

APEX 2019

AMERICAN PHARMACIES ALLIANCE CONFERENCE
JW MARRIOTT HILL COUNTRY RESORT, SAN ANTONIO

JUNE 13-15, 2019 ★ EXHIBITS: JUNE 14-15, 2019



EXHIBITOR PROSPECTUS

ONLINE REGISTRATION NOW OPEN

[HTTPS://APEXEXHIBITS.EVENTBRITE.COM](https://apexexhibits.eventbrite.com)



WHY EXHIBIT AT APEX 2019?

UNBEATABLE VALUE PROPOSITION

We're the fastest-growing pharmacy GPO in the nation, with shareholders and affiliates in 23 states! Our 2018 conference drew more than 400 attendees from as far away as New York and Minnesota. Our membership growth is driving up APEX attendance, giving you access to more pharmacy owners from across the country.

Our exhibitor rates are as low as \$1,500, considerably below what many organizations charge. All booth packages include at least 2 exhibitor badges.

PLENTY OF ACCESS TO PURCHASERS

Dedicated exhibit time has expanded to 6.5 hours, plus we now offer a total of four 30-minute Vendor Spotlight Sessions on Friday and Saturday afternoons. These \$300 sessions provide exhibitors a great chance to present information in more detail or conduct demonstrations.

As at past conferences, you can also spend prime time with prospects at the Thursday welcome reception and the APEX Golf Tournament on Thursday morning.

WE'RE SELECTIVE ABOUT EXHIBITORS

There's a reason we don't have a huge exhibit hall at our annual conference. We don't sell exhibit space to just anyone. We are not interested in trying to fill a hall with as many companies as we can get to attend.

We limit our exhibitors because our members trust us and value our judgment, so we try to bring in only those companies that we view as dedicated to the independent pharmacy mission and as offering game-changing value for our members.

2019 SHOW HIGHLIGHTS

- **Booth Packages Start at Just \$1,500 & Include 2 badges;**
- **6.5 hours of Dedicated Exhibit Time**
- **4 Exhibitor Spotlight Sessions Available;**
- **Additional Sponsorship/Marketing Opportunities;**
- **Thursday Golf Tournament With Prospects;**
- **Friday Exhibits 4:30-9 p.m. with Reception 6-9 p.m.**
- **Saturday Exhibits Noon-2 p.m. with Lunch in Hall;**
- **Saturday Night Banquet With Music;**
- **All Exhibitors Receive 120-Word Listing with Logo and Full-Page Color Ad Insert.**

YOUR CONTACTS:

Sponsorships/Exhibits/Golf Tournament

Ryan Gevara, VP of Sales
rgevara@aprx.org

Exhibits/Listings/Logos/Ads

Chuck Waters, Director of Marketing,
Communications & Member Services
cwaters@aprx.org

Online registration now open at:
<http://apexexhibits.eventbrite.com>

HOTEL & TRANSPORTATION



CONFERENCE HOTEL

Rising above majestic hills and live oaks north of town, the elegant JW Marriott San Antonio Hill Country Spa & Resort is a luxurious five-star experience. There are TPC championship golf courses to test your game, award-winning restaurants and the sophisticated Lantana Spa. The six-acre River Bluff Water Experience offers multiple pools, water slides and the 1,200-foot Lazy River to float.

JW Marriott San Antonio Hill Country Resort
23808 Resort Parkway | San Antonio, TX 78261

\$269 Conference Rate + Tax & Resort Fee
Call 866-882-4420 & use Group Code "American Pharmacies." Or visit <https://book.passkey.com/event/49794660/owner/1464965/home>



SERVICE BY THESE DOMESTIC AIRLINES:



TRANSPORTATION

The Alamo City is served by San Antonio International Airport, which is located approximately 14 miles south of the JW Marriott Resort just east of U.S. Highway 281. Air service to and from San Antonio is provided by all major domestic airlines.

The hotel does not provide shuttle service to and from the airport. Taxi fare from the airport to the hotel is \$45 – \$50 (including tip), depending on the time of day. Standard Uber fare is \$20 – \$25; Lyft is \$18 – \$21.

