

WPE  
western pharmacy exchange

*April 12-15, 2018*

SAN DIEGO, CA

San Diego Convention Center &  
Marriott Marquis San Diego Marina



# EXHIBITOR PROSPECTUS



california  
pharmacists  
association

# *all about* WESTERN PHARMACY EXCHANGE

Western Pharmacy Exchange is the premier annual conference for **attendees from the western United States** to gather for education sessions, networking, knowledge sharing, and product shopping. Our conference represent a broad spectrum of pharmacy professionals and offers you the opportunity to connect with key pharmacists and staff.



## DATE AND LOCATION

### **Western Pharmacy Exchange**

April 12-15, 2018 (Exhibits open April 13-14)  
San Diego Convention Center  
111 Harbor Drive, San Diego, CA 92101

## HOST HOTEL

### **Marriott Marquis San Diego Marina**

333 W. Harbor Drive  
San Diego, CA 92101  
Phone: (619) 234-1500  
Room Rate: \$279/night  
Online reservations: [www.bit.ly/WPE18](http://www.bit.ly/WPE18)  
Deadline to reserve: March 9, 2018

## WHO ATTENDS?

Western Pharmacy Exchange provides opportunities to meet face-to-face with pharmacy professionals:

- Pharmacy Owners
- Community Pharmacists
- Hospital/Health-System Pharmacists
- Managed Care Pharmacists
- Academicians
- Student Pharmacists
- Pharmacy Technicians

**90%**  
of attendees  
rated WPE  
as excellent or  
good!



# exhibit at WESTERN PHARMACY EXCHANGE

Whether your goal is to build a new client base or reconnect with current relationships, Western Pharmacy Exchange is the conference to exhibit at! In 2017, our exhibit hall held over 80 companies and sold out months before the conference! All of our educational sessions are built around unopposed breaks which allows every attendee time to visit with exhibitors.



## EXHIBITOR BENEFITS

IN ADDITION TO A BOOTH IN THE EXHIBIT HALL, EXHIBITORS RECEIVE THE FOLLOWING BENEFITS:

- Five (5) hours of exclusive exhibit time
- Listing in the exhibitor's directory within the Western Pharmacy Exchange conference program guide and mobile app
- Two complimentary exhibitor registration name badges per booth
- A pre-conference and post-conference attendee mailing list
- Two lunch tickets per booth provided during Saturday Exhibit hall hours
- Two drink tickets per booth provided during Friday's Exhibit hall hours
- Booth raffle opportunity: CPhA will assist in raffle prize promotion by making announcements in the Expo Hall, driving more traffic to your booth
- One standard booth identification sign showing your company name & booth number
- Cleaning for the general exhibit hall
- **(Optional)** Furnished booth package provides one 6' x 30" skirted table and 2 side chairs

## 2017 EXHIBITORS

ACC Med+Logistics	Commission for Certification in Geriatric Pharmacy	McKesson	Rx Relief
Alpine Wellness	CVS Caremark	Medicare's Limited Income NET Program	Rx30 Pharmacy Systems
AmerisourceBergen	Cypress Software, Inc.	MEDISCA	RxSafe
ARL Biopharma	Daiichi Sankyo	Mercer	RxSystems
Arab American Pharmacist Association	DaisyBill	Mylan Pharmaceuticals	Sanofi Pasteur Inc.
Auburn Pharmaceutical	Drug Package, Inc.	NeillMed Pharmaceuticals, Inc.	Smart-Fill Management Group
Boehringer Ingelheim	Foundation Pharmacy Systems, Inc.	National Healthcareer Association	Spectrum Pharmacy Products
Boiron USA	G.S. Innovations	Novo Nordisk Inc.	Speed Script Pharmacy Systems
California Board of Pharmacy	Hallmark Gold Crown	PBA Health	Synergy Medical
CA Dept of Public Health	H.D. Smith Wholesale Drug Co.	PCCA	Technical Safety Services, Inc.
California Pharmacists Association	Hygen Pharmaceuticals	Pfizer	TEVA Respiratory
California Pharmacy Lawyers	Ideal Protein of America, Inc.	PPSI	The Compliance Team, Inc.
Calmoseptine, Inc	Independent Pharmacy Cooperative	QS/1	United Patients Group
Campbell Window Film	Kaiser Permanente	Recoveryas.com	Valley Wholesale Drug Company
CareerStaff Rx	Liberty Software	RelayHealth	Walgreens
Cardinal Health		Rite Aid	Western University of Health Sciences
Clearpop		Rutgers Fellowship Program	

