



INTERNATIONAL SEMINAR • 2020

November 5-7

Virtual Event

VIRTUAL EXHIBITOR PROSPECTUS

Welcome to International Seminar – Where Compounders Connect *Virtually*

Welcome to International Seminar 2020 – the world’s largest *virtual* compounding pharmacy event. We are incredibly excited to offer our exhibitors a new and innovative virtual expo experience to connect with the country’s leading compounding pharmacies.

Where Compounders Connect is such an appropriate theme for a year like 2020. We have all shared in many challenges this year, including a lack of connection to so many of our friends and colleagues. One of our key goals with Seminar 2020 is to deliver real connections in a virtual environment.

As an exhibitor, your company will have the opportunity to connect with the more than 500 anticipated Seminar attendees. Place your products and services on full display through the use of video, live chat, downloadable documents and more in your customized virtual exhibit booth.

For those who may be unfamiliar with our industry, PCCA helps pharmacies deliver personalized, compounded medications that make a difference in patients’ lives by providing them with 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.

I encourage you to explore this prospectus and review the virtual exhibiting 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

What’s Inside

03 | Virtual Exhibit Opportunities / Schedule
04 | Add-On Opportunities
05 | Virtual Exhibitor Rules & Regulations

07 | Exhibitor Registration
08 | Exhibit Contact

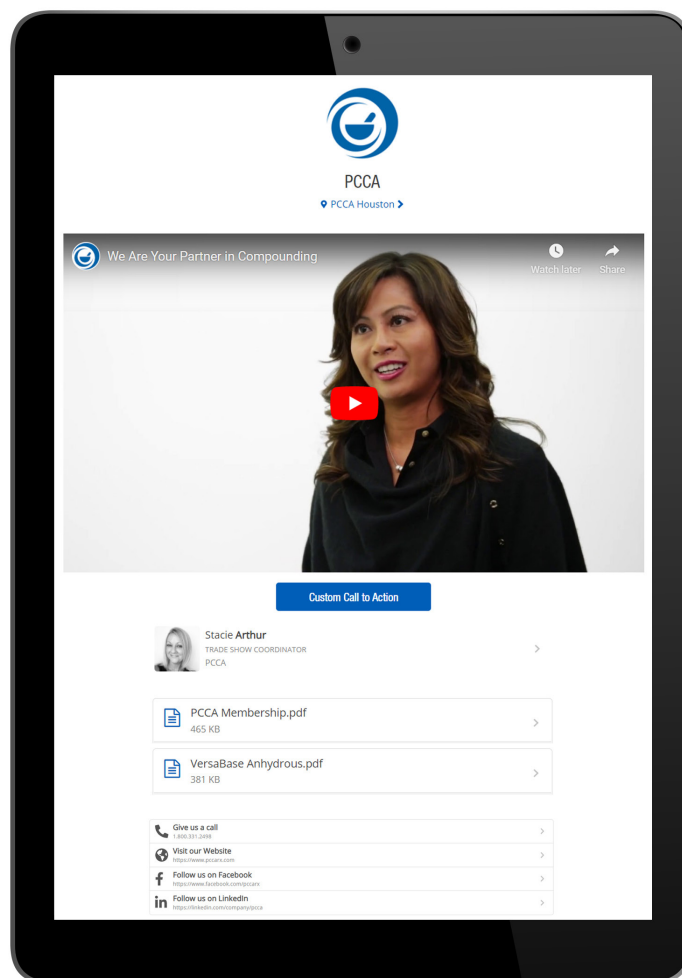
Virtual Exhibit Opportunities / Schedule

A virtual exhibit booth at PCCA's International Seminar Expo is your company's key to connecting with hundreds of compounding pharmacies across the country, from the comfort of your own home or office. Please closely review all that is included with a virtual booth, including recognition throughout the event. Looking for more? Check out the additional sponsorship and commercial opportunities on the next page.

