



INTERNATIONAL SEMINAR • 2022

October 26-29

In Person in Houston, Texas + Virtual

EXHIBITOR PROSPECTUS

Welcome to International Seminar

PCCA's International Seminar 2022

Welcome to International Seminar 2022! We are excited to join you, our incredible exhibitors, and our PCCA members live and in person once again in Houston this October.

More options and flexibility continue to be key drivers in successful education events today. International Seminar 2022 will feature the hybrid experience our members have come to appreciate. This model allows members and exhibitors the option to engage and experience the event in-person or virtually.

As an exhibitor, you can join us in Houston for the live, in-person EXPO, host a virtual booth through our interactive event platform or both. This hybrid model will connect you, your company, and your products and services with the more than 400 anticipated Seminar attendees wherever they take part.

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 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.

I encourage you to explore this prospectus and review both the in-person and virtual exhibiting and sponsorship opportunities 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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In-Person & Virtual Exhibitor Opportunities

An in-person or virtual exhibit booth at PCCA's International Seminar EXPO is your company's key to connecting with hundreds of compounding pharmacies across the country. Please review each of the booth options, including recognition throughout the event.

Looking for more? Check out the additional sponsorship opportunities on the following pages.

All first-time vendors must complete and submit a PCCA Exhibitor Request Form for consideration to exhibit at International Seminar 2022. 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.

In-Person Exhibitor Opportunities

Standard Booth | \$7,000

- 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 **2 people** on Thursday, Friday and Saturday during the event
- Invitation for **2 people** to attend the Wednesday Opening Reception and Friday evening Texas Tailgate Party
- Virtual exhibitor booth on the digital event platform (see what's included on next page)
- Your company logo/name in main stage digital signage
- Your company logo and description featured in the Exhibitors section of the PCCAIInternationalSeminar.com website
- Recognition on PCCA and International Seminar social media channels
- Inclusion in exhibitor emails to all attendees (pre- and post-event)

Premium Booth Package | \$30,000 (2 Available)

Includes all Standard Booth offerings, plus:

- Main stage 2-minute presentation to the entire in-person and virtual audience to promote your business and offerings
- 10x20 booth space
- Premium booth placement within the EXPO
- Featured app push notification to all attendees
- Email introduction sent to attendees and PCCA members prior to event
- Reserved table at the Texas Tailgate Party
- Company included in digital signage throughout the event

Optional Order Items

AV equipment, such as monitors and additional booth fixtures, can be ordered through Lone Star Exhibits. Contact Ellen Ramsey at ellen@lonestarexhibits.com.

\$600 food and beverage fee per additional person at your in-person booth (above your allotted two).

See more exhibitor opportunities on next page!

In-Person & Virtual Exhibitor Opportunities

In-Person Exhibitor Opportunities (cont'd)

Exclusive Booth Package | \$75,000 (1 Available)

Includes all Standard Booth offerings, plus:

