Super Shuttle provides shared rides to/from DFW for \$12 and to/from Love Field for \$21. Simply use the phones in Baggage Claim to call for pickup. Shuttles depart from the front of the resort to DFW every 20 minutes from 5 a.m. to 6 p.m. and on the hour to Love Field.

If you plan to visit other area attractions — such as Six Flags Over Texas (17 miles), Choctaw Stadium (Texas Rangers, 18 miles) or the Fort Worth art museums (30+ miles) — you'll need a rental car. Hertz rentals are available at the hotel; other rental agencies are close by.



# SPONSOR & EXHIBITOR PRICING

## PLATINUM EXHIBITOR \$5,000 / \$3,500 THRU 3/15/2022

- 1 Booth in Premium Location | 3 Exhibitor Badges | 3 Entries in Golf Tournament

## GOLD EXHIBITOR \$3,000 / \$2,000 THRU 3/15/2022

- 1 Booth in Preferred Location | 2 Exhibitor Badges | 2 Entries in Golf Tournament

## SILVER EXHIBITOR \$2,000 / \$1,500 THRU 3/15/2022

- 1 Booth in Standard Location | 1 Exhibitor Badge

Online registration  
now open at: [eventbrite.com/e/apex-2022-exhibitors-registration-203216113867](https://eventbrite.com/e/apex-2022-exhibitors-registration-203216113867)

## ADDITIONAL OPPORTUNITIES & SPONSORSHIP PACKAGES

- Exhibitor Spotlight Sessions (2) \$ 500 (45-minute Presentation in Large Room with AV)
- Golf Hole Sponsorship (12) \$ 350 (1 Tournament Entry, Sponsor Sign at Tee Box with Logo)
- Closest to Pin/Longest Drive (6) \$ 500 (1 Tournament Entry, Sponsor Sign at Designated Hole)
- Opening Reception Sponsor (1) \$1,500 (Major Signage, Special Program Listing)
- Student Forum Sponsorship (1) \$5,000 (Silver Booth, Signage, Recognition at Opening Session, Introduce Event)
- Keynote Speaker Sponsor (1) \$8,500 (Platinum Booth, Event signage, Program Listing, Introduce Keynote)
- Fri. or Sat. Breakfast Sponsor (2) \$5,000 (Gold Booth, Event Signage, Special Program Listing)
- Friday Lunch Sponsor (1) \$5,000 (Gold Booth, Event Signage, Special Program Listing)
- Rx Roundup Sponsor (Sat. Banquet) (2) \$8,500 (Platinum Booth, Major Signage & Program Listing, Logo on Screens)
- Conference Premier Partner (1) \$15,000 (2 Platinum Booths, Major Signage & Recognition, Role in Gen. Session)

## SERVICES & SUPPORT

### All Booth Packages Include:

- 10' x 10' Carpeted Booth Space with Pipe & Drape
- Draped 6-foot Table with 2 Chairs & Wastebasket
- B&W Sign with Company Name

Electricity is available in the Exhibit Hall: call Utilities Services at 817-778-3680. For wifi or telecommunications needs, call 817-778-3600. AV and signage available through PSAV at 817-778-3288. Shipping is handled by the on-site FedEx office: 210-558-2476 | [USA5518@fedex.com](mailto:USA5518@fedex.com).

All Exhibitors also get a 120-word listing with logo in our Exhibitor Guide, plus a 1-page color ad or sell sheet. Please see Exhibitor Guidelines on last page for more details.

## EXHIBITOR SCHEDULE

### Golf Tournament

Thursday, June 23 | 8 a.m. - 1:00 p.m.

### Exhibit Set-up:

Friday, June 24 | 8 a.m. - 4:00 p.m.

### Exhibit Hours:

Fri., June 24 | 6-10 p.m.

### Exhibitor Spotlight Sessions (2)

Fri., June 24 | 4:30 - 5:15 p.m. & 5:15 p.m - 6:00 p.m.

### Exhibit Breakdown:

Sat. June 25 | 8 a.m. - Noon,





# COWBOY UP IN OUR GOLF TOURNAMENT



Our 2022 Tournament kicks off our conference on Thursday morning. It is a fantastic opportunity to spend quality time with prospects in a fun foursome scramble on a memorable course. There will be \$600 in prizes – \$100 gift cards will go to the man and woman who hit the longest drive of the day on the designated holes. \$100 gift cards also will also go to the four players who put their approach shots closest to the cup on the four designated holes. Tee-offs start at 8 a.m. We will do our best to group you with players of your choice, but we must pick competitive teams. If you don't have a set foursome, don't worry, we'll group you.

## REGISTRATION & PAYMENT

You can sign up for golf online when you complete your exhibitor registration. Greens fees are \$120, half the public rate. Equipment rentals are available at the course.



## A FEAST FOR GOLFERS & COWBOYS FANS ALIKE

Etched into the rolling hills of Grapevine, Cowboys Golf Club is the only NFL-themed course in the world. Thick stands of mature trees frame rolling fairways and immaculate greens, with dramatic elevation changes and waterways creating a stunning backdrop. It can be challenging for scratch golfers, but four sets of tees enable players of all abilities to enjoy this gem, ranked one of the Top Ten courses in Texas by *Golfweek* magazine and best overall in DFW by *Avid Golfer*.