# EXHIBIT HALL

## *floor plan*



## SAN DIEGO CONVENTION CENTER

BALLROOMS 6BCDF

## *schedule*

### FRIDAY, APRIL 13

8:00 am - 3:00 pm

Exhibitor Move-in

4:00 pm - 6:00 pm

Exhibit Hall Grand Opening

### SATURDAY, APRIL 14

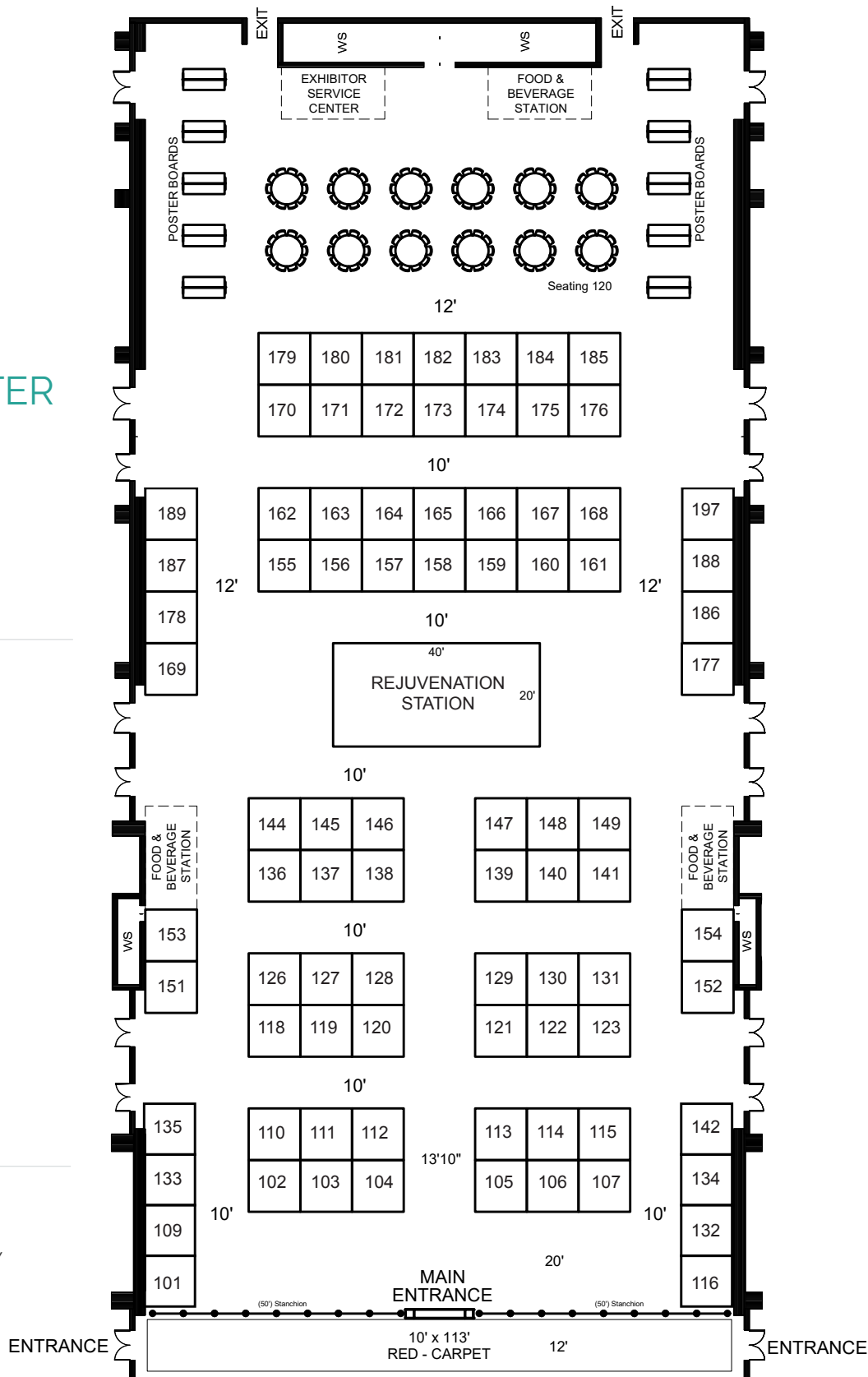
11:30 am - 2:30 pm

Exhibit Hall Open

2:30 pm - 4:30 pm

Exhibitor Move-out\*

\*Exhibitors may begin moving out on Saturday, April 14, 2018 after 2:30pm. All exhibit materials **must be cleared** by 4:30pm on Saturday, April 14, 2018.



# EXHIBIT BOOTH APPLICATION & CONTRACT

Western Pharmacy Exchange • April 12-15, 2018 • San Diego Convention Center

**FINAL APPLICATION DEADLINE: March 2, 2018**

**Questions:** Mursal Rahim at (916) 791-4518  
or mrahim@cpha.com

**Company Name\***

Address

City

State

Zip Code

**Contact Name\***

Title

**Phone\***

Fax

**Email Address\***

**Website\***

\*Conference program guide will contain this information along with company's booth number.

## PRODUCT CATEGORIES

(Max 5 categories)

- Accreditation       Adherence  
 Association       Buying Group  
 Compounding       Diabetes  
 Natural Products       OTC/HBA  
 Long-Term Care       Home Health Care  
 Pharmaceutical       Technology  
 Service       Store Fixtures  
 Generics       Wholesale/Distributor  
 Other: \_\_\_\_\_

## BOOTH SELECTION PREFERENCE

Provide preferred booth numbers in the spaces below. Booths are assigned in order of receipt of contract and payment.

