

CALIFORNIA PHARMACISTS ASSOCIATION
presents western pharmacy exchange

WPE

*Lights,
Camera,
Action!*

Pharmacists in the Spotlight

**WESTERN
PHARMACY
EXCHANGE**

April 18 - 21, 2024
Planet Hollywood Hotel
Las Vegas, Nevada



WPE 2024 SPONSORSHIP OPPORTUNITIES





CPhA presents

WESTERN PHARMACY EXCHANGE

April 18 - 21, 2024
Planet Hollywood Hotel

Presented by the California Pharmacists Association (CPhA), Western Pharmacy Exchange (WPE) is the largest premier west coast experience for all pharmacy professionals. We are so excited to be returning to Las Vegas where we had so much fun in 2022 and 2023. On April 18 - 21, 2024, we will be hosting WPE at the Planet Hollywood Hotel & Casino!

The BEST way to reach the pharmacy community in California is by participating in a sponsorship opportunity at CPhA's Western Pharmacy Exchange.



Here's what some of our past WPE Sponsors and Exhibitors have to say!

"For over 10 years we've been happy to support the California Pharmacists Association (CPhA), and always look forward to WPE. It gives Auburn a chance to connect with key pharmacists from all practice settings in a professional as well as personal environment. It's always a pleasure to see and catch up with old friends as well as make new connections. We welcome the opportunity to spend time with the students and future pharmacists and share information about their future in the industry. Always a pleasure to work with Ronnie and the rest of the CPhA staff who make exhibitors feel valued and make the process easy and efficient."

- Sales Manager, Auburn Pharmaceutical

"From the breadth of CE's, engaging keynote speakers, and fun networking activities WPE was a fantastic opportunity to engage peers, customers, and like-minded professionals on the current state and future outlook of all things pharmacy related. Can't wait for next year!"

"Cardinal Health is a continued sponsor for Western Pharmacy Exchange, and we are proud to be a part of an instrumental organization. WPE is a great gathering event that allows everyone to network, learn, and better understand the upcoming changes in the industry."

- Cardinal Health Team

"Western Pharmacy Exchange is a great avenue to learn the latest pharmaceutical product updates, network with pharmacists, technicians, and students, and also support the pharmacy profession. CPhA is always looking for ways to support the development of pharmacists and technicians."

- Pharmacy Education Manager, Novo Nordisk

"WPE is a premier, well organized event with multiple opportunities to network, learn, and advocate for the profession. The topics discussed during the conference is current and content is relevant to our practice. Attendance is must every year!"

- Linh Lee, PharmD Director of Pharmacy, Ralphs Pharmacy

"What a fantastic gathering of like-minded professionals. We met so many great contacts and were able to establish many relationships that translated to an immediate increase to our business volume. We are definitely looking forward to the next one!"

- Co-Founder, UgoRx



WPE 2024 Sponsorship Opportunities

The sponsorship opportunities at the Western Pharmacy Exchange 2024 in Las Vegas will:

- Get your brand in front of pharmacists
- Increase your brand awareness through CPhA's social media and marketing campaigns
- Allow you to connect with potential clients in innovative ways

WPE Sponsorship Package Options:

★ Platinum A-list Star Sponsorship - \$45,000 (limited availability)

★ Gold Starlette Sponsorship - \$30,000

★ Silver Dreamer Sponsorship - \$20,000

Learn more about each of the package types on the following pages.

***Be sure to check out our A La Carte sponsorship options!**

WPE 2024 Sponsorship Opportunities

PLATINUM

A-LIST STAR SPONSORSHIP – \$45,000

(total value of \$55,500)

Digital Marketing:

- Landing page on CPhA website dedicated to the company for 6 months (\$3,000 value)
- 8 social media posts on Facebook, Twitter, LinkedIn, and Instagram acknowledging sponsorship (\$4,000 value)
- Logo displayed on WPE website (\$2,000 value)
- Logo displayed on CPhA 2024 Annual Report (\$5,000 value)
- Logo displayed on post-event survey (\$1,000 value)
- Acknowledgement in CPhA's CEO Message e-mail newsletter (\$1,500 value)

Onsite Conference Marketing and Materials:

- Logo on WPE map (\$3,000 value)
- Logo on WPE signage (\$3,000 value)
- Ad feature WPE badge insert (\$3,000 value)
- Logo on WPE tote bag and tote bag insert page (\$7,000 value)
- WPE Quiz Bowl sponsorship (\$2,500 value)
- Booth space, comes with two WPE registrations (\$4,000 value)
- Saturday night event sponsorship, comes with logo displayed at event and on cocktail napkins (\$10,000 value)

Additional Benefit:

- 1 year of Corporate Partnership in CPhA, see benefits on last page (\$6,500 value)

Contact Ronnie Visitacion at RVisitacion@CPhA.com to learn more about and become a sponsor for WPE 2024.

