



2025 GEORGIA PHARMACY CONVENTION

Celebrating 150 years
as the
Voice of Pharmacy in Georgia

*Omni Amelia Island Resort
June 12-15, 2025*

SPONSOR & EXHIBITOR PROSPECTUS

WWW.GPHA.ORG/CONVENTION

ABOUT GPhA

Founded in 1875, the Georgia Pharmacy Association (GPhA) protects, promotes, advances and enhances the practice of pharmacy, with a mission to champion pharmacy by cultivating leaders who advocate for a healthy Georgia.

Georgia Pharmacy Convention attendees are hardworking pharmacists, pharmacy owners, technicians, and students looking to expand their knowledge and improve their practice of pharmacy. They work in a variety of environments, including independent pharmacies, hospitals and clinical settings, as well as retail & chain pharmacies.

As we celebrate 150 years as the Voice of Pharmacy in Georgia, our 2025 Convention will also be a place where our attendees look toward the future, ensuring quality healthcare for every patient in the state.



WHY SPONSOR OR EXHIBIT AT THE PHARMACY CONVENTION?

QUALITY LEADS



The Georgia Pharmacy Convention reaches hundreds of independent pharmacists, retail pharmacists, pharmacy owners, technicians and students from across the state.



QUALITY TIME

As a sponsor of the 2025 Georgia Pharmacy Convention, you will have a booth in the Expo Hall, and plenty of time to make connections and forge new, profitable relationships.

QUALITY EDUCATION



The Georgia Pharmacy Convention provides ample opportunity to sponsor product education sessions, lunches, and breaks to get your product in front of the right audience.



QUALITY FUN

With a setting like the beautiful Omni Amelia Island Resort, there is a collegial, family-friendly atmosphere at the Convention.



CONVENTION ATTENDEES

- 400+ attendees
- Independent Pharmacists
- Pharmacy Owners
- Employee Pharmacists
- Pharmacy Technicians
- Students





PRESENTING SPONSORSHIPS



Presenting Sponsorship opportunities, unless noted otherwise, include:

- Exhibit Booth with Premium placement
- Two (2) booth representatives with Expo Hall badges
- Post-convention attendees list
- Promotional materials in convention tote bag
- Listing on convention website & in app

TITANIUM

\$150,000

The titanium sponsorship package includes above-the-line sponsor recognition in all convention literature and promotion; priority appearance above all sponsors in all printed and digital materials; exclusive space in the Expo Hall for a custom installation with up to four representatives; four tickets to The President's Bash; floor clings; digital signage; sponsorship of one General Session; and choice of ONE of the following:

- Sponsorship of The President's Bash
- Presentation Theatre (1)
- WiFi Buyout

PLATINUM

\$50,000

The platinum sponsorship package includes sponsor recognition in all pre-convention literature and promotion; priority appearance in all on-site printed and digital materials; premium space in the Expo Hall with up to four representatives; four tickets to The President's Bash; one (1) floor cling; digital signage; and choice of ONE of the following:

- Tote bag Sponsorship
- Entrance door cling

GOLD

\$25,000

The gold sponsorship package includes sponsor recognition in all pre-convention literature and promotion; appearance in all on-site printed and digital materials; premium space in the Expo Hall; and choice of ONE of the following:

- Floor cling (2)
- Mirror cling (exclusive)

SILVER

\$12,500

The silver sponsorship package includes sponsor recognition in all pre-convention literature and promotion; appearance in all on-site printed and digital materials; and choice of ONE of the following:

- Coffee Sleeve branding
- Floor Cling (1)

BRONZE

\$7,500

The bronze sponsorship package includes sponsor recognition in all pre-convention literature and promotion; appearance in all on-site printed and digital materials; and a floor cling.



