

**AP  
EX  
2024**

**American Pharmacies  
Annual Conference**  
June 13-15, 2024  
Hyatt Hill Country Resort  
San Antonio, TX



**RISING  
TOGETHER**

*Sponsor & Exhibitor  
Opportunities*

**American  
Pharmacies**

**MAJOR SUPPORT  
PROVIDED BY:**

**cencora**

# BENEFITS OF EXHIBITING AT APEX



Connect with 200+ successful, forward-looking pharmacy owners from around the country.



Build powerful relationships by interacting with successful owners & industry thought leaders



Receive a detailed pre-and post-meeting attendee list of pharmacy owners & decision-makers.



Reach a bigger audience at optional breakout sessions & product breakfast or lunch sessions.



Deepen your relationship with the nation's most dynamic and fastest-growing GPO.

## ACCESS TO REAL BUYERS

APEX gives you access to successful independent pharmacy owners and managers from across the country: people who make actual purchasing decisions. Our Exhibit Hall is set up to provide high visibility and generate high traffic to all booths.

## WE'RE SELECTIVE

We don't try to fill our hall with as many companies as we can. We look only for companies that are dedicated to the independent pharmacy mission and offer game-changing value for our pharmacy owners.

## OUR 2023 EXHIBITORS

Allison Medical ★ AmerisourceBergen ★ Atrium24  
Biolyte ★ Centor ★ Concord ★ Coshatt ★ Datarithm  
Drugstore2Door ★ EnlivenHealth ★ Gerimed ★ Good  
Neighbor Pharmacy ★ Imbue Botanicals ★ Kendra Scott  
Liberty Software ★ Medella Springs NOVA ★ Ortho Molecular  
★ Owen Mumford ParMed ★ PCCA ★ PharmaCanna  
★ Pharmacists Mutual ★ Pharmacy Lite ★ Pioneer  
PRS Pharmacy Services ★ PUTT ★ Red Sail Technologies  
★ Return Solutions ★ Rx Fund Assist ★ RxSafe ★ SiteLabs  
Sykes & Co. TDS Clinical ★ TX. Medical Distributors

## 2024 SHOW HIGHLIGHTS

- Exhibit Hours Expanded to Thursday & Friday nights!
- Discounted Booth Packages Start at Just \$2,500.
- Dedicated Vendor Presentation Area with Microphone & AV (3 slots available)
- Vendor Breakfast & Lunch Education Sessions
- Two 30-minute Exhibitor Spotlight Sessions Available
- Additional Sponsorship/Marketing Opportunities
- No Charge for Bag Inserts or Giveaway Items
- Thursday Golf Tournament With Prospects
- 120-Word Listing with Logo & Full-Page Color Ad Insert
- Additional Sponsorship & Promotional Opportunities

## TO REGISTER:

Register Online at <https://www.APEXExhibit24.eventbrite.com>

## YOUR CONTACTS:

### Golf Tournament

Ryan Gevara, VP of Sales  
[rgevara@aprx.org](mailto:rgevara@aprx.org)

### Sponsorships/Exhibits/Listings/Ads

Chuck Waters, VP of Marketing,  
Communications & Data Strategy  
[cwaters@aprx.org](mailto:cwaters@aprx.org)



## EXHIBITOR BOOTHS

**Silver Booth** ..... \$2,500 Through 2/15/2024 | \$3,000 Thereafter  
10' x 10' booth in Exhibit Hall, 1 Exhibitor Badge. Listing in Conference Exhibitor Book

**Gold Booth** ..... \$3,000 Through 2/15/2024 | \$4,000 Thereafter  
10' x 10' booth in Preferred Location, 2 Exhibitor Badges. 1 Golf Tournament Entry. Listing in Conference Exhibitor Book

**Platinum Booth** ..... \$4,000 Through 2/15/2024 | \$5,000 Thereafter  
10' x 10' booth in Premium, High-traffic Location, 3 Exhibitor Badges. 2 Golf Tournament Entries. Listing in Conference Exhibitor Book

### Booth Combinations

2 Silver Booths: \$4,500 Through 2/15/2023 | \$5,500 Thereafter

2 Gold Booths: \$5,500 Through 3/01/2023 | \$6,500 Thereafter

2 Platinum Booths: \$7,500 Through 3/01/2023 | \$8,000 Thereafter

## SPONSORSHIP OPPORTUNITIES

**Premier Event Sponsor** ..... \$15,000 (1 Available)  
2 Platinum Booths in Exhibit Hall | Major Signage Throughout Event | Role in Opening General Session  
Name or Logo Listed in All APRx Collateral