WPE 2024 Sponsorship Opportunities



GOLD

STARLETTE SPONSORSHIP – \$30,000

(total value of \$35,000)

Digital Marketing:

- 6 social media posts on Facebook, Twitter, LinkedIn, and Instagram acknowledging sponsorship (*\$3,000 value*)
- Logo displayed on WPE website (*\$2,000 value*)
- Logo displayed on CPhA 2024 Annual Report (*\$5,000 value*)
- Logo displayed on post-event survey (*\$1,000 value*)

Onsite Conference Marketing and Materials:

- Logo on WPE map (*\$3,000 value*)
- Logo on WPE signage (*\$3,000 value*)
- Ad feature WPE badge insert (*\$3,000 value*)
- WPE tote bag insert page (*\$2,000 value*)
- WPE Quiz Bowl sponsorship (*\$2,500 value*)
- Booth space, comes with one WPE registration and one Expo Hall only pass (*\$4,000 value*)

Additional Benefit:

- 1 year of Corporate Partnership in CPhA, see benefits on last page (*\$6,500 value*)

Contact Ronnie Visitation at RVisitation@CPhA.com to learn more about and become a sponsor for WPE 2024.

WPE 2024 Sponsorship Opportunities



SILVER

DREAMER SPONSORSHIP – \$20,000

(total value of \$26,500)

Digital Marketing:

- 4 social media posts on Facebook, Twitter, LinkedIn, and Instagram acknowledging sponsorship (*\$2,000 value*)
- Logo displayed on WPE website (*\$2,000 value*)
- Logo displayed on CPhA 2024 Annual Report (*\$5,000 value*)
- Logo displayed on post-event survey (*\$1,000 value*)

Onsite Conference Marketing and Materials:

- Logo on WPE map (*\$3,000 value*)
- Logo on WPE signage (*\$3,000 value*)
- Booth space, comes with one WPE registration and one Expo Hall only pass (*\$4,000 value*)

Additional Benefit:

- 1 year of Corporate Partnership in CPhA, see benefits on last page (*\$6,500 value*)

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WPE 2024 Sponsorship Opportunities

A LA CARTE SPONSORSHIP OPTIONS

- \$2,000 - WPE tote bag insert page
- \$2,500 - WPE Quiz Bowl sponsorship
- \$2,500 - WPE Film Festival Sponsorship
- \$3,000 - Headshot photographer sponsorship
- \$3,000 - Logo on WPE sunscreen giveaway item
- \$3,000 - Logo on WPE map
- \$4,000 - WPE Expo Hall booth, comes with one WPE registration and one Expo Hall only pass
- \$4,500 - Logo on WPE shot glass giveaway item
- \$5,000 - Logo on WPE badge lanyards (limit 3)
- \$4,500 - Logo on WPE photo booth pictures (limit 3)
- \$6,500 - 1 Year of Corporate Membership in CPhA, see benefits on next page
- \$10,000 - Product theater (limited availability)
- \$10,000 - event and logo on party favor
- \$10,000 - Saturday night event sponsorship, comes with logo displayed at

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CORPORATE PARTNERSHIP IN CPHA - \$6,500

Affiliate your brand with the nation's largest state-wide pharmacy association and reach practitioners who look to the California Pharmacists Association throughout their careers for advocacy efforts, professional development, and networking opportunities.

As a Corporate Partner you will join the Corporate Advisory Council (CAC), an effective forum for corporate and association decision makers to convene and foster robust dialogues that broaden and strengthen shared priorities to further the pharmacy profession. Working together to align strategic initiatives, resources, and advocacy efforts, the CAC educates, empowers, and moves the profession forward.

Corporate Partners enjoy special stature and visibility among California pharmacists. Your brand will be at the forefront for pharmacists who make annual purchasing decisions, establish formularies, and influence patient adherence and product decisions in over 6,600 pharmacies throughout the state. You will enjoy a front row seat on all legislative advocacy efforts and steps to advance the pharmacy profession



Visit this link to learn more details about Corporate Partnership in CPhA:
www.CPhA.com/Corporate-Partnership

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