SIGNATURE SPONSORSHIPS



Signature opportunities also include:

- Exhibit Booth with Premium placement
- Up to two (2) booth representatives with Expo Hall badges
- Post-convention attendees list
- Promotional materials in convention tote bag
- Listing on Convention website & in app

THE PRESIDENT'S BASH

\$75,000

It's the highlight of the entire Convention weekend, the closing night's President's Bash, attended by all convention goers and their families. This kid-friendly event features a buffet dinner, DJ and dancing. Your company's logo will be on the invitations (digital and printed), the tickets, the entry signage, and on buffet tabletops. It will also appear in the At-a-Glance guidebook to the Convention.

WI-FI BUYOUT

\$30,000

The Wi-Fi provides coverage in all GPhA meeting spaces at the Convention Center. Logo is included on the splash page when attendees connect to the Internet. Sponsors are recognized throughout the event, including branded signage in GPhA meeting areas.

PRESENTATION THEATERS

\$25,000

The Presentation Theaters provide a forum to present information on your company, specific products, practice topics and therapeutic areas by company-designated presenters. Take advantage of this opportunity to create and deliver a customized event to this key audience over lunch. One sold, one available.

STUDENT EVENT SPONSOR

\$18,750

Branding opportunity at all student events, including Pickleball Tournament, all student sessions, and student networking reception. This sponsorship also underwrites a portion of the cost of student participation in the Convention.

FOOD & BEVERAGE SPONSORSHIPS

Food & Beverage Opportunities at \$10,000 and above also include:

- Exhibit Booth with premium placement
- Up to two (2) booth representatives with Expo Hall badges
- Post-convention attendees list
- Promotional materials in convention tote bag
- Listing on Convention website & in app

EXPO HALL RECEPTIONS

\$18,750

Your company is the center of attention at the GPhA 2025 Convention with a reception in the Expo Hall, attended by all convention goers and vendors. Don't miss your opportunity to stand out from the crowd by supporting this signature networking event. Your logo will appear throughout the Expo Hall and on all food & beverage tables. Choose Opening or Closing reception. Two available.

PHARMPAC RECEPTION

\$15,000

Put your company front and center at this exclusive event for contributors to GPhA's PharmPAC. Attendees are independent and community pharmacists who are involved in GPhA's advocacy and legislative activities and have donated at least \$250 to PharmPAC in the last 12 months.

CONVENTION BREAKFAST

\$12,000

Your company's logo will be placed on tables where convention attendees will pick up light breakfast and pastries each morning before sessions begin. Three available.

AIP COMPOUNDING LUNCHEON

\$10,000

Take time to present product knowledge over lunch. AIP is made up of more than 200 independent pharmacists and pharmacies from around the state, who handle everything from retail to wholesaler purchases. Includes on-site signage and product distribution at the luncheon (seat drop or goody bag).

ACADEMY LUNCHEON

\$5,000

Get exclusive access to one of GPhA's practice academies with the opportunity to present product knowledge over lunch. Includes on-site signage and product distribution at the luncheon (seat drop or goody bag). Choice of Academy of Clinical and Health-System Pharmacists or Academy of Employee Pharmacists.

REFRESHMENT BREAKS

\$2,500

Your company's logo will be front and center as convention goers enjoy breaks in between sessions and learning. Three available.



BRANDED SPONSORSHIPS



CONVENTION TOTE BAGS

\$10,000

Receive prominent company recognition with your logo and the GPhA 150th Anniversary logo imprinted on a high-quality registration bag. Registration bags are distributed to each meeting attendee and can be used throughout the year. Includes:

- Exhibit Booth
- Up to two (2) booth representatives with Expo Hall badges
- Post-convention attendees list
- Promotional materials in convention tote bag
- Listing on convention website & app

CONVENTION NAME BADGES

\$5,000

Your company's name will be on each convention attendee's badge, co-branded with GPhA's 150th Anniversary Celebration, making it a collectible.

ENTRANCE DOOR CLINGS

\$5,000

Grab the attention of attendees the minute they arrive with your company's 4-color logo and booth number prominently displayed on the exterior doors of the Convention Center. Decals are approximately 24" x 12". Fee includes production and installation. Two available.

