



# INTERNATIONAL SEMINAR • 2019

October 9-12

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Houston, Texas

EXHIBITOR PROSPECTUS

# Welcome to International Seminar

The PCCA Team is excited to welcome you to International Seminar 2019 – the world’s largest compounding pharmacy event. Each year, more than 500 pharmacy owners descend on Houston, Texas, for three days of networking, learning and purchasing for the year ahead.

The International Seminar Expo is designed to present our attendees with the products and services needed to operate both the clinical and business sides of their pharmacy. Our network of independent pharmacies views us as the complete resource for their practice, and we believe your participation will add to the value that they have come to know and expect from our events.

For those who may be unfamiliar with our industry, PCCA helps pharmacies deliver personalized, compounded medications that make a difference in people’s lives by providing them with the industry’s highest-quality products, education and support. Our success comes from the success of each member pharmacy, and we want you to be a part of that.

Participation in the Expo will introduce your company and offerings to 500 small to mid-size business owners nationwide, each seeking ways to enhance both their clinical practice and the profitability of their business. You will interface with the key owners and decision makers, exploring enhancements available for their pharmacies in a setting optimized for purchasing.

I encourage you to explore this prospectus and review the exhibiting opportunities and sponsorship offerings available at this year’s Expo. We look forward to working with you in the coming months and sharing your business with our incredible members.

Ethan Shinogle  
PCCA, Director of Marketing

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# Exhibit Opportunities / Schedule

A booth at PCCA's International Seminar Expo is the key to successfully connecting with 500 compounding pharmacies from across the country. Please review the highly inclusive booth offering below and complete the Exhibitor Registration form on page 7 to secure your spot. Expo space is available on a first come, first serve basis, and booths are filling quickly.

**All first-time vendors must complete and submit a PCCA Exhibitor Request Form for consideration to exhibit at the 2019 International Seminar.** 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).

## \$4,000 Exhibitor Fee Includes:

- 10 x 10 booth with 6' x 30" skirted table and 2 chairs
- Booth draping - 10' back wall and 3' sides
- 6-port power strip with 120 volts of power
- WiFi access
- Breakfasts and lunches for **two people** on Thursday, Friday and Saturday during the event
- Invitation for **two people** to attend the Wednesday Opening Reception and Thursday evening Awards Banquet
- Your company logo and description featured in the [PCCAIInternationalSeminar.com](http://PCCAIInternationalSeminar.com) website Exhibitors section as well as in the program distributed at event

## Optional Order Items

AV equipment, like monitors and additional booth extras, can be ordered through Lone Star Exhibits. Please contact Amber Schulte at [aschulte@lonestarexhibits.com](mailto:aschulte@lonestarexhibits.com).

\$500 food and beverage fee per additional person at your booth (above your allotted two).

The PCCA Expo will be held on Level 4 of the Hilton Americas-Houston in Salons A-F of the Grand Ballroom.

## Exhibit Set-Up

Wednesday, October 9 10:00 a.m. - 3:30 p.m.

## Exhibit Break-Down

Saturday, October 12 2:00 p.m. - 5:30 p.m.

*Above times are subject to change.*

*Please see page 5 for shipping information.*

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

## Exhibit Hours

Wednesday, October 9 5:00 p.m. - 7:00 p.m.

Thursday, October 10  
7:00-8:00 a.m.\*  
10:15-11:00 a.m.  
12:30-1:30 p.m.  
3:45-4:15 p.m.

Friday, October 11  
7:00-8:00 a.m.\*  
9:45-10:30 a.m.  
12:00-1:15 p.m.  
3:15-5:30 p.m.

Saturday, October 12  
7:30-8:30 a.m.\*  
10:30-11:15 a.m.  
12:30-1:30 p.m.

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

# Sponsorship 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.

## Breakfast Sponsorship

**\$4,000 | 1 Available**

Start the day off right! Your company name and exhibit space number will be on display next to the breakfast stations and on the tables each morning of the event. Your company logo will also appear on the event smartphone app and your company name will be announced from main stage.

## Lunch Sponsorship

**\$5,000 | 1 Available**

Your company name and exhibit space number will be on display next to the lunch stations and on the tables each day of the event. Your company logo will also appear on the event smartphone app and your company name will be announced from main stage.

## Snack Sponsorship – Morning

**\$2,500 | 1 Available**

Your company name and exhibit space number will be on display next to the snack stations during the morning EXPO breaks each day of the event. Your company logo will also appear on the event smartphone app and your company name will be announced from main stage.

## Snack Sponsorship – Afternoon

**\$2,500 | 1 Available**

Your company name and exhibit space number will be on display next to the snack stations during the afternoon EXPO breaks each day of the event. Your company logo will also appear on the event smartphone app and your company name will be announced from main stage.

Artwork for all sponsorships is due: September 2, 2019

## Interested in one of these sponsorships?

Simply check the appropriate box on the enclosed registration form and we'll contact you with more details.



# Hotel / Transportation / Shipments

## Host Hotel

Rooms and rates will be based on availability. To get the best rate, don't miss the cut-off date, September 18, 2019.

