



**think** **NEXT**  
INTERNATIONAL SEMINAR 2024

**October 16-19**

IN PERSON IN HOUSTON, TEXAS + VIRTUAL

**EXHIBITOR PROSPECTUS**

# Welcome to International Seminar

## PCCA's International Seminar 2024



We are excited to once again host the compounding industry's largest event at The Woodlands Waterway Marriott Hotel & Convention Center, just north of Houston and a short drive from Bush Intercontinental Airport. The area features dozens of restaurants, shops and recreational activities to explore, all within walking distance of the hotel.

This year's International Seminar EXPO offers expanded sponsorship and promotional opportunities to ensure your brand connects with hundreds of pharmacy owners and team members. We encourage you

to explore the sponsorship levels and branding opportunities featured in this prospectus.

For those who may be unfamiliar with our industry, PCCA helps pharmacies deliver personalized, compounded medications that make a difference in patients' lives. Our success comes from the success of each member pharmacy, and we want you to be a part of that.

We look forward to working with you and sharing your business with our amazing members. We'll see you in The Woodlands!

### Ethan Shinogle

*PCCA Director of Marketing Operations & Implementation*

### Stacie Arthur

*PCCA Trade Show & Production Specialist*



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# Sponsorship & Exhibitor Opportunities

Sponsorship packages and exhibitor space are your company's keys to connecting with hundreds of compounding pharmacies from across the country. Explore your options for exhibiting, connecting with attendees and recognition throughout the event.

All first-time exhibitors must complete and submit a [PCCA Exhibitor Request Form](#) for consideration to exhibit at [International Seminar 2024](#). Please note that all forms will be reviewed to ensure appropriate alignment with PCCA and necessary criteria are met. Submission does not guarantee exhibition space. To request this form, please contact Stacie Arthur at [sarthur@pccarx.com](mailto:sarthur@pccarx.com).

## Sponsorship Opportunities

### Premier Sponsor | ~~\$60,000 (1 Available)~~ **SOLD to Kingdom Licensing**

- Main stage 15-minute presentation to the entire in-person and virtual audience to promote your business, products and services
- 1-hour breakout workshop session to educate attendees and connect them with your product or service
- 10x20 booth + premium booth placement in the EXPO
- 4 exhibitor passes which include access to all event sessions, meals and activities
- Top-level inclusion of your company logo in digital signage throughout event
- International Seminar website – logo and link included on the home page, and top-level logo placement and description on Exhibitor page
- Company logo and link to company website included in pre-event promotional emails (4)
- Electronic lead capture service
- Company featured in event app push notifications to all attendees during the event (2)
- Flyer and/or giveaway in attendee bag (sponsor provides half- or full-page flyer/giveaway)
- Pre-event recording and release of a dedicated The Mortar & Pestle podcast episode
- Company introduction emailed to event attendees and all PCCA member contacts prior to event
- One dedicated company post on PCCA's social media channels, including Facebook, Instagram and LinkedIn
- Plus, the basics available in all sponsorship packages (listed in the Silver offerings)



### Optional Order Items

AV equipment, such as monitors and additional booth fixtures, can be ordered through Lone Star Exhibits. Contact Amber Schulte at [aschulte@lonestarexhibits.com](mailto:aschulte@lonestarexhibits.com).

Additional exhibitor passes are available for \$600, and include access to all sessions, meals and activities.

Additional 10x10 booth spaces to increase your existing footprint are also available for \$5,000 each.