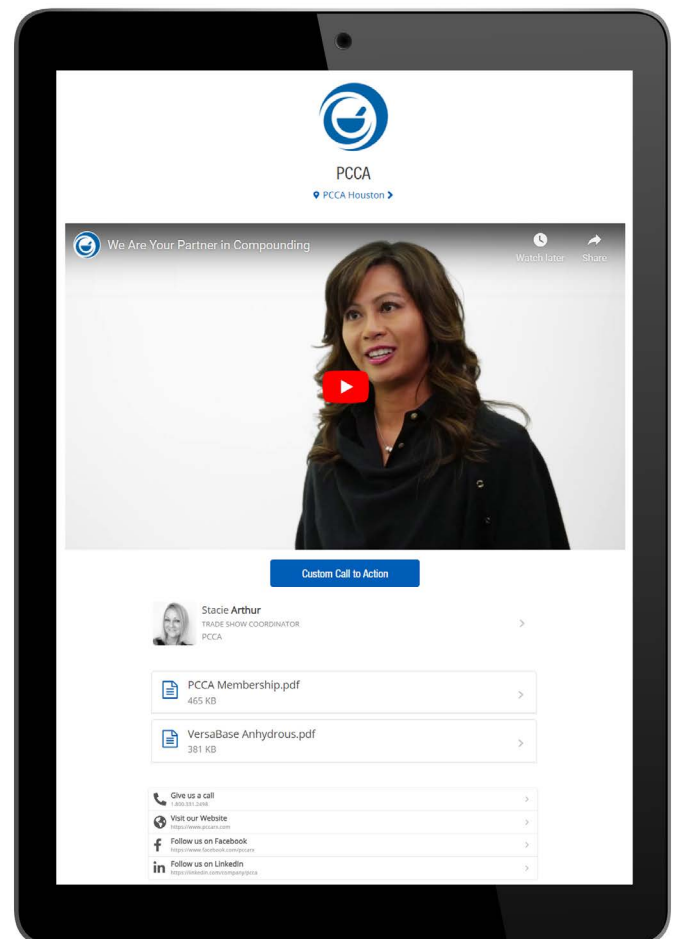
- Main stage 5-minute presentation to the entire in-person and virtual audience to promote your business and offerings
- 1-hour breakout workshop session to present your company's products and services
- 10x20 booth space
- Premium booth placement within the EXPO
- Featured app push notification to all attendees
- Email introduction sent to attendees and PCCA members prior to event
- Reserved table at the Texas Tailgate Party
- Company included in digital signage throughout event

Virtual Exhibitor Opportunity

Virtual Booth | \$3,500

- 2 complimentary virtual seminar registrations
- Virtual exhibitor booth on the event 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 event
- Your company logo/name in main stage digital signage
- Your company logo and description featured in the Exhibitors section of the PCCAIInternationalSeminar.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



In-Person Exhibit Set-Up

Wednesday, October 26 10:00 a.m. - 3:30 p.m.

In-Person Exhibit Break-Down

Saturday, October 29 11:00 a.m. - 5:30 p.m.

Above times are subject to change.

Please see page 8 for shipping information.

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

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

Exhibit Hours

Wednesday, October 26 5:00 p.m. - 7:00 p.m.

Thursday, October 27 8:00-9:00 a.m.*
10:30-11:00 a.m.
2:30-3:00 p.m.

Friday, October 28 8:00-9:00 a.m.*
10:30-11:00 a.m.
2:45-3:15 p.m.

Saturday, October 29 8:00-9:00 a.m.*
10:30-11:00 a.m.

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



Sponsorship & 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.

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. Additional drink tickets for distribution from your exhibit booth are available for an additional cost.

Texas Tailgate Sponsorship

\$20,000 | 1 Available

Make sure the Friday Night Lights are shining directly on your company! International Seminar's biggest party is the Texas Tailgate. We're taking a road trip to PCCA headquarters for a Texas-style cookout, beverages, live music and a great party. Your sponsorship will be featured throughout the event – transport and onsite signage, live recognition from stage, dedicated sponsor table, tailgate space to connect with attendees, custom cups and koozies, and much more!

Breakfast Sponsorships

\$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 the tables each morning of the event. Your company logo will also appear on the interactive event platform/app and your sponsorship will be announced from main stage.

Lunch Sponsorships

\$7,000 | 2 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 interactive event platform/app and your sponsorship will be announced from main stage.

Snack Sponsorships – Morning

\$3,500 | 3 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 interactive event platform/app and your sponsorship will be announced from main stage.

Snack Sponsorships – Afternoon

\$3,500 | 2 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 interactive event platform/app and your sponsorship will be announced from main stage.

H2O Bottle & Hydration Station Sponsorship

\$5,000 | 1 Available

Real business happens at the water cooler and smart companies elevate their brand while keeping everyone hydrated! Your custom logoed water bottle will be in the hands of every attendee, and they will keep those bottles full at hydration stations branded to your company. Water bottle shipment must be received by PCCA no later than October 12, 2022.

Sponsorship & Promotion Opportunities

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.

Custom Window Cling

\$3,500 per Window

Make sure your company shines through with a custom-printed window cling prominently featured on the windows across from registration. Attendees will see your message at every meal and during each transition period.