\$2,500 Virtual Exhibitor Fee Includes:

- 4 complimentary seminar registrations
- Virtual exhibitor booth on the seminar platform:
 - » Your company profile, including: company name, contact, website, address, phone, email and social media handles
 - » Your company video (3 minutes max)
 - » Document download capability (3 documents max)
 - » Live chat functionality (must have staff on standby)
 - » Lead capture functionality
 - » Dedicated virtual expo time on each day of the seminar
- Your company logo/name in main stage digital signage
- Your company logo and description featured in the Exhibitors section of the PCCAInternationalSeminar.com website
- Recognition on PCCA and International Seminar social media channels
- Inclusion in exhibitor emails to all attendees (pre- and post-event)

Virtual Exhibit Booth Sample Layout



Virtual Exhibit Hours

The virtual expo will remain continuously available to attendees through the entire event with the following dedicated exhibit hours.

Thursday, November 5	11:00-11:30 a.m.
Friday, November 6	11:00-11:30 a.m.
Saturday, November 7	11:00-11:30 a.m.

The virtual exhibit site will remain up for 6 months post-event.

Add-On Opportunities

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

Video Commercial – Main Stage

\$2,000 | 5 Available

Customize your message and ensure every International Seminar attendee sees and remembers it. Provide a one-minute video to be played daily on main stage during breaks and transitions. Material provided by exhibitor, approved by PCCA.

Digital Signage – Main Stage

\$1,000 | 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 three PowerPoint slides to be shared daily during breaks and transitions. Material provided by exhibitor, approved by PCCA.

Virtual Event Platform Banners

\$750 | 3 Available

There will never be more compounders' eyes on the virtual event platform than at International Seminar 2020. Make sure your company is featured where all the attendees will be – ONLINE! A featured banner on the event app will display in three different places across the platform, drawing important attention to your company. All banners are clickable to direct to your virtual booth.

Roundtable Networking Sessions Sponsorship

\$2,500 | 2 Available (Thursday or Friday)

As the daily sponsor for Roundtable Networking Sessions, your company will be featured in all 30 virtual networking sessions taking place all afternoon and evening. Sessions will include a facilitated topical discussion between 12-15 attendees, and will open with recognition of your sponsorship and either a one-minute video commercial or three PowerPoint slides, depending on your preference. Your sponsorship will be recognized from main stage, in the agenda and in all associated digital signage.

WOW Box Drop

\$1,500 | 2 Available

Your product, service or company will be featured in PCCA's WOW Box shipping to every International Seminar attendee's pharmacy just prior to the event kickoff. This could be a flyer, sample or the latest trade show swag. Material provided by exhibitor, approved by PCCA (maximum size and weight limits apply). Material due to PCCA no later than Friday, October 16, 2020.

Artwork for all sponsorships is due October 23, 2020 unless otherwise stated.

Interested in one of these add-ons?

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

Virtual Exhibitor Rules & Regulations

PCCA strives to maintain a professional atmosphere for the attendees and the exhibitors at the PCCA International Seminar 2020 (the "Virtual Event"). To demonstrate this, rules and regulations have been established to govern Exhibitors. Exhibitors understand that when applying for virtual space they are bound by the rules and regulations that appear in the exhibitor prospectus as well as all other PCCA material.

You, on your behalf and on behalf of any exhibitors, exhibit designers, communication and marketing firms acting on your behalf (collectively "you" or "Exhibitor") hereby agree to these Rules and Regulations, which when signed by you, become a valid and binding agreement (the "Agreement") with PCCA and its affiliates (collectively "PCCA"). You shall provide a copy of this Agreement to all Exhibitors related to or affiliated with you, and you are responsible for their compliance with and agreement to this Agreement

ELIGIBILITY TO EXHIBIT You must be in good financial standing with PCCA. PCCA reserves the right to refuse space to any company who has failed to fulfill its financial obligations to PCCA, and/or whose products or services, in the judgment of the PCCA do not meet the needs of our members and attendees (any an "Attendee").

FULL PAYMENT 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.

