

LOUISIANA PHARMACISTS ASSOCIATION

EXHIBITOR PROSPECTUS

It's time to make plans to participate in the 2010 LPA Annual Convention and Tradeshow in Marksville, Louisiana! This annual event has provided an important venue for interaction between pharmacy providers, LPA members, and other registered professionals for over a century. We look forward to a successful show and thank you for your support. Please contact us with any questions.

Louisiana Pharmacists Association's 128th Annual Convention and Tradeshow

July 22-24, 2010
(Tradeshow - July 23, 2010)

**Paragon Casino Resort
Marksville, Louisiana**



Louisiana Pharmacists Association
450 Laurel St., Ste. 1400 Phone: (225)346-6883
Baton Rouge, LA 70801 Fax: (225)344-1132
www.louisianapharmacists.com Email: lpa@pperron.com



EXHIBITING INFORMATION

128TH Annual Convention & Trade Show · Paragon Casino Resort · Marksville, LA · July 22-24, 2010

WHY EXHIBIT?

- Exhibitors will have the opportunity to network with pharmacists from Louisiana and surrounding states
- Practitioners, including students from both ULM and Xavier Colleges of Pharmacy, representing all fields of pharmacy will be attending
- Showcase and demonstrate your product's and service's value to attendees face-to-face
- Recruit new pharmacists and pharmacy technicians

EXHIBIT CONTRACT INCLUDES

- Standard 8' x 8' draped booth (8' background, 3' side rails)
- Listing with booth number in exhibit marketing and on website, with company link
- Advance show promotion through LPA
- On-line exhibitor spotlight following exhibit hall event

EXHIBITOR SCHEDULE

THURSDAY, JULY 22, 2010

8:00 a.m. — 1:00 p.m.

Golf Tournament
(prior registration required)

FRIDAY, JULY 23, 2010

12:00 p.m. — 4:00 p.m.

5:00 p.m. — 8:00 p.m.

8:00 p.m. — 10:00 p.m.

Exhibitor Setup
Exhibit Hall with Reception
Exhibitor Tear-Down

HOTEL ACCOMODATIONS

Exhibitor personnel are responsible for making hotel reservations directly with the hotel. Reservations should be made with Paragon Casino Resort, 711 Paragon Place, Marksville, LA 71351. To make reservations, call 1-800-642-777 and use the group code: LPAJ27G. The group rate is \$116, plus tax, for Standard Guest Rooms and \$170, plus tax, for Deluxe Atrium Guest Rooms. Reservations must be made by **June 30, 2010**. Visit the resort website at www.paragon.com.

APPLICATION PROCESS

Enclosed is an application for your review. Read the application and rules and regulations carefully. Complete the application with signature of your company's authorized representative. **Payment must be received in full to hold booth space. LPA offers four ways to register:**

- 1) Online – www.louisianapharmacists.com
- 2) Fax – 225-344-1132
- 3) Mail – 450 Laurel St., Ste. 1400, Baton Rouge, LA 70801
- 4) Email—lpa@pperron.com

PAST EXHIBITORS

Abbott Diabetes Care
Accorda Therapeutics
Albertsons
Amerisource Bergen
Bayer Healthcare
Bayham Consulting, LLC
Bayne Jones Army Community Hospital
Cameron & Company
Cardinal Health
CVS Caremark
Data Rx Management
Delta Aids Education & Training Center
Dr. Comfort
Drug Enforcement Administration
Elan Biopharmaceuticals
Eli Lilly & Company
Fred's Pharmacy
H & H Wholesale
Healthcare Engineering Services
Kroger
LA Capitol Federal Credit Union
Letco Medical
Lifescan, Johnson & Johnson Co.
LA Independent Pharmacies Assoc.
LSU AgCenter
Manchac Technologies, LLC
McKesson
Meadowbrook Insurance Group
Merck & Co., Inc.
Morris & Dickson
Natural Step
Nephron Pharmaceuticals
Novartis Pharmaceuticals
Novo Nordisk
Osmoflex
Pennsylvania Life Insurance Co.
Pharmacists Mutual Companies
PriCara
QS/1 Data Systems
Rite Aid Pharmacy
Robert Ellis & Associates
Rx Systems, Inc.
Seablue
Southern Flow Cleanrooms,
Containment & Calibrations
Teva Specialty Pharmaceutical
ULM College of Pharmacy
Walgreens
Wal-Mart Stores, Inc.
Xavier College of Pharmacy