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.

Video Commercial on Main Stage

\$5,000 | 5 Available

Ensure every International Seminar attendee sees and remembers your company with a silent video commercial. Provide a one-minute, silent video to be played daily on main stage during breaks and transitions. Video provided by exhibitor, approved by PCCA.

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 three PowerPoint slides to be shared daily during breaks and transitions. Digital signage to be provided by exhibitor, 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 three different places across the platform, drawing important attention to your company. All banners are clickable to direct to your virtual booth.

All sponsorship digital assets and printed signage must be approved by PCCA. Unless otherwise noted, artwork for all sponsorships is due September 19, 2022.

Interested in one of these promotion opportunities?

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, Monday, October 3, 2022.

Hilton Americas-Houston

1600 Lamar St
Houston, Texas 77010
713.739.8000

Room Rate: \$254 USD/night for King or 2 Queens

Overnight Valet Parking: \$58 per night, including tax
Self-Parking: \$32 per day

Online reservations: bit.ly/ISTX22-Hotel

Ground Transportation

Uber, Lyft and traditional taxi services are widely available at George Bush Intercontinental Airport (IAH) and William P. Hobby Airport (HOU) for transportation to Hilton Americas-Houston. Feel free to explore pricing on these convenient options. No reservation required.

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 26, 2022. Material arriving after Monday, October 17, 2022, 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 25, 2022, 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: 713.545.2117

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 Ellen Ramsey at ellen@lonestarexhibits.com or 713.545.2117. 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 ellen@lonestarexhibits.com no later than October 19, 2022, to incur advanced pricing. The forms will be sent to all exhibitors by September 21, 2022.

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, 2022, for a full refund less \$250 administration fee. Exhibit space cancellations received after October 3, 2022, 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 29 at 11:00 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.

Exhibitor Registration / ISTX22

Register Below

Company Name: _____

Your Name: _____ Email: _____

Attendee #1: _____ Email: _____

Attending the Friday evening Texas Tailgate Party? Yes No

Attendee #2: _____ Email: _____

Attending the Friday evening Texas Tailgate Party? Yes No

Address: _____

City: _____ ST: _____ Zip: _____

Phone: _____ Fax: _____

Select Your Exhibitor Booth Space *(See pages 3-4 for details)*

- In-Person Standard \$7,000 In-Person Premium Package \$30,000 In-Person Exclusive Package \$75,000
 Virtual Booth \$3,500

Number of additional in-person attendees at \$600 each: _____ *Please email additional attendee names and email addresses.*

By checking this box you agree to the Exhibitor Rules & Regulations on page 9.

Select Your Sponsorship(s) *(See pages 6-7 for details)*

- Bar \$5,000 Snack – Afternoon \$3,500 Video Commercial \$5,000
 Texas Tailgate \$20,000 H₂O Bottle & Hydration \$5,000 Digital Signage \$3,000
 Breakfast \$5,000 Hotel Key \$5,000 Virtual Event Banners \$1,500
 Lunch \$7,000 Custom Window Cling \$3,500
 Snack – Morning \$3,500 Restroom Mirror Clings \$4,000

Payment Method

Check enclosed for: _____

Charge: _____ to my MasterCard Visa AE

Card No.: _____

Exp. Date: _____

Billing Address: _____

City: _____ ST: _____ Zip: _____

Cardholder's Name: _____

Signature: _____

REMINDER: All first-time vendors must complete and submit a PCCA Exhibitor Request Form for consideration to exhibit at International Seminar 2022. 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.

Registrations must be received by Friday, Sept. 16, 2022.
Fax to: 800.874.5760 | **Email to:** sarthur@pccarx.com



COME HOME TO PHARMACY COMPOUNDING'S BIGGEST ANNUAL EVENT!

Join us – in person OR virtually – to connect with your compounding colleagues, be inspired by insights from our incredible speakers and take home plenty of pearls to tackle your patients' health challenges. All at International Seminar 2022 (ISTX22).

Exhibit Contact

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