COFFEE CUP SLEEVES

\$5,000

Wrap your logo around each and every coffee cup at the GPhA Convention! Your branded coffee sleeves will be placed at every breakfast food station each of the three mornings of convention.

MIRROR CLINGS

\$500

Our innovative bathroom mirror clings will catch the eye of every convention goer in prime locations. Your branded mirror cling will be in all contracted spaces within the GPhA Convention footprint.

FLOOR CLINGS

\$500

These durable, 24"x24" floor clings will be visible to convention goers, especially as they walk while checking their phones, as we all do. Get your logo in front of - or below - where attendees walk throughout the contracted Convention space.

*not an exclusive opportunity as multiple floor clings can be sold; care will be taken with placement so advertisers will be separated from potential competitors.

CHARGING STATIONS

\$2,500

Your company's video message is on a continuous loop at each charging station where conference attendees will power-up their smart phones, laptops, and other wireless devices. Four available.

EXHIBITOR PACKAGE

The Georgia Pharmacy Convention Expo Hall is open for business in 2025, with targeted hours and two reception opportunities to meet potential and current clients. Promote your products and generate new leads for your business while mingling with Georgia's pharmacy owners and operators.

ALL BOOTHS ARE \$1,875

THROUGH MARCH 15, 2025

MARCH 16 - JUNE 1, 2025 PRICING
GOES UP TO \$1,999



EXHIBIT BOOTH PURCHASE INCLUDES:

- 7' X 10' BOOTH SPACE
- ONE 6' SKIRTED TABLE, TWO CHAIRS
- ONE 7" X 44" SIMPLE BOOTH ID SIGN
- TWO EXPO HALL BADGES
 - ADDITIONAL BOOTH BADGES AVAILABLE FOR \$100 EACH
- ACCESS TO POST-SHOW ATTENDEE LIST
- CONTACT INFORMATION LISTING IN CONVENTION APP AND ON WEBSITE

2025 EXPO HALL HOURS

SET UP:

WEDNESDAY, JUNE 11, 3-7PM & THURSDAY, JUNE 12, 7AM - 12PM

OPEN HOURS:

THURSDAY, JUNE 12: 2PM - 6PM

- WITH GRAND OPENING RECEPTION FROM 3-6PM

FRIDAY, JUNE 13: 2PM - 6PM

- WITH RECEPTION FROM 4-6PM

NEW IN 2025!

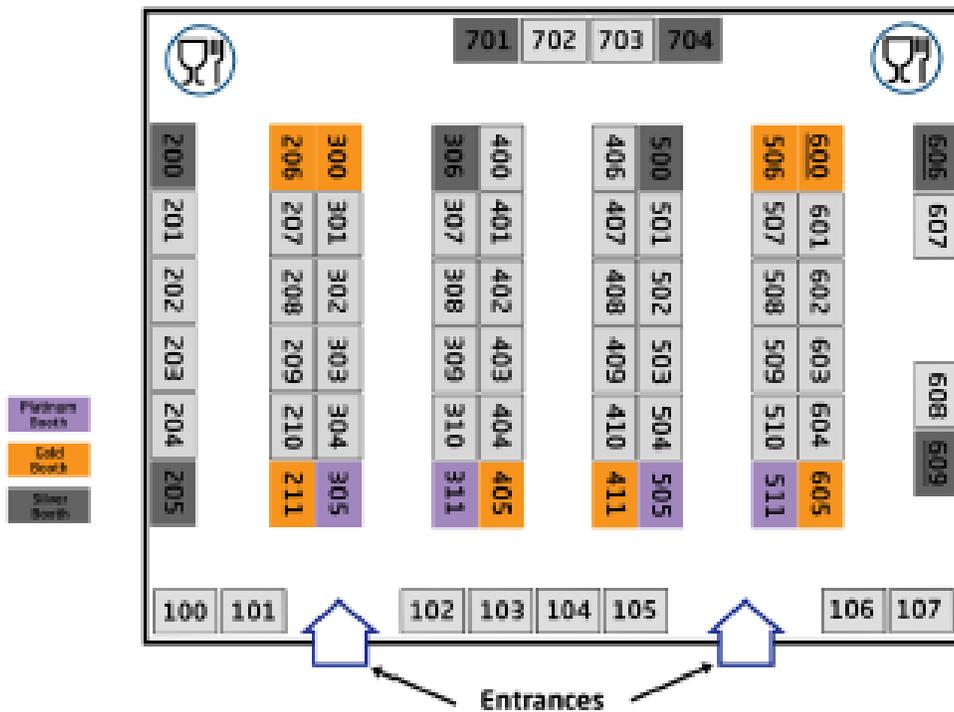
EXPO HALL BOOTHS MAY BE USED FOR INDIVIDUAL APPOINTMENTS WITH ATTENDEES FROM 9AM - 2PM ON FRIDAY, JUNE 13, BUT EXPO HALL WILL NOT BE OPEN TO GENERAL ATTENDEES DURING THOSE HOURS AND BOOTHS DO NOT NEED TO BE STAFFED.