EXHIBITOR APPLICATION AND CONTRACT FOR BOOTH SPACE

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CONTRACT DEADLINE: 03/31/10

Company Name (as it should appear on the booth ID sign.) _____

Contact Name	Title		
Address	City	State	Zip
Telephone	Fax	E-mail Address	

BOOTH RESERVATION

Booth Reservations are for **two** exhibitor personnel. Additional personnel may be added for an additional \$75 per person.

Please select the desired booth:

- Prime Location Booth**
 \$850 before 03/31/10 \$950 after 03/31/10
- Standard Booth**
 \$700 before 03/31/10 \$800 after 03/31/09

Additional Personnel Passes
 _____ @ \$75/each

Please indicate Product Category:

- | | |
|---|---|
| <input type="checkbox"/> Pharmaceutical | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Store Fixtures | <input type="checkbox"/> Service |
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Natural Products |
| <input type="checkbox"/> Long-Term Care | <input type="checkbox"/> OTC |
| <input type="checkbox"/> Staffing / Recruitment | |
| <input type="checkbox"/> Other: _____ | |

Booth Requests: Access to Electricity Other: _____

List competitors you do not want in close proximity (if possible): _____

EXHIBITOR PERSONNEL

Attendee Name	Email Address	On Site Phone Number	Participating in CE Programs (Complimentary)	Participating in Golf Tournament (\$100)	Attending Awards Banquet (\$75)
			Y / N	Y / N	Y / N
			Y / N	Y / N	Y / N
			Y / N	Y / N	Y / N
			Y / N	Y / N	Y / N

PAYMENT & SUBMISSION

CONTRACT DEADLINE: 03/31/10

Booth:	\$ _____
Additional Passes:	\$ _____
Golf Fees:	\$ _____
Banquet Tickets:	\$ _____
Event Support: (see next page)	\$ _____
Grand Total:	\$ _____

Check made payable to LPA enclosed (please include check#): _____
 Credit Card: Mastercard Visa Card #: _____
 Expiration Date: _____ Security Code: _____ Billing Zip Code: _____
 Name as it appears on the card: _____

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 1) Online – www.louisianapharmacists.com 2) Fax – 225-344-1132
 3) Mail – 450 Laurel St., Ste. 1400, Baton Rouge, LA 70801 4) Email—lpa@pperron.com

I have read and fully understand all of the terms as set forth in this packet and agree to abide by all exhibit rules and regulations, which are a part of this contract.

Authorized Signature _____ Title _____ Date _____



EXHIBITOR FINANCIAL SUPPORT OPPORTUNITIES

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BOOTH RAFFLE PRIZE

Attendees earn chances to win raffle prizes by **visiting the exhibit booths and having their cards signed**. Only cards that are completely marked are eligible to win prizes. Prizes are drawn in the final half hour of the event. We encourage each exhibitor to donate a raffle item. (Past prizes included DVD players, MP3 players, gift baskets, gift cards, and framed pharmacy prints.) **All door prizes must be turned in to the LPA Registration Desk prior to the Exhibit Hall opening.**

- I am donating a door prize (description: _____) for LPA's raffle drawing.
 - I would like to participate in the drawing by pulling the name at the designated drawing area.
 - I would like an LPA representative to pull the name.
- I am donating a door prize (description: _____), but will hold my own Raffle at my exhibit booth. I understand that this drawing will be held in conjunction with LPA's drawing in the designated drawing area.

GOLF TOURNAMENT PRIZE

LPA's Annual Golf Tournament awards prizes to winners and participants. Donations for the golf tournament are recognized during the first General Session and at the Exhibit Hall event. These items must be delivered to the LPA office by **May 31, 2010** and marked LPA Golf Tournament.

Description: _____ Number: _____

Description: _____ Number: _____

REGISTRATION BAGS

Every attendee receives a bag upon registration. You may fund the production of the bags or send items to be placed in registration bags. This a great way to further expose your company to all attendees.