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_

List competitors you do not want in close proximity (all attempts will be made to honor your request).

## EXHIBIT BOOTH STAFF (TWO COMPLIMENTARY NAME BADGES INCLUDED)

The exhibit booth fee includes two complimentary badges for each booth. Please indicate names of company individuals staffing the booth; repeat the contact name listed above if that person is also working the booth. Badges for additional staff may be purchased at \$50 each.

(Name, Title, and Email) -- Complimentary

(Name, Title, and Email) -- Complimentary

**PROGRAM LISTING** Provide a short description of your product/services to be published in conference materials. Write below or email to mrahim@cpha.com by March 2, 2018. (25-word maximum):

## BOOTH FEES

Received by March 2, 2018

	CORNER BOOTH	AISLE BOOTH	CORNER BOOTH	AISLE BOOTH
	FURNISHED*	FURNISHED*	UNFURNISHED	UNFURNISHED
<b>CPhA Corporate Member</b>	<input type="radio"/> \$3,020	<input type="radio"/> \$2,670	<input type="radio"/> \$2,550	<input type="radio"/> \$2,200
<b>Non-Member**</b>	<input type="radio"/> \$4,020	<input type="radio"/> \$3,670	<input type="radio"/> \$3,550	<input type="radio"/> \$3,200

Note: Late fee of \$150 assessed if reserved and/or paid in full after December 23, 2017.

\*Furnished booths include one 6' x 30" skirted table and 2 side chairs. \*\*One-year CPhA corporate membership dues start at \$5,000.