EXHIBIT HALL MAP

To choose your booth online and to pay by credit card, please visit GPhA.org/convention, or scan the QR code below. You may also fill out the Agreement on the next page and send to:

**Georgia Pharmacy Association
Convention 2025**

**6065 Barfield Rd NE, Suite 100
Sandy Springs, GA 30328**



EXHIBITOR & SPONSORSHIP AGREEMENT



To choose your sponsorships and/or booth online, and to pay by credit card, please visit GPhA.org/convention.

PRESENTING SPONSORSHIPS

Please fill out this form legibly and fax it to (404) 237-8435. You may also mail it to:

Convention 2025
6065 Barfield Road NE, Suite 100
Sandy Springs, GA 30328

Cancellation Policy

A cancellation fee equal to 50% of the full agreement will be assessed for cancellations received in writing prior to **May 1, 2025**.

After May 1, 2025, this contract is noncancellable, and the exhibitor/sponsor will be liable for the full agreement price and terms of said agreement.

No refunds will be made after May 1, 2025.

Terms are enforced regardless of whether or not exhibitor or sponsor attends the conference or if the exhibit space is resold. Should the agreement be referred to a collection agency or attorney for any reason, the client and/or representing agency of said client is responsible to pay a 25% attorney fee plus costs associated with any and all collection efforts.

- TITANIUM : \$150,000
- PLATINUM: \$50,000
- GOLD: \$25,000
- SILVER: \$12,500
- BRONZE: \$7,500

A LA CARTE SPONSORSHIPS

SPONSORSHIP: _____ \$ _____
 SPONSORSHIP: _____ \$ _____
 SPONSORSHIP: _____ \$ _____
 SPONSORSHIP: _____ \$ _____

EXPO HALL BOOTH

- \$1,875 (BEFORE MARCH 15) \$ _____
- \$1,999 (AFTER MARCH 16) \$ _____

TOTAL \$ _____

YOUR COMPANY: _____
 CONTACT NAME: _____
 EMAIL: _____
 PHONE: _____

BOOTH SELECTION

BOOTH CHOICE #1: _____ BOOTH CHOICE #2: _____
 BUSINESS CATEGORY: _____

*THIS WILL ALLOW US TO AVOID PLACEMENT NEAR COMPETITORS

I HEREBY ACKNOWLEDGE THAT I AM AUTHORIZED ON BEHALF OF THE EXHIBITOR/SPONSOR TO ENTER INTO THIS CONTRACT. I HAVE READ, UNDERSTAND, AND AGREE TO THE TERMS, CONDITIONS, AND PROCEDURES ON BOTH PAGES (SEE TERMS AND CONDITIONS ON NEXT PAGE) OF THIS CONTRACT.