**Golf Tournament Sponsorship** ..... \$10,000.00 (1 Available)  
Platinum Booth in Exhibit Hall | Event Signage, Golf Cart Signage | Program Listing | Present Tournament Awards During Conference

**Saturday Banquet Sponsorship** ..... \$7,500.00 (1 Available)  
Platinum Booth in Exhibit Hall | Event Signage | Program Listing

**Keynote Speaker Sponsorship** ..... \$7,000.00 (1 Available)  
Platinum Booth in Exhibit Hall | Event Signage | Program Listing | Introduce Keynote

- Awards Presentation Sponsorship ..... \$5,000.00 (1 Available)**  
Platinum Booth in Exhibit Hall | Event Signage | Program Listing | Award Presentation
- Opening Reception Sponsorship ..... \$3,000.00 (1 Available)**  
Event Signage | Special Program Listing | Logo on AV Displays
- Friday Breakfast Sponsorship ..... \$2,500.00 (1 Available)**
- Saturday Breakfast Sponsorship ..... \$2,500.00 (1 Available)**
- Friday Lunch Sponsorship ..... \$2,500.00 (1 Available)**
- Lanyards Sponsorship ..... \$2,000.00 (1 Available; Print Deadline of 4/15/24)**  
Your company name and/or logo on the official conference lanyard .
- Tote Bag Sponsorship ..... \$2,000.00 (1 Available)**  
Your name/logo/design on the official tote bag handed out to all professional attendees.
- Room Key Imprint ..... \$2,000.00 (1 Available; Print Deadline of 4/15/24)**  
Your name/logo/design on the hotel room key for all conference attendees.
- Refreshment Break Sponsorship ..... \$1,500 (3 Available)**  
Sponsorship of morning or afternoon refreshment break on 6/14 or morning break on 6/15. Signage in immediate area | Mention in conference book.
- Closest to Pin/Longest Drive Prize Sponsor ..... \$500 (4 available)**  
Co. Name/Logo Signage at Designated Hole | Listing in Conference Book | Mention at Awards Ceremony

## EDUCATION/PRESENTATION OPPORTUNITIES

- Breakfast Education Session 6/16/22 ..... \$1,500.00 (1 Available)**  
30-minute education session or product demonstration from 7:15 – 7:45 a.m. on Friday, June 16 in room with full AV. Breakfast buffet provided by APRx
- Lunch EducSession 6/16/22 ..... \$1,500.00 (1 Available)**  
30-minute education session, presentation or product demonstration from 12:15 – 12 :45 p.m. on Friday, June 14 in room with full AV. Lunch buffet provided by APRx.
- Breakfast Education Session 6/17/22 ..... \$1,500.00 (1 Available)**  
30-minute education session or product demonstration from 7:15 – 7:45 a.m. on Saturday, June 15 in room with full AV. Breakfast buffet provided by APRx
- 30-Minute Exhibitor Spotlight Session in Exhibit Hall .....\$750.00 (3 Available from 6:30 – 8 p.m.)**
- 30-Minute Exhibitor Spotlight Session in Meeting Room on 6/13 or 6/14 .....\$750.00**  
Event Signage | Special Program Listing | Logo on AV Displays

## ADD-ON TICKETS

- Golf Tournament Registration ..... \$115.00**  
One entry in Thursday Golf Tournament at Hyatt Hill Country Golf Club (8 a.m. to 12:30 p.m. on 6/13/2024)
- Additional Booth Staff ..... \$250.00 each**  
Registration of one additional exhibitor. This ticket is only for those who work at an exhibitor booth.
- Saturday Reception & Banquet ..... \$150.00**  
Ticket to Saturday concluding event. (Banquet admission is not included in exhibitor registrations.)

# SUPPORT & RESOURCES

## EXHIBITOR SCHEDULE



### Golf Tournament

Thursday, June 13 | 8 a.m. - 1 p.m.

### Exhibit Set-up:

Thursday, June 13 | 8 a.m. - 5:00 p.m.

### Exhibit Hours:

6-9 p.m. Thur., June 13 | 6-10 p.m. Fri., June 14

### Exhibitor Breakfast Education Sessions (2)

Fri. & Sat., June 14-15 | 7:15 - 8:15 a.m.

### Exhibitor Lunch Education Session (1)

Friday, June 14 | 12:15 - 12:45 p.m.

### Exhibitor Spotlight Sessions (2)

Friday, June 14 | 4:45-5:15 p.m. & 5:30-6:00 p.m.