## PAYMENT METHOD (checks payable to California Pharmacists Association)

Credit Card     Visa     MasterCard     AmEx     Discover     Check # \_\_\_\_\_

Card Number

Cardholder Name

Exp. Date

CW Code

Card Billing Address

City

State

Zip

The undersigned hereby requests exhibit space for the 2018 CPhA Western Pharmacy Exchange Exhibit Show to be held at the San Diego Convention Center in San Diego, California from April 12-15, 2018. I understand that this application becomes a contract when signed and accepted by CPhA. I agree to abide by all terms and conditions of the exhibit. I understand that no refunds will be made for cancellations postmarked after December 23, 2017, and that all requests for cancellations and refunds must be in writing. I understand that all fees must be paid in order to reserve a booth space.

Name and Title (please print)

Signature

Date

**SUBMIT COMPLETED FORM(S) WITH PAYMENT TO CPHA:** CPhA, c/o Exchange Expo, 4030 Lennane Drive, Sacramento, CA 95834 or fax to: (916) 779-1401

Booth Fee \$ \_\_\_\_\_

Late Fee \$ \_\_\_\_\_

(Received after December 23, 2017)

Add'l Booth Staff Badge

\$50.00 each (expo hall entry only)

\_\_\_\_ x \$50 = \$ \_\_\_\_\_

Add'l Booth Staff Lunch Ticket

\$80.00 each (Saturday only)

\_\_\_\_ x \$80 = \$ \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

### CANCELLATIONS/REFUNDS

Refund Policy: Notice of cancellations must be made in writing (no exceptions) to CPhA. Cancellations received on or prior to December 23, 2017 will result in CPhA retaining 50% of the full rental cost of the booth space. No refunds for cancellations will be granted after December 23, 2017. CPhA shall not be liable for any interest on the amount refunded.

### PAYMENT SCHEDULE

Payment in full is required. Spaces are selected on a first-come, first-served basis and will not be reserved by phone. Display space is a 10'x10' booth and 8' high back wall with 3' side rails extending out from the back wall or floor space equivalent to a 10'x10'. Please identify the booth numbers or floor space requested in 10'x10' increments with a 1st, 2nd, 3rd, and 4th choice.

Western Pharmacy Exchange Expo Hall

# TERMS & CONDITIONS

## ARRANGEMENTS OF EXHIBITOR

Standard booth backgrounds and side rails, decorated with bengaline curtains and uniform one-line signs are provided without charge. **Table and chairs are NOT included unless you purchase a FURNISHED booth package.** 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 material may be placed up to a height not exceeding eight feet from the building floor. In any portion of the booth beyond five feet from the rear background of the booth, all parts of the exhibit shall be placed not to exceed four feet from the building floor. Peninsulas, Perimeter Booths, Islands, oversized equipment or vehicles will be permitted to a maximum of twelve feet, provided written approval is received from the California Pharmacists Association (CPhA) at least 60 days prior to the exposition. Exhibits not conforming to these specifications, or which in design, operation, or otherwise, are objectionable in the opinion of the management, will be prohibited.

## CANCELLATION OR POSTPONEMENT OF EXHIBITION

In the event that the Exhibition is postponed due to any occurrence not occasioned by the conduct of California Pharmacists Association (CPhA) or Exhibitor, whether such occurrence be an Act of God or the common enemy or the result of terrorism, war, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this Agreement, then the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Exhibition, the obligations of the parties under this Agreement shall be automatically terminated and all payments made under this Agreement shall be refunded to Exhibitor, less a prorated share of expenses actually incurred by California Pharmacists Association in connection with the Exhibition.

## WRITTEN CANCELLATION REQUIRED

Notice of cancellations must be made in writing (no exceptions) to CPhA. Cancellations received on or prior to December 23, 2017 will result in CPhA retaining 50% of the full rental cost of the booth space. No refunds for cancellations will be granted after December 23, 2017. CPhA shall not be liable for any interest on the amount refunded.

