

**AP
EX
2023**

**American Pharmacies
Annual Conference**
June 15-17, 2023
J.W. Marriott Hill Country Resort
San Antonio, TX

**HONORING
OUR PAST**



**FORGING
OUR FUTURE**

***SPONSOR & EXHIBITOR
OPPORTUNITIES***



**SUPPORT
PROVIDED BY**



BENEFITS OF EXHIBITING AT APEX



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



Interact one-on-one with successful owners & industry thought leaders



Receive a detailed pre-and post-meeting attendee list (no emails).



Reach a bigger audience at optional break-out sessions & product break-fast or lunch



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. And our Exhibit Hall is set up to 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 limit the number to create a more relaxed atmosphere and increase interaction between exhibitors and attendees. We look only for companies that are dedicated to the independent pharmacy mission and offer game-changing value for our pharmacy owners.

OUR 2022 EXHIBITORS

Allison Medical
AmerisourceBergen
Atrium24
Centor
Concord
Coshatt
Datarithm
Drugstore2Door
EnlivenHealth
EZ Reaches
Genentech
Gerimed
Good Neighbor Pharmacy
Imbue Botanicals
Kendra Scott
Liberty Software

Medella Springs
NOVA
Ortho Molecular
Owen Mumford
Payhawk
Pharmacists Mutual
Pharmacy Lite
PRS
Pure Encapsulations
PUTT
Return Solutions
RxSafe
SiteLabs
Sykes & Co.
TDS Clinical
TX. Medical Distributors

2023 SHOW HIGHLIGHTS

- Join Our Festive 20th Anniversary Celebration!
- Discounted Booth Packages Start at Just \$2,000.
- **NEW:** Dedicated Vendor Presentation Area in Exhibit Hall with Microphone & AV (3 slots available)
- **NEW:** Vendor Breakfast & Lunch Education Sessions (3 available)
- Two 30-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.
- 120-Word Listing with Logo & 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-2023-exhibitors-tickets-427972877397>

SPONSOR & EXHIBITOR PRICING



EXHIBITOR BOOTHS

Silver Booth **\$2,000 Through 3/1/2023 | \$2,500 Thereafter**
10' x 10' booth in Exhibit Hall, 2 Exhibitor Badges. Listing in Conference Exhibitor Book

Gold Booth **\$2,500 Through 3/1/2023 | \$3,500 Thereafter**
10' x 10' booth in Preferred Location, 2 Exhibitor Badges. 1 Golf Tournament Entry. Listing in Conference Exhibitor Book

Platinum Booth **\$3,500 Through 3/1/2023 | \$4,500 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: \$3,500 Through 3/01/2023 | \$4,500 Thereafter

2 Gold Booths: \$4,500 Through 3/01/2023 | \$6,000 Thereafter

2 Platinum Booths: \$6,500 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 **\$7,000.00** (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)
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)
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 6/16 or morning break on 6/17. 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 Education Session 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 16 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 17 in room with full AV. Breakfast buffet provided by APRx

30-Minute Exhibitor Spotlight Session in Exhibit Hall**\$600.00** (3 Available from 6:30 – 8 p.m.)

30-Minute Exhibitor Spotlight Session in Meeting Room on 6/15 or 6/16**\$750.00**
Event Signage | Special Program Listing | Logo on AV Displays

ADD-ON TICKETS

Golf Tournament Registration **\$120.00**
One entry in Thursday Golf Tournament at JW Marriott’s TPC Course (8 a.m. to 12:30 p.m. on 6/15/2022)

Additional Booth Staff **\$200.00 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 15 | 8 a.m.- 1 p.m.

Exhibit Set-up:

Friday, June 16 | 1 p.m.-5:00 p.m.

Exhibit Hours:

6-10 p.m. Fri, June 15

Exhibitor Breakfast Education Sessions (2)

Fri. & Sat., June 16-17 | 7:15 - 8:15 a.m.

Exhibitor Lunch Education Session (1)

Friday, June 16 | 12:15 - 12:45 p.m.

Exhibitor Spotlight Sessions (2)

Friday, June 16 | 4:45-5:15 p.m. & 5:30-6:00 p.m.

