



# 2022 ANNUAL MIDWINTER CONFERENCE EXHIBITOR PROSPECTUS

THURSDAY, FEBRUARY 17  
BRISTOL DOUBLETREE HOTEL

<https://bit.ly/2022midwinter>

The CPA MidWinter Conference & Exhibition promotes the professional development of pharmacists through educational sessions, identification of resources, networking, and social events.

The Exhibition provides a forum to meet the pharmacy professionals who purchase the products and secure the services that your organization supplies. The 2022 Convention will attract over 300 pharmacists, pharmacy managers, technicians, and other pharmacy professionals from Connecticut, Rhode Island, Massachusetts, and beyond.

When you reach CPA MidWinter Conference attendees, you also reach the pharmacies, hospitals, care facilities, and universities where they are employed and the people they work with every day.



# EXHIBITION AND SPONSORSHIP OPPORTUNITIES

<https://bit.ly/2022midwinter>

## WE ARE BACK, LIVE AND IN-PERSON!

It is my pleasure to invite you to join us as an exhibitor or sponsor of the annual 2022 MidWinter Conference, February 17, at the DoubleTree Hotel, Bristol, Connecticut. Each year, the MidWinter attracts hundreds of health-system, retail, community and consultant pharmacists, as well as pharmacy residents, pharmacy technicians and student pharmacists for a full day of CE programming, product exhibition, network development, and more.

As a sponsor or exhibitor, your brand or product will be featured throughout the event's lifecycle--from extensive pre-conference marketing, to onsite printed materials and signage, to the exhibit floor where attendees will be rewarded for visiting each exhibitor's space. Sponsors/exhibitors are approved on a first come, first served basis.

Please review the visibility opportunities below and then reserve your spot at <https://bit.ly/2022midwinter>!

If you don't see the sponsorship level that exactly right for you, please reach out to me at [ntinker@ctpharmacists.org](mailto:ntinker@ctpharmacists.org) and we will work to craft a custom package that fits your budget and goals.

Nathan Tinker, CEO  
Connecticut Pharmacists Association

	LUNCH IN THE EXHIBIT HALL (exclusive)	DINNER IN THE EXHIBIT HALL (exclusive)	BREAKFAST IN THE EXHIBIT HALL	PREMIUM EXHIBITOR	BASIC EXHIBITOR	REFRESHMENT BREAK SPONSOR
	\$2,995	\$2,495	\$1,995	\$1,595	\$1,195	\$595
Opportunity to introduce keynote speaker	Yes					
Opportunity to provide a brief promotional video to play during non-CE programming	Yes	Yes				
Complimentary exhibit space in a prime location	Yes	Yes	Yes	Yes	Basic location	
Rotating ad on CPA website (January, February)	Yes	Yes	Yes	Yes		
Branded email to CPA list (6,000+)	3	2	1	1		
Branded posts to CPA social media	4	3	2	2	1	
Recognition as a sponsor across all conference materials and events	Yes	Yes	Yes	Yes	Yes	Yes
Recognition in electronic conference communications prior to and during the conference	Yes	Yes	Yes	Yes	Yes	Yes
Onsite signage during sponsored event	Yes	Yes	Yes			Yes
Comp registration	4	3	2	2	2	1
Opportunity for CE for booth staff at reduced fee of \$75	Yes	Yes	Yes	Yes	Yes	Yes
Opportunity to provide gift for attendee gift bag	Yes	Yes	Yes	Yes	Yes	Yes

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## OTHER SPONSORSHIP OPPORTUNITIES

### Conference Face Covering/Masks (exclusive)

\$1,000

All attendees will be given a face mask with your company logo printed on it. Or provide your own face mask for a sponsor fee of \$500.

### CPA Annual Business Meeting Sponsorship

\$500

Sponsor the annual CPA Business Meeting, which occurs immediately before the Midwinter Conference.

## EXHIBITOR DETAILS

### EXHIBIT SETUP, DISMANTLING AND REMOVAL

Information will be available soon. CPA is finalizing details now.

### ASSIGNMENT OF SPACE AND PAYMENT REQUIREMENTS

Full payment for all sponsorship/exhibits must be received by January 22, 2022. To reserve your space, go to <https://bit.ly/2022midwinter>. All sales are final. Refunds will be granted only if the conference is canceled. Every effort will be made to avoid locating competing companies in adjacent spaces.

### EXHIBITOR BADGES

Conference-issued badges must be worn at all times during exhibit hours. Those not wearing Conference badges will be subject to removal from the Exhibit Hall.

### CONTINUING EDUCATION FOR EXHIBITORS

Exhibitors may attend educational programs and receive continuing education credit at a reduced rate. Please register in advance at [ctpharmacists.org](http://ctpharmacists.org). A registration fee of \$75 will apply for each person requesting continuing education credit (limited to four people per company).

Exhibitors receiving continuing education credit should check in at the registration table during exhibitor registration and show hours.

### FOR MORE INFORMATION

If you would like additional information on exhibiting at the CPA MidWinter Conference & Exposition, contact CPA VP of Operations, Lisa Capobianco, at (860) 563-4619 or [lcapobianco@ctpharmacists.org](mailto:lcapobianco@ctpharmacists.org)

**ATTENDEE PROFILE:** 300+ registrants