## CODES AND AGREEMENTS

As an exhibiting company at Exchange, you agree to be bound by these "Rules and Regulations of the Exhibition." You further agree to adhere to and be bound by (1) all applicable fire, utility and building codes and regulations; (2) any rules or regulations of the facility where the Exhibition is held; (3) the term of all leases and agreements between California Pharmacists Association (CPhA) and the managers or owners of said facility; and (4) the terms of any and all leases and agreements between California Pharmacists Association (CPhA) and any other party relating to the exposition. Exhibitors shall not permit others to do anything to the exhibit space or do anything in the facility which would cause a difference in conditions from those previously approved by the insurance carriers of California Pharmacists Association (CPhA), or the owners or managers of said facility, which will in any way increase premiums payable by any of the parties. A ruling declaring any part of this agreement invalid shall not affect the validity of the rest of the agreement. All materials used for decoration such as paper, cardboard or cloth must be flame retardant. No combustible gases shall be allowed in any booth.

## DISPLAY MATERIALS AND SAMPLES

Over-the-counter samples are permitted for distribution to adults attending the exhibition and identified by an Exchange badge. Non-controlled prescription drugs, hypodermic needles and syringes may be displayed in the exhibit booth only if an authorized representative of the exhibiting company is present at all times in the booth. These items will not be allowed if the exhibit area is not supervised by a company representative and are subject to removal by exhibit management. The display of controlled substances is not allowed in the exhibit hall.

## HANDLING AND SHIPPING

Handling and Shipping arrangements can be made directly through the Exchange official decorator. Handling and Shipping information will be provided to exhibitors in advance of the show. California Pharmacists Association (CPhA) and the owners or

managers of the facility where the exposition is to be held shall not accept or store display materials or empty crates. Exhibitor shall make its own arrangements for shipment, delivery, receipt and storage of such materials and empty crates. Such arrangements may be made through the official exposition contractor, if desired, and Exhibitor shall in any event provide the official exposition contractor with copies of all bills of lading. All shipments and deliveries to the Exhibition shall be prepaid. Exhibitor shall not incur any obligation to the official exposition contractor merely by reason of providing copies of any bills of lading hereunder. The exhibitor agrees to ship at his/her own risk and expenses the articles to be exhibited. Any further inquiries concerning exhibit material shipping may be made to the official exposition contractor.

## SECURITY

California Pharmacists Association (CPhA) shall provide guard service throughout the hours of installation, show and dismantling period. Reasonable care will be exercised for the protection of the exhibitors' materials and display. Beyond this, California Pharmacists Association (CPhA), the show facility, or any officer or staff member thereof will not be responsible for the safety or the property of the exhibitor, his agent or employees from theft, damage by fire, accident or any other cause. Exhibitor is required to provide necessary insurance and/or policy riders to cover all booth contents.

## APPLICATION & FEES

The reservation form must be properly completed and forwarded to CPhA.

## BOOTH FEES

	CORPORATE MEMBER Rec'd by 3/2/18	NON-MEMBER Rec'd by 3/2/18
Furnished* Corner Booth:	\$3,020	\$4,020
Furnished* Aisle Booth:	\$2,670	\$3,670
Unfurnished Corner Booth:	\$2,550	\$3,550
Unfurnished Aisle Booth	\$2,200	\$3,200
After 12/23/17 - Late Fee**:	\$150	\$150

\*Furnished booth includes one 6' x 30" skirted table and 2 side chairs. \*\*Late fee assessed if paid in full after December 23, 2017. Booth sales will close after March 9, 2018.

Submission of the application constitutes the applicant's consent to be bound by the provisions of the CPhA regulations concerning exhibits and cancellation refund guidelines.

## EXHIBIT SPACE ASSIGNMENTS

Booth assignments for Exchange 2018 will be assigned based on receipt date of application and a minimum 50% deposit until December 23, 2017. After that date, only applications with full payment will be accepted. Reservations for booth space CANNOT be accepted by telephone. All exhibit applications must be returned by mail, online at cpha.com or by fax with payment. (Credit card information must accompany faxed information). CPhA reserves the right to change booth assignments at any time, as it may, in its sole discretion deem necessary in the best interest of the exhibition. Subletting or assigning of space is not permitted and only the products and services of the contracting firm may be shown. Booths shall be staffed by registered and badged personnel during regular exhibition hours. CPhA reserves the right to approve any exhibit and to deny space to any exhibit deemed unprofessional or inappropriate.