AUTHORIZED SIGNATURE: _____ DATE: _____

PRINT NAME & TITLE: _____

TERMS AND CONDITIONS



EXHIBITOR AGENDA, RULES, & REGULATIONS

1. MANAGEMENT

The principal purpose of the exhibit hall, also referred to as the expo hall, is to offer pharmacists and other professionals the opportunity to examine the latest pharmaceutical products and equipment and to be educated in the most recent services available to the industry. No exhibitor will engage in any activity inconsistent with this principal purpose. The exhibitor will comply with all instructions of the management and of the Omni Amelia Island Plantation Resort personnel concerning all aspects of the use of exhibit space. Exhibits will be shown only in the official exhibit area.

2. BOOTH

A standard 7' x 10' booth consists of an 8-foot-high draped back wall and 3-foot-high side rails. The rental price of the booth includes a 6-foot skirted table, two chairs, one wastebasket, and a 7-inch x 44-inch sign listing the exhibitor's name and booth number along with two conference registrations. All display fixtures over 4' in height and within 10 linear feet of an adjoining booth must be confined to the back half of the booth. No exhibitor will block the sightline from the aisle of any adjoining exhibitor.

3. SPACE ASSIGNMENT

Allocation of available space will be made on a first-come, first-served basis. Every effort will be made to assign the exhibitor to one of its chosen spaces, however, GPhA reserves the right to make the final space assignment or change the space assignment after the acceptance of the application. Payment must be received before placement is made.

4. DEFAULT OCCUPANCY

Any exhibitor failing to occupy space contracted is not relieved of its obligation of paying for such space at the full rental price. GPhA shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall. Subleasing of any space by exhibitors is prohibited.

5. CANCELLATION OF EXHIBIT SPACE

Cancellation of the convention or the exhibits at any time for any reason will not subject GPhA to any damages or liability of any kind. In the event of such cancellation, the exhibitor waives any and all damages and agrees that GPhA may, after deducting all costs and expenses, including a reserve for claims, refund to the exhibitor its pro-rated amount of all funds paid by all exhibitors, which will constitute complete settlement to the exhibitor.

6. EXHIBITOR'S PROPERTY

Neither GPhA nor GPhA affiliates, subsidiaries, officers, directors, agents and employees will be liable for damages, loss or destruction to the exhibitor's exhibits or other property by reason of theft, fire or other casualty, Acts of God, accident, or other destructive causes and each exhibitor will lease booth(s) at its sole risk.

7. LIABILITY

The exhibitor will be liable for any and all damages to the Omni Amelia Island Plantation Resort building and facilities and the furniture and fixtures contained therein which will occur through acts or omissions of the exhibitor, its agents, employees or invitees. Neither GPhA nor the affiliates and subsidiaries, nor the officers, directors, agents and employees, will be responsible for any injury, loss or damage that may occur to the exhibitor, the exhibitor's employees, agents or invitees or the exhibitor's property, however caused. The exhibitor agrees to defend, indemnify, and hold harmless GPhA and affiliates subsidiaries and the officers, directors, agents, and employees from all claims or liabilities for any such injury, loss or damage. Exhibitors will not schedule, foster, or conduct outside activities that would take qualified attendees from the exhibit hall during exhibit hours.

8. INDEMNIFICATION

Exhibitor will defend, indemnify and hold harmless GPhA and affiliates and subsidiaries, the officers, directors, agents, and employees from and against all loss, claims, causes of action, suits, damages, liability, expenses and cost, including reasonable attorneys' fees, arising from or out of any violation or infringement (or claimed violation or infringement) by the exhibitor, exhibitor's agents or its employees of these rules, or of any patent, copyright, or trade.

9. INTERPRETATION AND AMENDMENTS

GPhA reserves the right to interpret or amend these regulations as is deemed proper to ensure the success of the exhibit hall and further its educational purposes.

10. PAYMENT

Applications must be accompanied by full payment of the total rental fee. In the event GPhA cancels the convention/tradeshow for any reason a full refund will be applied.



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