If you plan on visiting area attractions — such as the downtown Riverwalk area (21 miles), Fiesta Texas (19 miles) or SeaWorld (23 miles) — a rental car is strongly advised.

SPONSOR & EXHIBITOR PRICING

PLATINUM

\$5,500 | \$5,000 THRU 1/15/2019

- Named Sponsor of Golf Tournament & Saturday Banquet
- 1 Exhibitor Booth in Preferred Location
- 4 Exhibitor Badges | 4 slots in Thursday golf tournament

GOLD

\$3,000 | \$2,500 THRU 1/15/2019

- Named Sponsor of Thursday Welcome Reception
- 1 Standard Exhibitor Booth
- 3 Exhibitor Badges | 2 slots in Thursday golf tournament

SILVER

\$1,750 | \$1,500 THRU 1/15/2019

- 1 Standard Exhibitor Booth
- 2 Exhibitor Badges

ADDITIONAL OPPORTUNITIES

We have a limited number of special opportunities that provide even greater exposure:

- Sponsorship of Keynote Speaker (1) \$1,500
- Student Careers Forum Sponsorship: \$1,500
- Friday Breakfast or Lunch \$ 750
- Exhibitor Spotlight Sessions (4) \$ 300 (30-minute presentation opportunity in large room with AV support)

ALL EXHIBITS INCLUDE:

- 10' x 10' Carpeted Booth Space with Pipe & Drape
- Draped 6-foot table with 2 Chairs
- Wastebasket
- B&W Sign with Company Name

Electricity & Wifi access are available in the Exhibit Hall & are obtained through Exhibitor Services at the Marriott.

Shipping is handled by the on-site FedEx Office: 210-497-3457 | <https://local.fedex.com/tx/san-antonio/office-5510>

All Exhibitors will also receive:

- 120-word listing with logo & color ad in online & printed exhibitor guide
- Pharmacist attendee list (a week after conference)

EXHIBITOR SCHEDULE

Golf Tournament

Thursday, June 13 | 8 a.m.- 1 p.m.

Exhibit Set-up:

Friday, June 8 | 8 a.m.-3:00 p.m.

Exhibit Hours:

5-9 p.m. Fri | Noon-2 p.m. Sat.

Exhibitor Spotlight Sessions (4)

4:30-5 p.m. & 5-5:30 p.m. Fri. | 2-2:30 p.m. & 2:30-3 p.m. Sat.

Exhibit Breakdown:

2:15-5 p.m. Sat.



2019 GOLF TOURNAMENT



AT&T Canyons



Our 2019 Golf Tournament moves to Thursday morning at the start of our conference. It is a fantastic opportunity to spend quality time with prospects in a fun foursome scramble on pro-caliber courses. There will be \$600 in prizes and the tournament entry fee is \$90. Tee-offs start at 8 a.m.

We will do our best to group you with players of your choice, but we must pick competitive teams. If you don't have a set foursome, don't worry, we'll group you.

REGISTRATION & PAYMENT

Register for golf online at the time you complete your exhibitor registration. Greens fees are \$115, \$60 less than regular resort rates.



AT&T Oaks

SPECTACULAR GOLF AT A PGA VENUE

TPC San Antonio features 36 holes designed by two of the world's most talented and respected course architects: Pete Dye — considered by many the most influential living course architect — and PGA great Greg Norman.

Both the AT&T Canyons and AT&T Oaks Courses are ranked among the top 15 “Best Courses You Can Play” in Texas by *Golfweek*.

Slender fairways, steep bunkers and abundant oaks define Norman's par-72, 7,435-yard AT&T Oaks Course, which hosts the PGA Tour's Valero Texas Open. Norman took great care to incorporate the native terrain and flora of the Hill Country into the design. The result is a strikingly beautiful course that challenges golfers of all skill levels.

Considerably shorter than the AT&T Oaks, course, as the name implies, provides great views of the Texas Hill Country. It's more wide open than the Oaks Course and not as challenging to amateurs.

Either way, the scenery and the golf are spectacular.