*See more exhibitor opportunities on next page!*

# Sponsorship & Exhibitor Opportunities

## Sponsorship Opportunities (cont'd)

### Platinum Sponsor | \$30,000 (~~3 Available~~) **2 Available!**

- Main stage 5-minute presentation to the entire in-person and virtual audience to promote your business, products and services
- 1-hour breakout workshop session to educate attendees and connect them with your product or service\*
- 10x20 booth
- Preferred booth placement in the EXPO
- 3 exhibitor passes which include access to all event sessions, meals and activities
- Your company logo prominently included in digital signage throughout event
- International Seminar website – prominent logo placement and company description on Exhibitor page
- Company logo and link to company website included in pre-event promotional email (1)
- Electronic lead capture service
- Company featured in app push notification to all attendees during the event (1)
- Flyer in attendee bag – sponsor provides half- or full-page flyer
- Plus, the basics available in all sponsorship packages (listed in the Silver offerings)

### Gold Sponsor | \$12,000 (5 Available)

- 10x10 booth
- 2 exhibitor passes which include access to all event sessions, meals and activities
- Sponsorship of 1 snack break
- Your company logo prominently included in digital signage throughout event
- International Seminar website – logo placement and company description on the Exhibitor page
- Company logo and link to company website included in pre-event promotional email (1)
- Electronic lead capture service
- Company featured in app push notification to all attendees (1)
- Flyer in attendee bag – sponsor provides half- or full-page flyer
- Plus, the basics available in all sponsorship packages (listed in the Silver offerings)

### Silver Sponsor | \$7,000

- 10x10 booth
- 2 exhibitor passes which include access to all event sessions, meals and activities
- Your company name included in digital signage throughout event
- International Seminar website – company name and description on the Exhibitor page
- Plus, the basics available in all sponsorship packages:
  - » 6' x 30" skirted table and 2 chairs
  - » Booth draping – 8' back wall and 3' sides
  - » 6-port power strip with 120 volts of power
  - » WiFi access
  - » Inclusion in exhibitor email to all attendees (pre-event)

\* A comparable promotional placement may be negotiated in place of the breakout session.

# Schedule

## Exhibit Set-Up

Wednesday, October 16      8:00 a.m. – 3:30 p.m.

## Exhibit Break-Down

Saturday, October 19      Exact Time TBD

*Above times are subject to change.*

*Please see page 8 for shipping information.*

## Exhibit Hours

Wednesday, October 16      5:00 p.m. – 7:00 p.m.

Thursday, October 17  
Breakfast TBD\*  
Morning Break TBD  
Afternoon Break TBD

Friday, October 18  
Breakfast TBD\*  
Morning Break TBD  
Afternoon Break TBD

Saturday, October 19  
Breakfast TBD\*  
Morning Break TBD

*\* The EXPO Hall is open during breakfast time; however, traffic is light. Manning your booth is optional during this time.*

Exhibitors must be present during all listed exhibit hours. Early dismantling of booths is prohibited.





# Promotion Opportunities

Are you looking to make a bigger impact with International Seminar attendees and drive additional traffic to your booth? These exclusive sponsorship opportunities will keep your business top of mind throughout the Seminar and will give you unparalleled visibility to every buyer and owner in attendance.

## Welcome Reception Bar Sponsorship – Wed. Evening

\$5,000 | 1 AVAILABLE

Feature your company at the Opening Reception's highest trafficked attraction – the bar! Your company will be recognized with signage at every bar, custom napkins featuring your logo will come with each drink and everyone will keep cool with branded koozies. Recognition will continue with your sponsorship announced from main stage and included in the agenda.

## Breakfast Sponsorship

\$5,000 | 3 AVAILABLE

Start the day off right! Your company name and exhibit space number will be on display next to the breakfast stations and on all dining tables. Your company logo will also appear on the interactive event platform/app and your sponsorship will be announced from main stage.

## Hotel Key Sponsorship

\$5,000 | 1 AVAILABLE

Looking for a spot in every attendee's wallet? Open the door for them to connect with your company with a custom-branded key card to their hotel room.