### Hilton Americas-Houston

1600 Lamar St  
Houston, Texas 77010  
713.739.8000

### Room Rate: \$229 USD/night

Overnight Valet Parking: \$40 per night including tax  
Self-Parking: \$27 per day

Online reservations: <http://bit.ly/ISTX19-Hotel>

## Car Rental

**Enterprise Rent-A-Car's Flex Rate Program** gives PCCA partners 5 percent off the current rates at Enterprise Rent-A-Car locations nationwide when the reservation is made through [www.enterprise.com](http://www.enterprise.com) (Account Number: 06C3214).

## Ground Transportation

*from the airport to the hotel:*

**Merlo's Charters**..... 866.367.5466  
[www.merloscharters.com](http://www.merloscharters.com)

**A-Ambassador** ..... 713.572.5466  
[www.aambassador.com](http://www.aambassador.com)

**Sugar Land Shuttle**.....832.434.8312  
[www.sugarlandshuttle.com](http://www.sugarlandshuttle.com)

**Please make reservations at least 72 hours in advance.**

## Shipments

### Warehouse Shipping Address:

Exhibiting Company Name / Booth # \_\_\_\_\_  
PCCA International Seminar C/O Lone Star Exhibits  
9433 Kirby Dr.  
Houston, TX 77054

### Show Site Shipping Address:

Exhibiting Company Name / Booth # \_\_\_\_\_  
PCCA International Seminar C/O Lone Star Exhibits  
Hilton Americas Houston  
1600 Lamar St.  
Houston, TX 77010

CERTIFIED WEIGHT TICKETS MUST ACCOMPANY ALL SHIPMENTS.

Lone Star Exhibits (LSE) will accept crated, boxed or skidded materials at the **Warehouse Shipping Address** beginning Monday, September 16, 2019. Material arriving after Monday, September 30, 2019, will be received at the warehouse with an additional after-deadline charge. Warehouse materials are accepted at the warehouse Monday-Friday between the hours of 8:00 a.m.-3:30 p.m. If required, provide your carrier with this phone number: 713.797.1994

LSE will receive shipments at the **Show Site Shipping Address** beginning Tuesday, October 8, 2019, at 8:00 a.m. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility are the responsibility of the exhibitor. If required, provide your carrier with this phone number: 832.792.7773

**Please note:** All items and materials that must be brought into the facility may be subject to Material Handling Charges and are the responsibility of the exhibitor. This also applies to items not ordered through the official show vendors.

To arrange outbound shipping of your booth after the show, please contact Amber Schulte at [aschulte@lonestarexhibits.com](mailto:aschulte@lonestarexhibits.com) or 832.792.7773. All outbound shipments will incur material handling charges and are the responsibility of the exhibitor.

A material handling form and payment form are required to be completed by each exhibitor and returned to [aschulte@lonestarexhibits.com](mailto:aschulte@lonestarexhibits.com) no later than September 16, 2019, to incur advanced pricing. The forms will be sent to all exhibitors by September 1, 2019.



# Exhibitor Rules

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 September 19, 2019, for a full refund less \$500 administration fee. Exhibit space cancellations received after September 19, 2019, 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 HRT Symposium is to be held become, in the sole judgment of PCCA, unfit for occupancy, or should the Symposium 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 12 at 1:30 p.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.

# Exhibitor Registration / ISTX19

## Register Below:

Company Name: \_\_\_\_\_

Your Name: \_\_\_\_\_ Email: \_\_\_\_\_

Attendee #1: \_\_\_\_\_ Email: \_\_\_\_\_

Attendee #2: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Number of exhibit spaces required at \$4,000 each: \_\_\_\_\_ Do you require electricity?  Yes  No

## Select Your Sponsorship Choices Below: (See page 4 for details)

- Breakfast Sponsorship \$4,000
- Lunch Sponsorship \$5,000
- Snack Sponsorship – Morning \$2,500
- Snack Sponsorship – Afternoon \$2,500

**REMINDER: All first-time vendors must complete and submit a PCCA Exhibitor Request Form for consideration to exhibit at the 2019 International Seminar.** 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).

## Exhibit Space Fee: \$4,000 USD for two people (\$500 food and beverage fee per additional person)

### Payment Method:

Check enclosed for: \_\_\_\_\_

Charge: \_\_\_\_\_ to my  MasterCard  Visa  AE

Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Please email your company's **high-resolution logo** in vector (.ai/.eps) or .png format as well as a **75-word company description** to Stacie Arthur at below address.

**Registrations must be received by Friday, August 16, 2019.**

**Fax to:** 281.933.6016 | **Email to:** [sarthur@pccarx.com](mailto:sarthur@pccarx.com)



**The power of connection** brings benefits to every walk of life, but for compounders it's especially important. Connecting our patients to better health care solutions to make a difference in their lives is at the heart of what we do. And we can only do this by staying connected to each other, to the latest industry trends and to a healthy sense of work/life balance.

That's what this year's seminar is all about – **making connections that make a difference.** It starts with new information, ideas and expertise. But it's not just about connecting to knowledge – it's about connecting to our fellow pharmacists and technicians. That's why International Seminar is always the ideal place to share best practices and bond and celebrate with industry peers. And last but not least, we know that connecting with yourself is crucial to success – that's why we always include free time for personal development.

It's all designed to keep you connected to what's now, what's new and what's next – and it's only happening at International Seminar, the compounding industry's biggest event.

## Exhibit Contact

Stacie Arthur, PCCA Trade Show Coordinator 800.331.2498 | [sarthur@pccarx.com](mailto:sarthur@pccarx.com)