Whether you're a Cowboys fan or not, you'll have a blast and a truly pampered experience. Greens fees cover breakfast and lunch, non-alcoholic drinks, cart, range balls and on-course snacks at the halfway house (think fried oysters and short-rib tacos). The tasty food, Texas-friendly service and top course conditions make for a memorable experience.

No round at Cowboys is complete without an exploration of the clubhouse, where you'll find replicas of five Lombardi Trophies, player memorabilia and a well-stocked gift shop.



PLEASE DIRECT ALL GOLF INQUIRIES  
TO RYAN GEVARA:  
956-245-7971 OR  
rgevara@aprx.org

# EXHIBITOR GUIDELINES

## REGISTRATION & PAYMENT

All exhibitors are required to register online at <http://apexexhibits.com> and pay at that time, unless paying by check. An invoice may be requested at time of registration. If paying by check, mail check within 10 days. Registrations received without payment will be held for 14 business days for receipt of check payment, after which the registration will be cancelled if payment is not received. **Exhibit space must be paid for in full by June 15, 2022.**

## EXHIBITOR SELECTION & FLOOR PLAN

American Pharmacies reserves the right to reject any exhibitor application. Any rejected registration will be refunded in full. Booth assignments are made by APRx in consultation with exhibitors, and we make every effort to meet requests. The exhibit hall layout is subject to change. APRx reserves the right to modify the number of booths.

## CANCELLATION & REFUNDS

Date of Cancellation	Refund
Through April 22, 2022:	100%
April 23 - May 20, 2022:	50%
May 21 - June 10, 2022:	25%

*If the exhibit is cancelled due to forces beyond control of American Pharmacies, fees will be refunded in full, LESS processing fees, and APRx will have no further liability.*

## NO-SHOW POLICY

Exhibitors that do not occupy or set up their booth by 5:00 p.m. on Sept. 24, 2022, will be considered no-shows. At that time, APRx reserves the right to resell or reassign the booth space. **No-shows will not receive refunds.**

## BOOTH SET-UP & TEAR-DOWN

Exhibitors must set up and tear down their booths during scheduled hours. Booths should be set up and operational by 4:30 p.m. on Friday, June 24, 2022. Tear-down of booths should not begin until 8:00 a.m. on June 25, 2022, and must be completed by Noon. All portable materials should be removed from the booth by 11 a.m.

## EXHIBITOR SUPPORT

Utilities Services: 817-778-3680  
Network & Telecommunications Services: 817-778-3600  
PSAV: (audio/visual, signage, and rigging): 817-778-3288  
Shipping: Fed-Ex on-site: 817-778-1470

### Meeting materials should be shipped to:

Gaylord Texan Resort & Convention Center | Dock B  
(Event name — Arrival Date)  
Hold for guest (guest name, cell number)  
1501 Gaylord Trail  
Grapevine, TX 76051

## EXHIBIT SPACE & MARKETING

Exhibits, sales presentations and demonstrations should not obstruct other exhibits, impede the flow of traffic through the exhibit area or create unacceptable noise levels. Advertising and promotional materials must be contained within the exhibitor's booth space. Materials may not be distributed for companies that are not registered as exhibitors. **No promotional activities or conversations are permitted in the educational rooms immediately prior to, during or after any continuing education session.**

## PROMOTIONS | BAG INSERTS | GIVEAWAYS

American Pharmacies allows exhibitors to conduct raffles or giveaways and to donate items for attendee bags. APRx does not charge for this allowance, but reserves the right to approve all promotional activities and donated items.

## EXHIBITOR BADGES

All exhibitors are expected to wear the 2022 APEX badge at the trade show or any other APEX function. Each exhibiting company will receive a minimum of two badges with its registration. Extra badges may be purchased online through June 20, 2022, or on-site after that date. Each exhibiting company certifies that its registered attendees are authorized representatives of the company.

## HOLD HARMLESS CLAUSE

American Pharmacies assumes no responsibility for damage to, loss of, or theft of property of exhibitor, or exhibitor's agents, employees or guests. Exhibitor assumes all responsibility and liability for losses, damage and claims arising from injury, or damage to exhibitor's displays, equipment, and other property brought into the hotel, and shall indemnify and hold harmless American Pharmacies from any losses, damages and claims.

## PRINT DEADLINES

Each exhibitor must provide a high-resolution logo, company description and a one-page 8.5" x 11" ad insert no later than June 15, 2022. Acceptable logo formats include .EPS, .AI, .PDF or a high-resolution (300 dpi or greater) .JPEG or .PNG. Ads should be in PDF format. Descriptions are limited to 120 words. **Please send all logos, ads and written listings to [cwaters@aprx.org](mailto:cwaters@aprx.org). Logos, descriptions or ad inserts may not be included in materials if received after June 15, 2022.**

## RIGHT TO REVISE GUIDELINES

American Pharmacies reserves the right to make changes to these Guidelines. Any matters not specifically covered above are subject to decision by APRx at its sole discretion. APRx will notify exhibitors of any changes, amendments or additions to these guidelines.