## Door Drop Sponsorship

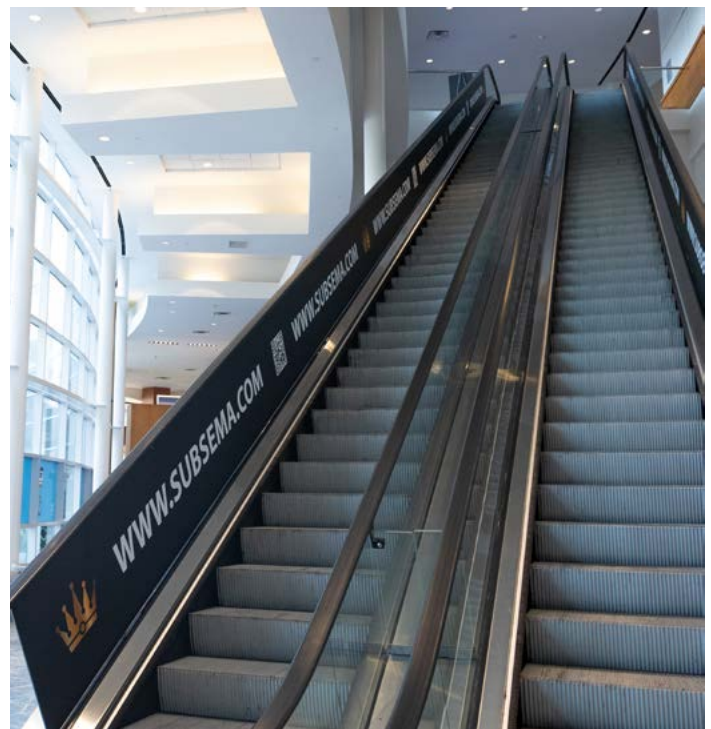
\$3,500 | 2 AVAILABLE

Gain a competitive advantage by having your company's promotional piece delivered directly to Seminar attendees at their hotel room. Bagged materials will be placed on the room's exterior door knob. Sponsor responsible for providing drop materials pre-placed inside bags.

## ~~Escalator Runner Cling~~ ► **SOLD**

\$10,000 | 1 AVAILABLE

Push your business to the next level while attendees make their way to the next level. Feature your business, products and services along the escalator glass for maximum visibility from the floor all the way up! Coverage includes inner glass on up escalator, and outer and inner glass on down escalator.



*See more promotion opportunities on next page!*

# Promotion Opportunities



## Restroom Mirror Clings ▼

\$4,000 | 1 AVAILABLE

Surprise your audience with the unexpected and promote your company as attendees stop for a quick freshen up.



## Custom Window Cling ▼

\$2,000 PER 2-WINDOW SET | 3 AVAILABLE

Make sure your company shines through with custom-printed window clings prominently featured on the windows across from registration. Attendees will see your message throughout the day.



## Digital Signage on Main Stage

\$3,000 | 5 AVAILABLE

Visually share your most important message and call to action with pharmacies across the country through main stage digital signage. Provide a deck of 3 PowerPoint slides to be shared daily during breaks and transitions. Digital signage to be provided by sponsor, approved by PCCA.

## Virtual Event Banners

\$1,500 | 3 AVAILABLE

Make sure your company is featured where many of our attendees will be — ONLINE! A featured banner on the interactive event platform/app will display in 3 different places, drawing important attention to your company.

*All sponsorship artwork, print materials and digital assets must be approved by PCCA. Unless otherwise noted, artwork for all sponsorships is due September 20, 2024.*

Interested in one of these promotion opportunities?

Simply check the appropriate box on the Exhibitor Registration Form and we'll contact you with more details.



# Hotel / Transportation

## Host Hotel

Rooms and rates will be based on availability. To get the best rate, don't miss the cutoff date, Tuesday, September 24, 2024.