200 bags prepared.

- I would like to fund the production of the registration bag and have my logo featured on the bag.
 - I will send my logo to LPA office for production and understand that LPA will invoice me for the production costs. **Logo must be received in JPG or TIF form by April 15, 2010.**
 - I have a production company that I would like to use and will ship the bags to the LPA office. **Bags must be received by the LPA office by June 15, 2010.**
- I would like to donate the following items to be included in the bags.
 - Description: _____ Number: _____
 - Description: _____ Number: _____

Contact Name: _____ Phone Number: _____

Company Name: _____ Email Address: _____

Signature: _____ Date: _____



EXHIBITOR CONTRACT TERMS AND CONDITIONS

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HOTEL RESERVATIONS

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PAYMENT & BOOTH SPACE RESERVATION

Full payment must accompany this application. Applications will not be considered until full payment is received. All reservations are made on a first-come, first-serve basis, without exception. All exhibitor application requests will be honored to the best of the association's ability. LPA reserves the right to make the final determination of all space assignments in the best interest of the trade show.

REFUND POLICY

No refund will be made for cancellations or failure to show. No refunds will be given for unused space or for space that is only used during a portion of the exhibit period.

REGISTRATION ON-SITE

All exhibitor personnel must register at the LPA registration desk during regular meeting registration hours.

NO CONFLICTS

There shall be no activities planned that would conflict with the exhibiting hours.

SHIPPING OF MATERIALS

Arrangements for shipping of goods to and from the exhibiting site must be made at least 2 weeks prior to the exhibiting date. They may be shipped to 711 Paragon Place, Marksville, LA 71351 and clearly marked to be included in the Louisiana Pharmacists Association Trade Show on July 23, 2010.

USE OF SPACE

Exhibits must be staffed at all times while exhibits are open. No subletting or sharing of booth space is permitted. All exhibitor's activities must be confined to the limits of rented space and must not impede traffic or interfere with the activities of other exhibitors. Exhibitors may arrange their exhibits as desired, but the arrangement must be such as to not interfere with the light or space of other exhibitors. Should it be necessary for an exhibit to extend beyond the booth specifications of this contract, permission must be obtained in writing from the LPA Office.

DISTRIBUTION OF LITERATURE/PRODUCTS

Exhibitors are permitted to promote products, equipment, and/or services, as well as distribute product samples and literature. Such items may only be distributed within the booth space assigned to the exhibitor presenting such material. Firms or organizations not assigned a booth space in the exhibit hall will not be permitted to solicit business.

INSTALLATION AND DISMANTLING

Exhibitors must follow LPA guidelines and schedule as presented in this contract. All exhibits must comply with IAEM Guidelines for Display Rules and Regulations. No dismantling may take place prior to the closing of the trade show. Dismantling early may jeopardize exhibitor's participation in future LPA Trade Shows.

LIABILITY AND INSURANCE

LPA does not guarantee against loss or damage of any kind. The Exhibitor shall understand that neither LPA nor the Paragon Casino Resort, maintain insurance covering exhibitor's property. It is the sole responsibility of the exhibitor to obtain such insurance. Any claims against any party other than LPA are to be submitted directly to the party involved.

PROTECTION OF THE TRADE SHOW FACILITY

Exhibitors are liable for damage to the property: no material or matter of any kind shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building and furnishings. Whatever may be necessary to protect the building, equipment, or furniture will be installed at the exhibitor's expense. Painting in the space is prohibited. The cost of repairing any damage to the facility caused by the exhibitor, its employees, representatives, or agents will be billed to and paid by the exhibitor.

TERMINATION OF CONFERENCE AND EXPOSITION

Should the premises in which the trade show is to be held become, in the sole judgment of the Association, unfit for occupancy, or should the convention and trade show 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 LPA, the contract for exhibit space may be terminated. LPA 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 the Association of and from all claims for damages and agree that the Association shall have obligation except to refund to exhibitors pro-rated shares of the aggregate amounts received by the Association 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.

CHANGES TO THESE RULES

LPA reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to change at the decision of the association.