



PREMIER

Alternate Site Programs

Virtual Meeting & Expo

OCTOBER 12 - 13, 2020

Exhibitor FAQ

We're Going Virtual!

Each year, one of the highlights for Premier Alternate Site Programs is the time spent interacting with our members, Sponsors, suppliers, and staff at our National Meeting and Expo.

This year, however, the COVID-19 pandemic has presented our industry with unprecedented challenges. With that in mind, we have made the decision to take our meeting virtual.

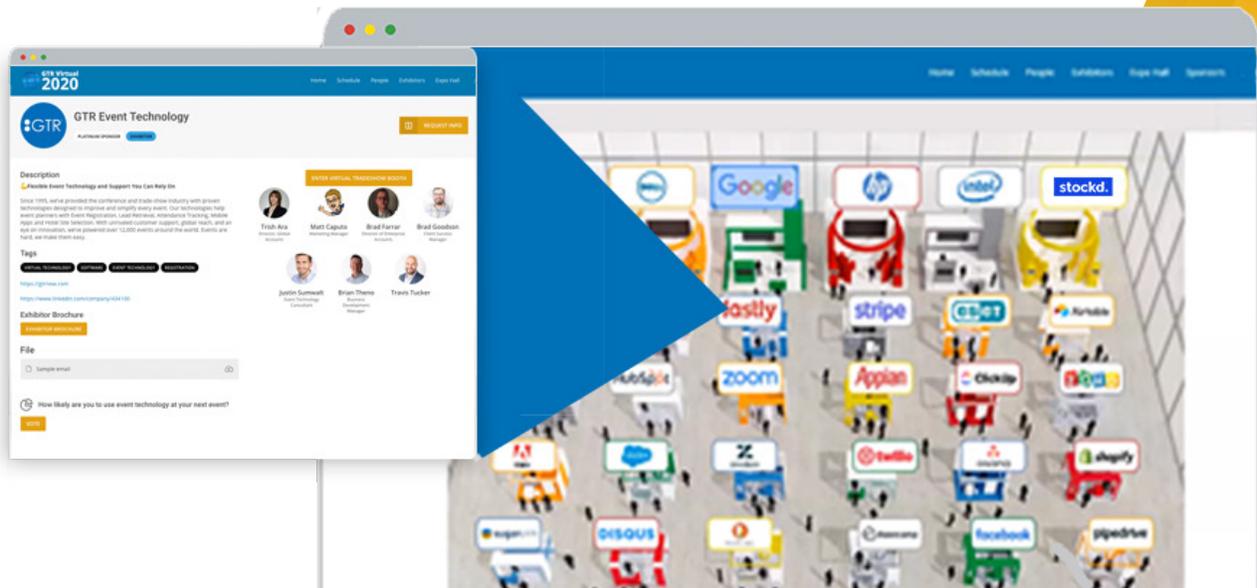
We're excited about this year's virtual meeting and look forward to collaborating with you to make it a success!

Here is what you need to know before registration opens in August.

Q: What is a virtual exhibit booth?

A: Your booth will be your space to brand and connect directly with attendees at this year's Premier Alternate Site Programs Virtual Meeting & Expo. Each booth has a live chat function, so you can engage with attendees visiting the booth either via a public message board or via private text chats with your booth staff. You also have the ability to upload your company's information, logo, and other content to your virtual booth, including:

- › Your company's website or product landing page
- › Your company and/or product description listing
- › Pre-recorded company or product videos (YouTube and Vimeo videos recommended)
- › Links to your company's social media channels
- › Multi-page documents for attendees to download



Q: What are the Virtual Expo Hall hours?

A: It's especially important your booth staff are available during the live Virtual Expo Hall hours. All attendees can access your booth during the following times:

- › Monday, October 12 - 3:30 to 5:00 p.m. EST
- › Tuesday, October 13 - 1:45 to 2:45 p.m. EST

Q: What does it cost to register for the Virtual Expo?

A: Virtual exhibit booths are available to all Premier contracted suppliers, as well as stockd® sellers and partners. Each exhibit booth costs:

- › \$2,500 (includes 2 attendees)
- › One additional attendee is permitted for \$500

Q: What is the attendee profile for the event?

A: Our newly expanded audience comprises:

- › Innovatix and Essensa direct GPO Members
- › Premier Sponsors of Affiliates (purchasing organizations that are Premier shareholders and represent more than 100,000 potential alternate site buyers)
- › Affiliate Members, who are GPO members through Premier Sponsors
- › Customers of Premier's online marketplace, stockd®

Q: What classes of trade do attendees represent?

- A:**
- › Long-Term Care Pharmacy
 - › Home Infusion Provider
 - › Retail / Mail Order Pharmacy
 - › Senior Living
 - › Business & Industry
 - › Ambulatory Care Center
 - › Surgery Center
 - › Physician Practice
 - › Outpatient Facility
 - › Home Health Agency
 - › Home Medical Equipment / Durable Medical Equipment
 - › Imaging Center
 - › Hotel /Hospitality
 - › College / University
 - › Recreational Facility
 - › And more!

