



innovatix +  **ESSENSA**
PREMIER INC. COMPANIES

NATIONAL MEETING AND EXPO 2019

Atlanta

ADVERTISING AND AWARENESS OPPORTUNITIES

The 2019 Innovatix + Essensa National Meeting & Expo is the only event that provides access to Innovatix and Essensa's most engaged and active members, our member-facing staff, and leaders from Premier's Alternate Site Programs – all in one place!

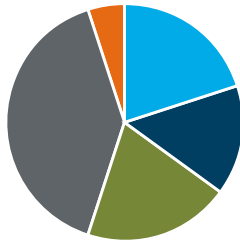


STAND OUT FROM THE CROWD

Increase your visibility to directly reach your target audience and improve brand awareness. Don't miss this opportunity to showcase your company and reach the non-acute healthcare and business leaders who make purchasing decisions.



TYPICAL ATTENDEE BREAKDOWN



20% C-Suite/Owner

15% Pharmacist/Director of Pharmacy

20% Purchasing/Operations

40% Business Roles

5% Other Clinical Roles



TOP CLASSES OF TRADE REPRESENTED BY ATTENDEES

- › Long-Term Care Pharmacy
- › Home Infusion Provider
- › Senior Living (ALF, CCRC, IL, SNF)
- › Retail Pharmacy
- › Ambulatory Care Center
- › Business & Industry
- › Home Medical Equipment / Durable Medical Equipment
- › Hospitality
- › Physician Practice



ADVERTISING AND AWARENESS OPPORTUNITIES

Take advantage of our packaged awareness opportunities (tiers) or complement your booth with print and digital advertising.

All advertising and awareness opportunities are in addition to exhibit booth and exhibiting attendee fees. Suppliers who wish to participate in these opportunities must also be exhibitors at the meeting.

Awareness tiers and a la carte opportunities will be available for purchase alongside exhibitor registration on the Innovatix + Essensa National Meeting website at www.innovatix.com/nationalmeeting. All opportunities are first-come, first-serve.

Please e-mail questions to vendorinquiry@innovatix.com.

PLATINUM TIER

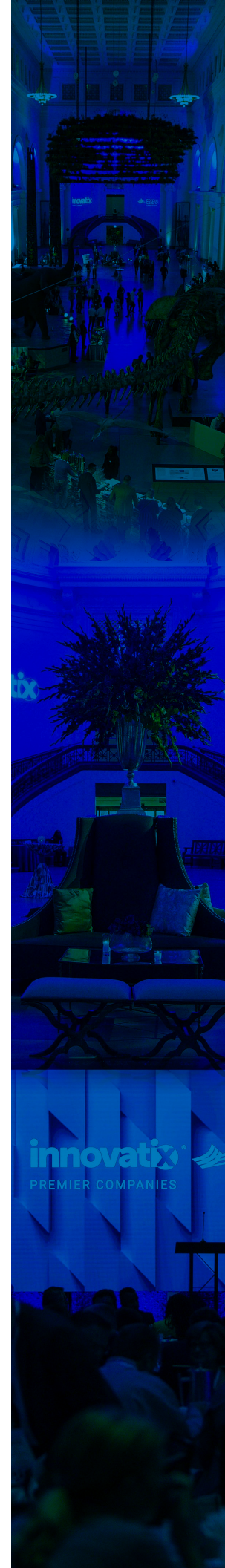
All Platinum Tier opportunities include:

- Full page color ad in event program (distributed onsite to all attendees)
- Company name and logo listed in supplier page in event program
- Company name and logo listed on screen during lunch before keynote speech
- Company name and logo listed on event website
- Revolving ad on four digital screens placed in high traffic areas during meeting
- Tri-fold brochure or one-page flyer inserted into meeting bags (distributed onsite to all attendees)
- Company name and logo listed on four meter boards in and around exhibit hall
- Exclusive participation in Advisory Group Meet & Greet on Monday morning (includes attendance at networking session with most engaged Innovatix and Essensa decision-makers, and cocktail round table to display printed materials)
- **One** of the following brand awareness opportunities (cost for each opportunity includes all above benefits):
 - A.** Company branding and information display at **Monday's Member & Supplier Appreciation Celebration** onsite networking event (includes signage and opportunity to display printed material) **\$12,000**
 - B.** Company branding on **Elevator Door** alongside the meeting logo (lobby level, seen by all attendees) **\$12,000**
 - C.** Company branding on **Escalator** alongside the meeting logo (meeting level, seen by all attendees) **\$12,000**
 - D.** Company branding on **Tote Bags** alongside the meeting logo (distributed to all attendees) **\$12,000**
 - E.** Company branding on **Notebooks** alongside the meeting logo (distributed to all attendees) **\$12,000**