PLEASE DIRECT
GOLF QUESTIONS
TO RYAN BEVARA:
956-245-7971 OR
RBEVARA@APRX.ORG

EXHIBITOR GUIDELINES

REGISTRATION & PAYMENT

All exhibitors are required to register online at <http://apexexhibits.com> and pay at that time, unless paying by check. An invoice can be requested at time of registration. If paying by check, mail check within 10 days. Any registrations received without payment will be held for 14 business days for receipt of check payment, after which the registration will be cancelled if payment is not received. *Exhibit space must be paid for in full by May 31, 2019.*

EXHIBITOR SELECTION & FLOOR PLAN

American Pharmacies reserves the right to reject any exhibitor application. Booth assignments are made solely by APRx, and we make every effort to ensure that competing exhibitors are not close to one another. The exhibit hall layout is subject to change. APRx reserves the right to increase or decrease the number of booths.

CANCELLATION & REFUNDS

Date of Cancellation	Refund
Up to April 30, 2019:	100%
May 1-31, 2019:	75%
After May 31, 2019:	50%

If the exhibit is cancelled due to forces beyond the control of American Pharmacies, exhibit fees will be refunded in full and APRx will have no further liability.

NO-SHOW POLICY

Exhibitors that do not occupy their booth space by 4 p.m. on June 14, 2019, will be considered no-shows. At that time, APRx reserves the right to resell or reassign the booth space. Refunds are not provided for no-shows.

BOOTH SET-UP & TEAR-DOWN

Exhibitors must set up and tear down their booths during scheduled hours. Booths should be set up and operational by 3:30 p.m. on Friday, June 14, 2019. Tear-down of booths should not begin until after 2:15 p.m. on June 15, 2019, and must be completed by 5:00 p.m. All portable materials should be removed from the booth by 3:30 p.m.

EXHIBITOR SERVICES

Freeman Event Services is the provider of all exhibitor services for APEX. Exhibitors may order electricity, Internet access and booth furnishings from Freeman:

210-554-2021 FAX | 469-621-5611
FreemanSanAntonioES@freeman.com

Shipping is handled by the on-site FedEx Office:

210-497-3457 | <https://local.fedex.com/tx/san-antonio/office-5510>

EXHIBIT SPACE & MARKETING

Exhibits, sales presentations and demonstrations should not obstruct neighboring exhibits, impede the flow of traffic through the exhibit area or create noise levels that intrude on neighboring exhibitors. Advertising and promotional materials must be contained within the exhibitor's booth space. Materials may not be distributed for companies that are not registered as exhibitors. *Absolutely no promotional activities or conversations will be permitted in the educational rooms immediately prior to, during or after any continuing education session.*

EXHIBITOR BADGES

All exhibitors are expected to wear the official 2019 APEX badge at the trade show or any other APEX function. Each exhibiting company will receive a minimum of two badges with its registration. Extra badges may be purchased online for \$150 through June 10, 2019, or for \$200 on-site after that date. Each exhibiting company certifies that its registered attendees are authorized representatives of the company.

HOLD HARMLESS CLAUSE

American Pharmacies assumes no responsibility for damage to, loss of, or theft of property of exhibitor, or exhibitor's agents, employees or guests. Exhibitor assumes all responsibility and liability for losses, damage and claims arising from injury, or damage to exhibitor's displays, equipment, and other property brought into the hotel, and shall indemnify and hold harmless American Pharmacies from any losses, damages and claims.

PRINT DEADLINES

Each exhibitor is expected to provide a high-resolution logo, company description and a one-page 8.5" x 11" ad insert for use in conference materials no later than June 3, 2019. Acceptable logo formats include .EPS, .AI, .PDF or a high-resolution (300 dpi or greater) JPEG or .PNG. Ads should be in .PDF format. Descriptions are limited to 120 words. *APRx cannot guarantee that logos, descriptions or ad inserts will be included in materials if received after the print deadline of June 3, 2018.*

RIGHT TO REVISE GUIDELINES

American Pharmacies reserves the right to make changes to these Guidelines. Any matters not specifically covered above are subject to decision by APRx at its sole discretion. APRx will notify exhibitors of any changes, amendments or additions to these guidelines.