CANCELLATION POLICY All exhibit space cancellations must be submitted in writing and received by PCCA on or before October 28, 2020, for a full refund less \$250 administration fee. Exhibit space cancellations received after October 28, 2020, will not be refunded. Funds cannot be applied to other opportunities. Please note that exhibitor registration cancellations must be submitted in writing separately from the exhibit space cancellation.

BOOTH ACTIVITIES PCCA expressly reserves the right to review and approve any activities, materials, content, information, presentations, or other information that Exhibitor intends to present, display, or distribute at its Exhibit (any such materials collectively referred to as the "Exhibit Materials"). No accredited continuing education activity (i.e., for which CE certification is awarded) may be conducted in the exhibit booth. No promotion of a CE accredited PCCA educational session is allowed from the virtual booth. Virtual Industry Programs may be promoted from your virtual booth. Developing CE content at or from the PCCA International Seminar 2020 program is in direct violation of PCCA rules. Exhibitors are allowed to give giveaways from their booths, by capturing the Attendees' information and are solely responsible for notifying any winners.

CONFIDENTIALITY PCCA and Exhibitor, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other party or any Attendee, unless expressly authorized in writing and/or required by law. Both parties acknowledge that the obligations undertaken in this Section will survive the termination or expiration of this Agreement.

VIRTUAL REGISTRATION Each Exhibitor must register to participate in PCCA's International Seminar 2020. Three registrations are provided per Exhibitor. If additional registrations are needed, they can be purchased on an individual basis.

LICENSE PCCA is the sole owner of all right, title, and interest to certain PCCA information, including PCCA's logo, trademarks, trade names, and copyrighted information unless otherwise provided. PCCA hereby grants to Exhibitor a limited, non-exclusive license to use certain of PCCA's intellectual property, including PCCA's name, acronym, and logo (collectively, the "PCCA Property"), solely in connection with the obligations set forth herein. PCCA shall review and approve in writing in advance all uses of such PCCA Property, which approval shall not be unreasonably withheld. Exhibitor shall provide PCCA with at least five (5) business days to review any use of PCCA Property.

Exhibitor hereby grants PCCA a limited, revocable, royalty-free non-exclusive license to use Exhibitor's name and/or logo solely in connection with its obligations under this Agreement, subject to the terms and conditions of the Agreement. PCCA may not use the Exhibitor name and/or logo for any other purpose without the express written consent of Exhibitor.

Exhibitor shall not make any part of the Exhibit Materials public or issue any press releases related to the Virtual Event without express prior written approval

from PCCA ("Public Statements"). Among any other remedies available to it, PCCA expressly reserves its right to terminate this Agreement immediately upon notification that any Public Statements have been distributed in violation of this provision, and obtain an injunction to enjoin any further dissemination of Public Statements in violation of this provision, in addition to any other remedies available to PCCA.

By participating in the Virtual Event, Exhibitor further agrees that its name, photograph, voice, biographical information, and likeness (collectively the "Likeness") may be used in any and all media or forms by PCCA or third parties without compensation or notice, including for promotional or advertising purposes. Exhibitor further agrees to release and hold harmless PCCA and its affiliates, and the officers, directors, agents, and employees of such companies, from any and all damages, injuries, claims (specifically including but not limited to any claim that content used in any media using the Likeness infringes the intellectual property rights of a third party or violates the laws and regulations governing the use and exchange of protected health information), causes of action, or losses of any kind resulting from use of the Likeness. Exhibitor further grants PCCA and third parties a royalty-free, perpetual, irrevocable license to reproduce, distribute, publicly perform, and publicly display the Likeness, to prepare derivative works based upon the Likeness, and to grant sublicenses to third parties to exercise these licensed rights. Exhibitor understands and agrees this permission signifies that photographic or video recordings of the Exhibit and Exhibitor may be electronically displayed via the Internet or in other public settings without notice.

All terms of the provision entitled "License" shall survive the termination of this Agreement.