## EXHIBITOR BADGES

Each exhibiting company will be given two (2) complimentary badges for each 10x10 booth. Additional badges may be obtained for a fee of \$50 each.

## STAFFING AND DISMANTLING OF BOOTH

Exhibits must be staffed at all times during the exhibition hours. Unstaffed exhibits are subject to a penalty charge of \$100 per day, in addition to the removal of the exhibition. Early dismantling of exhibit booth shall be subject to a penalty charge of \$150. Due to the limits of our liability policy, no children under the age of 18 are allowed in the Exchange Exhibit Hall at any time. Any exhibit personnel attending any portion of Exchange must be registered and be an employee of a company participating as a Primary Exhibitor. All exhibit materials must be crated or packed and removed from the exhibit area no later than 4:30pm on Saturday, April 14, 2018. The exhibitor must remove over-the-counter products or medications when dismantling, said items may not be left in the exhibit hall as trash.

## UNION REGULATIONS

To assist you in planning for your participation in the Exchange exhibition, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of exhibit handling. To help you understand the jurisdictions of the various unions, we recommend you read the following information.

## DECORATOR'S UNION

Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. Exhibitors may set up exhibit display if one person can accomplish the task in less than half an hour without the use of tools. If exhibit preparation, installation or dismantling requires more than half an hour, you must use union personnel supplied by the official decoration contractor. When union labor is required, you may provide your company personnel to work along with a union installer in Anaheim on a one-to-one basis.

## TEAMSTERS UNION

Members of this union claim jurisdiction over the operation of all material handling, all unloading and reloading, and handling of empty containers. An exhibitor may move material that they are able to carry by hand by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

## ELECTRICAL UNION

Members of this union claim jurisdiction for hardwiring ordered outlets to the line side of the exhibitors' equipment and wiring of caps over 120 volts to the raw cord feeding exhibitors' equipment. All plugs over 120 volts will be plugged in by electrical union personnel. Exhibitors may plug in their own plugs of 120 volts to their ordered outlets.

## BOOTH CONSTRUCTION GUIDELINES

Space dimensions shown on floor plan are from center line of booth equipment such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth. **Table and chairs are NOT included unless you purchase a FURNISHED booth package.** You will be provided with a service kit ordering form prior to the show to order additional furniture for your booth.

## Standard Booth (10x10)

Definition: One or more standard units in a straight line. If display is over 4 feet high, it is to be confined to an area within 5 feet of the back line.

Depth: All display fixtures over 4 feet in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is within 5 feet of the back line.

Intent: Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his exhibit. Exhibitors with larger space (30 lineal feet or more) should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4 feet and within 10 lineal feet of a neighboring exhibit is intended to accomplish both of these aims.

Height: All standard booths will be confined to a maximum height of 8 feet.

Intent: Any portion of an exhibit extending above the 8 feet of high draped booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

## END CAP/PENINSULA BOOTH

Definition: End cap booths (two or more booths side by side at the end of an aisle) may not exceed the back wall height of 8 feet in the center 10 feet. Booths may also not exceed the back wall height of 4 feet in the outer 5 feet.

Intent: Each exhibitor is entitled to a reasonable sightline from the aisles.

Definition: Island booths are a collection of four or more 10 ft. x 10 ft. booths contracted by one exhibitor with 360 degree aisle access. Since island booths are automatically separated by the width of an aisle from all neighboring exhibits, the 8 foot height limitation does not apply. Full use of the floor space is permitted; however, any back walls or drapes set along the booth perimeter may not be higher than 4 feet.

Intent: Island booths are designed to allow for exhibitors to enjoy a greater presence at the show.