Exhibit Breakdown:

8 a.m. - Noon Saturday, June 17

Freeman Event Services is the provider of all exhibitor services for APEX. You have the option to order additional booth materials such as electrical, Internet access and any other furnishings you may need directly from Freeman. Freeman services include:

- Cleaning (exclusive)
- Electrical and Internet Access
- Custom Services
- Exhibit Rentals
- Furnishings and Carpeting
- Graphics and Signs
- Installation and Dismantle Supervision
- Labor and Rental of Mechanized Equipment
- Material Handling Services
- Overhead Rigging Labor & Equipment (exclusive)
- Transportation for Booth Materials

210-554-2021 FAX | 469-621-5611

FreemanSanAntonioES@freeman.com



EXHIBITOR RESOURCES

Freeman: “Exhibit Like an Expert”: | 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

Quality Score Blog: “9 Tips to Boost Traffic to Your Conference Booth” | 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

HOTEL & TRANSPORTATION



CONFERENCE HOTEL

Rising above majestic hills and live oaks north of town, the elegant JW Marriott San Antonio Hill Country Spa & Resort is a luxurious five-star experience. There are TPC championship golf courses to test your game, award-winning restaurants and the sophisticated Lantana Spa. The six-acre River Bluff Water Experience offers multiple pools, water slides and the 1,200-foot Lazy River to float.

JW Marriott San Antonio Hill Country Resort
23808 Resort Parkway | San Antonio, TX 78261

\$269 Conference Rate + Tax & Resort Fee
Call 866-882-4420 & use Group Code "American Pharmacies." Or visit <https://book.passkey.com/event/50291551/owner/1464965/home>



Service By These Domestic Airlines:



TRANSPORTATION

The Alamo City is served by San Antonio International Airport, which is located approximately 14 miles south of the JW Marriott Resort just east of U.S. Highway 281. Air service to and from San Antonio 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 \$45 – \$50 (including tip), depending on the time of day. Standard Uber fare is \$23; Lyft is \$25.

If you plan on visiting area attractions — such as the downtown Riverwalk area (21 miles), Fiesta Texas (19 miles) or SeaWorld (23 miles) — a rental car is strongly advised.

2023 GOLF TOURNAMENT



Our 2023 Golf Tournament takes place Thursday morning at the start of our conference. It is a fantastic opportunity to spend quality time with prospects in a fun foursome scramble on pro-caliber courses. There will be \$600 in prizes and the tournament entry fee is \$115. 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

Register for golf online at the time you complete your exhibitor registration. Greens fees are \$115, \$60 less than regular resort rates.



SPECTACULAR GOLF AT A PGA VENUE

TPC San Antonio features 36 holes designed by two of the world's most talented and respected course architects: Pete Dye — considered by many the most influential living course architect — and PGA great Greg Norman.

Both the AT&T Canyons and AT&T Oaks Courses are ranked among the top 15 “Best Courses You Can Play” in Texas by *Golfweek*.

Slender fairways, steep bunkers and abundant oaks define Norman's par-72, 7,435-yard AT&T Oaks Course, which hosts the PGA Tour's Valero Texas Open. Norman took great care to incorporate the native terrain and flora of the Hill Country into the design. The result is a strikingly beautiful course that challenges golfers of all skill levels.

Considerably shorter than the AT&T Oaks, course, as the name implies, provides great views of the Texas Hill Country. It's more wide open than the Oaks Course and not as challenging to amateurs.

Either way, the scenery and the golf are spectacular.



PLEASE DIRECT
GOLF QUESTIONS
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 1, 2023.*

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, 2023:	100%
April 16 - May 15, 2023:	50%
May 16 - June 1, 2023:	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 16, 2023, 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 16, 2023. Tear-down of booths should not begin until 8:00 a.m. on June 17, 2023, 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

Traditional Shipping is Handled by FedEx On-Site:
210-497-3457 | USA5510@FEDEX.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 2023 APEX badge at the trade show or any other APEX function. Extra badges may be purchased online through June 12, 2023, 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 7, 2023. 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@apr.org.** *Logos, descriptions or ad inserts may not be included in materials if received after June 7, 2023.*

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.