COMPLIANCE WITH LAWS In connection with the creation and production of the Exhibit Materials and the Exhibit and the collection of any information from any Attendee, Exhibitor shall be solely responsible for securing and maintaining compliance with any necessary permits, clearances, licenses, royalties, permissions, or other use restrictions associated with or required by the Exhibit Materials and the Exhibit, and for ensuring that no part of the Exhibit Materials and the Exhibit or any collection of Attendee information violates any federal, state, or local law, rule, or regulation, including but not limited to any licensing rules and regulations, or trademark or copyright rules and regulations. Exhibitor further represents and warrants that it shall only play, stage, use, produce, or otherwise present (each a "Use") music, content, images, likeness, or material, whether live or recorded, or other material or content of any kind or nature, that is licensed or owned by any other third party, or that otherwise has limited distribution rights (collectively "Licensed Material") that has been appropriately licensed or other permission obtained as needed, in the form and format required by all licensing entities. In the event that Exhibitor Uses any Licensed Music in connection with the Exhibit or the Exhibit Materials produced hereunder, and fails to obtain any applicable permissions, releases, licenses, allowances, consents, authorizations, or other approvals (collectively "Permissions"), Exhibitor warrants, represents, and covenants that it shall assume the risk of any and all Claims, as defined herein, associated with any Use or failure to obtain the applicable Permissions. To the extent applicable, Exhibitor shall obtain written waivers or consents from any subjects depicted or shown in the Exhibit Materials or the Exhibit, or related to the use of any Attendee information. Upon request, Exhibitor shall provide to PCCA a copy of such forms or consents and a copy of any documents obtained or required in connection with the Licensed Materials or the Attendee information. In addition to and not in lieu of the indemnification

Continued on next page

Virtual Exhibitor Rules & Regulations (cont'd)

obligations hereunder, Exhibitor agrees to pay all royalties, license or use fees, charges, fees, penalties, claims or damages accruing or becoming due to any entity as a result of the use of any Licensed Material. This Section shall survive termination of this Agreement.

INDEMNIFICATION Exhibitor, on behalf of itself, its officers, agents, employees, subcontractors, vendors, affiliates, and/or assigns (collectively the "Indemnifying Party") agrees, at its own expense, to indemnify, defend, and hold harmless PCCA, its affiliates, officers, agents, and employees (the "Indemnified Party") against any demands, actions, suits, damages, settlements, judgments, costs, liabilities, losses, claim, and expenses, including reasonable attorneys' fees and costs, of whatever kind or nature (collectively "Claims") incurred by the Indemnified Party, as a result of (a) the Indemnifying Party's willful misconduct or negligence in performing its obligations under this Agreement; (b) the inaccuracy or breach of any of the covenants, representations, and warranties made by the Indemnifying Party in this Agreement, including without limitation any breach or failure to comply with the "Compliance with Laws" Section set forth herein; or (c) any other violation of any federal or state law, rule or regulation, including, without limitation, laws, rules, and regulations associated with the use and distribution of personal information, labor or employment laws and regulations, patent law, copyright law, trade secrets, or licensing requirements. Exhibitor further agrees to indemnify and hold harmless PCCA, its agents, and employees against any and all Claims arising in any way from or related in any way to any Use of Licensed Materials by Exhibitor on behalf of PCCA, including without limitation any Claims associated with the failure to obtain any Permissions (collectively "Licensed Materials Claims"), and to defend, at its own expense any and all such Licensed Materials Claims. The Indemnifying Party shall promptly notify the Indemnified Party of any Claims, including Licensed Music Claims, of which Indemnifying Party is aware. In the event of any proceeding against the Indemnified Party by any regulatory agency, whether private or public, or in the event of any court action or demand questioning any materials prepared by the Indemnifying Party on the Indemnified Party's behalf, including without limitation the Exhibit Materials, if required by the Indemnified Party, the Indemnifying Party shall assist in the preparation of the defense of such action or proceeding and fully cooperate with the Indemnified Party in the event of any action. The obligations hereunder shall survive termination of this Agreement.