### The Woodlands Waterway Marriott Hotel & Convention Center

1601 Lake Robbins Dr.  
The Woodlands, TX 77380  
281.367.9797

Online reservations: [bit.ly/ISTX24-Hotel](https://bit.ly/ISTX24-Hotel)

**Room Rate: \$259 USD/night for King or 2 Queens**

Overnight Valet Parking: \$34 per night

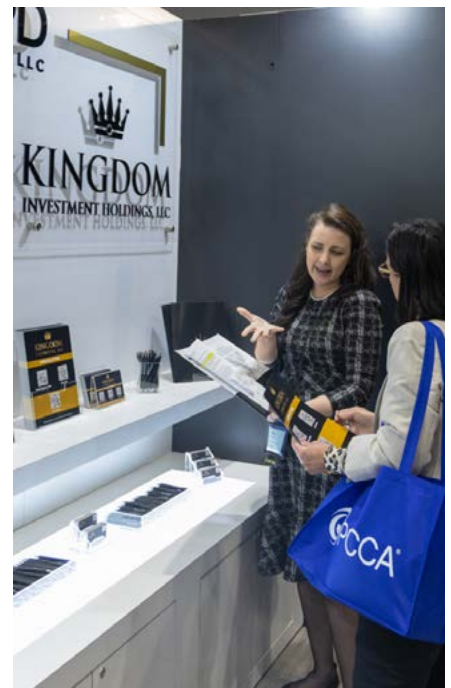
Onsite Parking: \$6 hourly, \$25 daily

Offsite Parking: FREE at Town Center Garage (0.5 Miles)

## Ground Transportation

Please note that The Woodlands Waterway Marriott is located 22 miles from George Bush Intercontinental Airport (IAH) and 40 miles from William P. Hobby Airport (HOU).

Uber, Lyft and traditional taxi services are widely available at George Bush Intercontinental Airport (IAH) and William P. Hobby Airport (HOU) for transportation to The Woodlands Waterway Marriott.