Q: What are the benefits of participating?

A: Premier contracted suppliers can use this opportunity to interact directly with Premier Alternate Site GPO members, to create awareness about their contracted offerings and provide education about their benefits. Stockd sellers and partners can use this opportunity to interact directly with existing and prospective customers, to create awareness about their products sold on the marketplace and provide education about their benefits, similar to other stockd media buy opportunities.

Q: What is the process for setting up a virtual booth?

A: You must register your company's participation no later than **Friday, September 18, 2020**. Please note your participation is not confirmed unless registration fee is paid in full.

After your payment is received, your booth contact will receive a step-by-step instruction document the week of September 21. The booth builder instructions are easy to navigate, and you can upload details into your virtual booth within a few hours.

Q: How many digital assets can be loaded to a virtual booth?

A: Exhibitors may upload up to 5 documents and 3 videos.

Q: What information will be provided in the leads report that exhibitors receive?

A: On September 28, exhibitors in good standing will receive a list containing meeting attendees' name, job title, company name, and mailing address (note: if approved by attendee, their email address will also be included).

Exhibitors can also access a real-time reporting dashboard that provides information about all attendees who have visited/clicked their booth. The report will also provide the following information:

- › Who watched your company video
- › Who looked at your contact information
- › Who visited your company website
- › Who opened your PDF documents



Q: How can we drive traffic to the Virtual Expo Hall?

A: Exhibitors are encouraged to create buzz and promote their participation via their company's communication channels. Premier Alternate Site Programs will also promote the Virtual Expo Hall in pre-event communications to all attendees.

To further enhance your company's visibility, you can purchase an additional branding opportunity for \$500 to have your logo scrolling on the meeting's home screen page for the duration of the entire virtual event.

For the latest information visit:

www.Premierinc.com/AltSiteNationalMeeting

About Premier Alternate Site Programs

Premier has the leading purchasing program for alternate site healthcare and commercial facilities. Over 175,000 members nationwide with an annual purchasing volume of \$62 billion participate in our comprehensive cost reduction program designed to help them operate more efficiently. As a leader in alternate site supply chain management, Premier has built a product portfolio curated for the alternate site marketplace that balances cost and quality. We have recently introduced stockd[®], an online marketplace that connects healthcare providers and businesses to the right suppliers and products.

2019 Exhibitors

Abbott
ACADIA
Pharmaceuticals
Alkermes
American Express
American Healthcare
Supply
American Solutions
for Business
AmerisourceBergen
Amneal
Pharmaceuticals
Anda, Inc
Arjo
Astellas Pharma US
AstraZeneca
Avanir
Pharmaceuticals
Azurity
Pharmaceuticals
Baxter Healthcare
Benjamin Moore & Co.
Boehringer Ingelheim
Pharmaceuticals, Inc.
Capsa Healthcare
Cardinal Health
Connection
ConsultRx
Contec, Inc
Coshatt
CSL Behring
Danone
Diversey
Duracell Industrial
Operations, Inc.
Essity
FedEx Healthcare
Solutions
FFF Enterprises
FMP – Franklin
Machine Products
Fresenius Kabi
Garland/DBS, Inc.
Georgia Pacific
Professional
GlaxoSmithKline
Consumer
Healthcare
Grainger
Graybar
Grifols USA, LLC.
HD Supply Facilities
Maintenance
Henry Schein, Inc.
Heritage Bag
Company

Hikma
Pharmaceuticals USA
Inc.
HTL-Strefa, Inc.
Ingenus
Pharmaceuticals
Integra
Integrated Medical
Systems, Inc.
Jeron Electronic
Systems, Inc.
KCI, An Acelity
Company
Kellogg's Specialty
Channels
Ken's Foods Inc.
Kraft Heinz
McKesson
Corporation
Mead Johnson
Nutrition
Medefil, Inc.
Medline Industries, INC
MEDtegrity
Healthcare Linen &
Uniform Services
Merck & Co., Inc.
Michael Foods
Mobility Exchange
Monaghan Medical
Corporation
Nestle Health Science
Network Services
Company
Novo Nordisk
Nutricia North
America
Office Depot
Par Pharmaceutical
Parata
Pawling Corporation
Performance Health
Pfizer
Positive Promotions
Procter & Gamble
Professional
S2S Global
SAGENT
Pharmaceuticals, Inc.
Samsung –
Neurologica
Sandoz
Sanofi
Sanofi Pasteur
Sara Lee Frozen
Bakery
Sizewise

Smith & Nephew
Smith Drug Company
Smiths Medical
Smucker Away From
Home
Staples
stockd.
Sun Pharma – LTC
Sunovion
Pharmaceuticals
Sysmex America
Takeda
Teva Pharmaceuticals
The Home Depot Pro
Theraworx Protect by
Avadim
Health, Inc.
Tyson Foods
UNX Industries
Upsher-Smith
Laboratories, LLC
US Foods, Inc.
Xellia Pharmaceuticals
X-Gen
Pharmaceuticals, Inc.
Zydus
Pharmaceuticals
(USA), Inc.