RELEASE EXHIBITOR HEREBY AGREES IT SHALL RELEASE, WAIVE, DISCHARGE AND FURTHER COVENANTS THAT IT SHALL NOT SUE PCCA, MEMBERS, ATTENDEES, OR PCCA'S AFFILIATES, OR ANY OTHER PARTICIPANT AT, HOST OR SPONSOR OF THE VIRTUAL EVENT, OR THE OFFICERS, DIRECTORS, AND EMPLOYEES OF PCCA OR ITS AFFILIATES (COLLECTIVELY, THE "RELEASEES"), FROM AND FOR ANY LIABILITY RESULTING FROM ANY PERSONAL INJURY, ACCIDENT OR ILLNESS (INCLUDING DEATH), AND/OR PROPERTY DAMAGE OR LOSS, INCLUDING THE LOSS OR DESTRUCTION OF ANY PERSONAL PROPERTY OR EQUIPMENT, HOWEVER CAUSED, ARISING FROM, OR IN ANY WAY RELATED TO, THE EXHIBIT OR THE VIRTUAL EVENT, EXCEPT FOR SUCH LOSSES CAUSED BY THE WILLFUL MISCONDUCT OF THE ABOVE RELEASEES, AS APPLICABLE. This provision shall survive termination of this Agreement.

ACKNOWLEDGEMENT AND ASSUMPTION OF THE RISK Exhibitor understands and agrees that it and/or other third parties acting on its behalf or related to Exhibitor (any a "Releasee") may be exposed to health and safety risks by participating in the Virtual Event or producing or hosting the Exhibit, including without limitation due to the public health pandemic related to COVID-19 (the "Current Health Conditions"). Exhibitor understands that some diseases may not produce symptoms immediately. Exhibitor understands and voluntarily accepts and assumes the risks to it and any Releasee during the Current Health Conditions, and agrees that PCCA will not be liable for any injury or harm to Exhibitor or any Releasee, including, without limitation: personal, bodily, or mental/emotional injury, economic loss or any damage resulting from this Agreement. Exhibitor understands and agrees it is the sole responsibility of Exhibitor to ensure that it has adequate insurance coverage to cover any risks such as medical costs, personal accident risks, personal liability and legal expenses. Exhibitor, on its behalf and on behalf of the Releasees, understands and agrees that PCCA shall in no event provide any

coverage or compensation for any injury or claim arising from or related to Exhibit or the Current Health Conditions, whether or not Exhibitor or the Releasees are covered or compensated by insurance. Knowing the material risks and appreciating, knowing, and reasonably anticipating that other injuries are a possibility, Exhibitor, on its behalf and on behalf of the Releasees, hereby forever expressly assumes all of the delineated risks of injury, all other possible risk of injury, which could occur by reason of its participation in the Virtual Event (collectively "Risks"). This provision shall survive termination of this Agreement.

FORCE MAJEURE The performance of this Agreement by PCCA is subject to acts of God, war, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities, or other emergencies making it impossible, inadvisable, or illegal to complete the (a "Force Majeure Event"). Exhibitor understands and agrees that the Current Health Conditions shall not be a basis for Exhibitor to declare a Force Majeure Event, and Exhibitor shall not terminate, cancel, or otherwise fail to complete its obligations hereunder. If Exhibitor must cancel this Agreement due to a Force Majeure Event other than due to the Current Health Conditions, Exhibitor will, at the sole election of PCCA, either promptly provide a full refund to PCCA of any portion of the fee paid or arrange for a makeup exhibit at no additional cost to PCCA.

LIMITED LIABILITY DISCLAIMER PCCA'S FULL AND MAXIMUM LIABILITY HEREUNDER SHALL BE THE FEE PAID HEREUNDER. IN NO EVENT SHALL PCCA, OR ITS DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, OR AFFILIATES, BE LIABLE FOR ANY CLAIM FOR INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING WITHOUT LIMITATION: PUNITIVE, EXEMPLARY, OR AGGRAVATED DAMAGES; DAMAGES FOR LOSS OF PROFITS OR REVENUE; FAILURE TO REALIZE EXPECTED SAVINGS; EVEN IF PCCA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THE OBLIGATIONS HEREUNDER SHALL SURVIVE TERMINATION OF THIS AGREEMENT.