# Exhibitor Rules & Regulations

1. All exhibit space and sponsorship payments must be received by PCCA no later than 5 days prior to the first day of the scheduled event. PCCA reserves the right to cancel sponsorships and/or exhibit space after that date for any company or individual who has not remitted payment.
2. Exhibit Space Cancellation Policy — All exhibit space cancellations must be submitted in writing and received by PCCA on or before October 3, 2024, for a full refund less \$250 administration fee. Exhibit space cancellations received after October 3, 2024, will not be refunded. Please note that exhibitor registration cancellations must be submitted in writing separately from the exhibit space cancellation.
3. Termination of Conference and Exposition — Should the premises in which PCCA's International Seminar is to be held become, in the sole judgment of PCCA, unfit for occupancy, or should the Seminar be materially interfered with by reason of action of the elements, strike picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency, or any other act beyond the control of PCCA, the contract for exhibit space may be terminated. PCCA will not incur liability for damages sustained by exhibitors as a result of such termination. In the event of such termination, the exhibitors expressly waive such liability and release PCCA of and from all claims for damages and agree that PCCA shall have no obligation except to refund to exhibitors pro-rated shares of the aggregate amounts received by PCCA as rental for exhibit spaces for said exhibits after deducting all costs and expenses in connection with such exhibits, including reasonable reserves for claims, such deduction being hereby specifically agreed to by the exhibitor.
4. If an exhibitor does not follow the rules and regulations set by PCCA, then this contract may be terminated — In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount paid by him for his space rental, regardless of whether or not PCCA enters into a further lease of the space involved.
5. Exhibitor Registration Badges — Exhibitor registrations are limited to only employees of the exhibiting company. Contractors or affiliated companies are prohibited to register as an exhibitor representative and must pay the full registration rate.
6. Space Assignment — Where possible, space assignments will be made by PCCA in keeping with the preferences as to location requested by the exhibitor. PCCA, however, reserves the right to make the final determination of all space assignments in the best interest of the EXPO. Exhibitors cannot sublet any part of their assigned exhibit space. No exhibitor shall assign, sublet or share the space allotted with another business or firm.
7. Use of Exhibit Space — The General Rule of the Exhibit Hall is: Be a Good Neighbor. No exhibits will be permitted to interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Exhibit space personnel, including demonstrators, receptionists, and models, are required to confine their activities within the exhibitor's exhibit space. Apart from the specific display space for which an exhibiting company has under contract with PCCA, no part of the EXPO area and its grounds may be used by any organization other than PCCA for display purposes of any kind or nature. Representatives should be attired to maintain the professional and business-like climate of the event.
8. Printed Materials — Distribution of printed materials by exhibitors or their employees is prohibited and limited to the space rented by the exhibiting company in the EXPO area. Materials are not allowed in or around the meeting registration area and prohibited from inside of or directly in front of the education sessions. Violation of this may lead to PCCA confiscating and destroying any such material.
9. Hotel Room Door Drops — Materials of any kind may not be distributed to attendee hotel rooms either by the hotel, an exhibitor/ sponsor company or any company unless previously approved by PCCA. Written approval for distribution must be sent by PCCA.
10. Health, Fire Regulations and Public Safety — To ensure the safety of all participants, fire regulations must be observed. Fire regulations require that all display materials be flameproof. Electrical signs and equipment must be wired to meet the specification of the local Fire Underwriters Inspection Bureau. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this EXPO. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.
11. Care of Buildings — Cost for repairing any damages to the EXPO hall will be billed to the responsible exhibitor. Nothing can be posted, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other properties of the EXPO hall, convention center, or hotel.
12. Service Personnel will not be allowed on the exhibit floor without work orders and official service badges — Exhibitors using companies other than PCCA's official contractors must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for management's files to qualify their company's participation. Upon verification, official service badges allowing access to the EXPO area during service hours only will be issued.
13. Exhibitor displays will not be dismantled or packed in preparation of removal prior to the official EXPO closing time of Saturday, October 19 at 10:45 a.m. — No equipment can be removed from the EXPO hall during the event without written permission from PCCA. Failure to comply may result in not being invited to exhibit in future years.
14. Insurance — Exhibitors are advised to carry floater insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person, personal effects, and property of others. All property of the exhibitor is understood to remain under his custody and control, in transit to and from the confines of the EXPO hall, subject to the Rules and Regulations of the Exposition.
15. 'Hold Harmless' Clause — The exhibitor assumes the entire responsibility and liability for losses, damage and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the hotel/convention center and shall indemnify and hold harmless the hotel, convention center, agents, and employees from any and all such losses, damages and claims.
16. Royalties, license fees and other charges — Exhibitor agrees to pay all royalties, license fees or other charges accruing or becoming due to any firm, person or corporation by reason of any music — either live or recorded or other entertainment of any kind or nature — played, staged, or produced by the exhibitor, his agents, employees or subtenants within the premises covered by this License Agreement including but not limited to, royalties or licensing fees due to BMI, ASCAP or SESAC. Exhibitor agrees to hold harmless PCCA, its agents and employees against any and all such claims and charges, and to defend, at its own expense any and all such claims and charges. Exhibitors shall have the right, however, to protest and if desired, to litigate and adjudicate any and all such claims.
17. Any videography/photography is strictly prohibited in the EXPO area unless PCCA grants written permission in advance.
18. PCCA reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by PCCA. PCCA reserves the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the exhibit with the provision that all exhibitors will be advised of any such changes.



# think **NEXT**

## INTERNATIONAL SEMINAR 2024

### **Get ready for what's NEXT in compounding.**

Once a year, compounders converge in Houston to inspire and elevate their practices. Attendees increase their knowledge, discover strategies and gain access to new products and technology via keynotes by industry thought leaders, informative talks on new formulations, panels on advocacy and compliance, equipment demos and more.

Don't miss this opportunity to promote your company's products/services to hundreds of pharmacy owners and team members at our new location — The Woodlands Waterway Marriott Hotel & Convention Center. Secure your sponsorship and promotion opportunities today.



Contact Stacie Arthur, PCCA Trade Show & Production Specialist 800.331.2498 | [sarthur@pccarx.com](mailto:sarthur@pccarx.com)