GOLD TIER

All Gold Tier opportunities include:

- 1/2 page color ad in event program (distributed onsite to all attendees)
- Company name and logo listed in supplier page in event program
- Company name and logo listed on screen during lunch before keynote speech
- Company name and logo listed on event website
- Revolving ad on four digital screens placed in high traffic areas during meeting
- **One** of the following brand awareness opportunities (cost for each opportunity includes all above benefits):
 - A.** Company branding and information displayed for over eight hours with the highest traffic at **Monday's Registration Desk** (includes signage and opportunity to display printed material) **\$8,000**
 - B.** Company branding and information display at **Monday's Keynote Lunch** (includes signage and opportunity to display printed materials) **\$8,000**
 - C.** Company branding and information display at **Monday's Reception in Exhibit Hall** (includes signage and opportunity to display printed materials) **\$8,000**
 - D.** Company branding and information display at **Tuesday's Lunch in Exhibit Hall** (includes signage and opportunity to display printed materials) **\$8,000**
 - E.** Company branding on **Hotel Keys** (distributed to all registered attendees) **\$8,000**





SILVER TIER

All Platinum Tier opportunities include:

- 1/4 page color ad in event program (distributed onsite to all attendees)
- Company name and logo listed in supplier page in event program
- Company name and logo listed on screen during lunch before keynote speech
- Company name and logo listed on event website
- Revolving ad on four digital screens placed in high traffic areas during meeting
- **One** of the following brand awareness opportunities (cost for each opportunity includes all above benefits):
 - A.** Company branding and information display during **Sunday's Registration Desk** (includes signage and opportunity to display printed materials) **\$5,500**
 - B.** Company branding and information display at **Monday's Member Lounge** (includes signage and opportunity to display printed materials) **\$5,500**
 - C.** Company branding and information display at **Tuesday Morning's Keynote Breakfast** (includes signage and opportunity to display printed materials) **\$5,500**
 - D.** Company branding and information display during **Tuesday's Registration Desk** (includes signage and opportunity to display printed materials) **\$5,500**
 - E.** Company branding and information display at **Wednesday Morning's Keynote Breakfast** (includes signage and opportunity to display printed materials) **\$5,500**

A LA CARTE OPTIONS

All A la Carte Options opportunities include:

NEW* Advisory Group Meet & Greet

(Limited to 5 exhibiting suppliers)

- Exclusive participation in **Advisory Group Meet & Greet** on Monday morning (includes attendance at networking session with most engaged Innovatix and Essensa decision-makers, and cocktail round table to display printed materials) **\$4,000**

Elevator Signage (Limited to 8 exhibiting suppliers)

Company branding on **Elevator Door** alongside the meeting logo (lobby level, seen by all attendees) **\$3,000**

Escalator Signage (Limited to 2 exhibiting suppliers)

Company branding on **Escalator** alongside the meeting logo (meeting level, seen by all attendees) **\$3,000**

Cell Phone Charging Station

- Company branded **Cell Phone Charging Station** on Monday **\$2,500**
- Company branded **Cell Phone Charging Station** on Tuesday **\$2,500**

Digital Signage (Limited to 10 exhibiting suppliers)

Revolving ad on 4 digital screens placed in high traffic areas during meeting **\$1,500**

Program Ads:

- Full page color ad in event program (distributed onsite to all attendees) **\$3,000**
- 1/2 page color ad in event program (distributed onsite to all attendees) **\$2,000**
- 1/4 page color ad in event program (distributed onsite to all attendees) **\$1,000**

**Please note that Premier diverse suppliers receive a 10 percent discount on all rates listed above. For more details on Premier's supplier diversity program, visit: www.premierinc.com/suppliers/supplier-diversity.*