RELATIONSHIP OF THE PARTIES PCCA and Exhibitor agree that this Agreement is not intended to create any partnership, agency, joint venture, or employer/employee relationship of any kind; both parties agree not to contract any obligations in the name of the other or to use each other's credit in conducting any activities under this Agreement. The parties agree that exhibiting as part of the Virtual Exhibits does not constitute PCCA's official endorsement, guarantee, acceptance, or approval of Exhibitor, its services, products, programs, or activities.

TERM AND TERMINATION This Agreement is effective as of the date of last signature, and will terminate (i) upon conclusion of the post promotion of the Virtual Exhibits, or (ii) upon the occurrence of a material breach (including failure to make timely payments) by either party if such breach is not cured within thirty (30) days after written notice of such breach is received, or (iii) upon thirty (30) days' notice by PCCA to Exhibitor, with or without cause. In the event of termination for material breach by PCCA, or termination without cause by PCCA, PCCA will refund payments made by Exhibitor. Upon any termination of this Agreement, all rights, and privileges for use of the other party's Intellectual Property shall expire and each party shall discontinue the use of the other party's Intellectual Property.

MISCELLANEOUS This Agreement supersedes all prior writings or oral agreements and constitutes the entire agreement between the parties on the subject hereof; it may be amended only by a writing clearly setting forth the amendments and signed by both parties. This Agreement is binding on the parties, their successors, and assigns, provided that no party may assign this Agreement without the prior written consent of the other party. Either party's waiver of or failure to exercise any right provided for in this Agreement shall not be deemed a waiver of any further or future right under this Agreement. All notices required or permitted hereunder shall be in writing, sent to the parties at the addresses provided by the parties. This Agreement shall be governed by and interpreted in accordance with the laws of the State of Texas.

INTERPRETATION AND APPLICATION OF RULES AND REGULATIONS All matters and questions not specifically covered by these Rules and Regulations, are subject to the decision of Menia Costopoulos, PCCA Vice President of Sales and Marketing, and Ethan Shinogle, PCCA Director of Marketing.

Exhibitor Registration / ISTX20

Register Below

Company Name: _____

Your Name: _____ Email: _____

Address: _____

City: _____ ST: _____ Zip: _____

Phone: _____ Fax: _____

Number of virtual exhibit spaces required at \$2,500 each: _____

By checking this box you are agreeing to the Virtual Exhibitor Rules & Regulations on pages 5-6.

Select Your Add-On Choice(s) Below *(See page 4 for details)*

- Video Commercial – Main Stage \$2,000
- Digital Signage – Main Stage \$1,000
- Virtual Event Platform Banners \$750
- Roundtable Networking Sessions Sponsorship \$2,500
- WOW Box Drop \$1,500

Payment

Charge: _____ to my MasterCard Visa AE

Card No.: _____ Exp. Date: _____

Billing Address: _____

City: _____ ST: _____ Zip: _____

Cardholder's Name: _____

Signature: _____

Exhibit Contact

Stacie Arthur,
PCCA Trade Show Coordinator
800.331.2498 | sarthur@pccarx.com

PCCA reserves the right at its sole discretion to reject or rescind any Exhibitor Registration at any time for any reason. In the event PCCA exercises this right, PCCA will refund any payments received by the exhibitor applicant.

Registrations must be received by Friday, October 23, 2020.

Fax to: 281.933.6016 | **Email to:** sarthur@pccarx.com



The power of connection brings benefits to every walk of life, and it's especially important for compounders. Connecting patients to better health care solutions to make a difference in their lives is at the heart of what we do. And we do that by staying connected to the latest industry trends, to the cutting edge of medical science, and most of all – each other.

In a year like 2020, where we see challenges and struggles, connections may look a little different, but they have never been more important. International Seminar is where the compounding industry goes to learn, to network and to connect. We look forward to connecting you with our incredible attendees. Join us this year!

Exhibit Contact

Stacie Arthur, PCCA Trade Show Coordinator 800.331.2498 | sarthur@pccarx.com