### Exhibit Breakdown:

8 a.m. - Noon Saturday, June 15

## DATES & DEADLINES TO REMEMBER

- Dec. 1, 2023:** Exhibitor Registration Opens
- Feb. 28, 2024:** Early Registration Discounts End
- April 15, 2024:** Deadline to Request 100% Refund
- June 4, 2024:** Deadline to submit 8.5 x 11 ad and 120-word company description for exhibitor ad book
- June 13, 2024:** APEX Golf Tournament, Hyatt Hill Country Golf Club
- June 13, 2024:** Exhibits Set-up: 8 a.m. to 4:30 p.m.
- June 13, 2024:** Thursday Exhibit Hours: 6-9 p.m.
- June 14, 2024:** Friday Exhibit Hours: 6-10 p.m.
- June 15, 2024:** Exhibits Breakdown: 8 a.m.-Noon



## EXHIBITOR RESOURCES

**Freeman:** “Exhibit Like an Expert”: | [www.freeman.com/resources/exhibit-like-an-expert](http://www.freeman.com/resources/exhibit-like-an-expert)

From strategy and planning to getting set up and returning home, this resource is vital for anyone who's new to the process or just looking for tips on logistics and saving money.

**Forbes:** “Seven Steps for an Effective Trade Show” | [www.forbes.com/sites/forbescommunications-council/2018/05/30/seven-steps-for-a-successful-trade-show/?sh=41b8a1727b04](http://www.forbes.com/sites/forbescommunications-council/2018/05/30/seven-steps-for-a-successful-trade-show/?sh=41b8a1727b04)

**Quality Score Blog:** “9 Tips to Boost Traffic to Your Conference Booth” | [qualityscore.co/9-tips-boost-traffic-conference-booth](http://qualityscore.co/9-tips-boost-traffic-conference-booth)

**Small Business Trends:** “Drive Traffic to Your Tradeshow Booth” | [smallbiztrends.com/2014/03/drive-traffic-to-your-tradeshow-booth.html#comments](http://smallbiztrends.com/2014/03/drive-traffic-to-your-tradeshow-booth.html#comments)

# HOTEL & TRANSPORTATION



## CONFERENCE HOTEL

Built on a former 300-acre cattle ranch, this casually elegant resort blends city convenience with the peaceful charm of the Texas Hill Country. Next door to SeaWorld and a short drive from the airport and downtown attractions like the River Walk and Alamo. All rooms were remodeled

### Hyatt Hill Country Resort & Spa

9800 Hyatt Resort Drive | San Antonio, TX 78251

**\$305 Conference Rate + Tax & Resort Fee**

Call 210-647-1234 & use Group Code "American Pharmacies." Or [book online](#).



## Service By These Domestic Airlines:



## TRANSPORTATION

The Alamo City is served by San Antonio International Airport approximately 17 miles northwest of the Hyatt Resort. Air service is provided by all major domestic airlines.

The hotel does not provide shuttle service to and from the airport. Taxi fare from the airport to the hotel is \$55 – \$70 (including tip), depending on the time of day. Standard Uber fare is \$25; prices may surge during higher-demand periods.

If you plan on visiting area attractions — such as the downtown Riverwalk area (25 miles) or Fiesta Texas (10 miles) — a rental car is strongly advised.



# 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 1, 2024.*

## EXHIBITOR SELECTION & FLOOR PLAN

American Pharmacies reserves the right to reject any exhibitor registration. 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 all reasonable 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 15, 2024:	100%
April 16 - May 15, 2024:	50%
May 16 - June 1, 2024:	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 June 13, 2024, 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 5:00 p.m. on Thursday, June 13, 2024. Tear-down of booths should not begin until 8:00 a.m. on June 15, 2024, and must be completed by Noon. All portable materials should be removed from the booth by 11 a.m.

## EXHIBITOR SUPPORT

Freeman Event Services is the provider of all exhibitor services for APEX. Exhibitors may order electricity, Internet access and booth furnishings from Freeman. Freight is also handled by Freeman.

210-554-2021 FAX | 469-621-5611  
[FreemanSanAntonioES@freeman.com](mailto:FreemanSanAntonioES@freeman.com)

Traditional Shipping is Handled by UPS On-Site:  
210-647-1234 | [store5751@theupsstore.com](mailto:store5751@theupsstore.com)

## 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 must wear the 2024 APEX badge at the trade show or any other APEX function. Extra badges may be purchased online through June 10, 2024, or on-site after that date. Each exhibitor 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 4, 2024. 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 4, 2024.**

## 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.