

# Sponsorship Opportunities



16th ANNUAL  
**PBMI Drug Benefit  
Conference**

February 16-18, 2011  
Arizona Biltmore • Phoenix, Arizona



2011 is the 16th year that drug benefit decision makers from across the nation will gather at the Pharmacy Benefit Management Institute (PBMI) conference to seek and share solutions to drug benefit challenges. We hope you will be there as a sponsor to showcase your organization's winning solutions.

PBMI's annual conference draws hundreds of attendees, including human resource managers, risk managers, employee benefits managers, pharmacy directors, managed care organization executives – all of the people who are making decisions about drug benefits and drug benefit management services for their organizations.

Sponsorship of PBMI's Drug Benefit Conference provides outstanding opportunities to:

- Build relationships with drug benefit decision-makers and the consultants who influence their decisions.
- Communicate the ways your organization helps improve drug benefit delivery.
- Support continuing education for benefits professionals and clinicians.
- Participate in the industry's leading dialog about creative strategies for managing utilization and controlling costs.

### **BACK AGAIN BY POPULAR DEMAND!** **Increase Traffic to Your Exhibit**

PBMI sponsors and exhibitors offer a wealth of drug benefit information in the Educational Forum Café. To promote exhibit traffic, the 2011 conference will feature a Forum Café Puzzle Challenge. At registration, attendees will receive a puzzle board showing the location of exhibitors participating in the Challenge. Attendees who have their boards stamped by all participating exhibitors will be eligible to win a grand prize or one of two \$100 cash prizes.

Exhibitors who are members of PBMI are automatically enrolled for free in the Forum Café Puzzle Challenge. Other exhibitors may enroll by checking the appropriate box on the sponsorship form. The nonmember cost to participate is \$100.



## Sponsor Recognition Tiers

PBMI offers Sponsor Recognition Tiers to provide sponsors an opportunity for marketing and networking exposure with drug benefit program decision makers.

Elements of Sponsorship Package	Platinum Sponsor \$9,500	Gold Sponsor \$7,500	Silver Sponsor \$6,500
Educational Forum Café exhibit booth	Yes	Yes	Yes
Conference passes (Value \$1,270 per pass)	3 passes	2 passes	1 pass
Recognition in conference marketing materials	Yes	Yes	Yes
Your company logo on Welcome Banner at entrance to conference meeting facility	Yes	No	No
Full-page color ad in conference notebook	Yes	No	No
Company description in conference notebook	Yes	Yes	Yes
Link to your company Website from the conference pages at <a href="http://www.pbmi.com">www.pbmi.com</a>	Yes	Yes	No
Your company logo projected on screen during breaks in general session room	Yes	Yes	Yes
Your company presence on signage	Logo on signage	Logo on signage	Company name on signage

**Select your sponsorship now for maximum exposure in PBMI's conference marketing.** Early sign-up for an inclusive sponsorship ensures your exhibit space. Exhibit-only sponsorships are subject to space availability. Payment of sponsorship fees must be made by December 15, 2010.

Please contact Linda DeChant at 480-730-0814 or [ldechant@pbmi.com](mailto:ldechant@pbmi.com) to discuss sponsorship options.

# Special Sponsorship Opportunities for February 16-18, 2011 Conference

## Conference Notebook Sponsor

**\$10,000**

Maximize your visibility with conference attendees by underwriting the conference notebook. Your logo and message appear on the back cover of this indispensable book containing the conference program, speaker bios, and black and white copies of conference presentations. Attendees use this notebook for reference and notetaking throughout PBMI's 3-day conference and long-after. *Recognition also includes:*

- Educational Forum Café booth space
- Two conference passes
- Your company description in conference notebooks
- Link to your Website from conference pages at [www.pbmi.com](http://www.pbmi.com)
- Your logo projected on screen in general session room during breaks
- Your logo on conference signage

## Conference Presentation Website Sponsor

**\$10,000**

Sustain your visibility with conference attendees by featuring your company's logo on the PBMI Conference Presentation Website. As the sponsor, you'll be recognized for making speaker presentations available online to conference attendees. The color presentations have full text searchability, with the option to view, download and/or print the slides. The site, which includes a link to your company Website, will be available for three months after the conference. *Recognition also includes:*

- Educational Forum Café booth space
- Two conference passes
- Your company description in conference notebooks
- Link to your Website from conference pages at [www.pbmi.com](http://www.pbmi.com)
- Your logo projected on screen in general session room during breaks
- Your logo on conference signage

## Conference Tote Bag Sponsor

**\$10,000**

Make sure every conference attendee has this practical carryall with your company logo on the front. Your brand will be seen everywhere at the conference, and your visibility sustained when attendees return home. As the sponsor, you will be able to include a marketing brochure in the tote bag. *Recognition also includes:*

- Educational Forum Café booth space
- Two conference passes
- Your company description in conference notebooks
- Link to your Website from conference pages at [www.pbmi.com](http://www.pbmi.com)
- Your logo projected on screen in general session room during breaks
- Your logo on conference signage

## CyberCafé and Boarding Pass Station Sponsor

**\$6,500**

Make it easy for conference attendees to access the Internet, e-mail and airline boarding passes without leaving the exhibit area. Your company name and logo will be prominently displayed on Internet stations in the Educational Forum Café, the key area for conference networking. CyberCafé computers will have screensavers with your company name and logo. Your booth space will be equipped with a computer and printer to create a Boarding Pass Printing Station. Conference attendees will be invited to visit your exhibit to print boarding passes. *Recognition also includes:*

- Educational Forum Café booth space
- One conference passes
- Your company description in conference notebooks
- Link to your Website from conference pages at [www.pbmi.com](http://www.pbmi.com)
- Your logo projected on screen in general session room during breaks
- Your logo on conference signage

## Name Badge Lanyard Sponsor

**\$8,000**

As the Lanyard Sponsor, your company name and logo will be highly visible throughout the conference. Conference badges and lanyards are distributed at registration. Badges must be worn for admittance to all meeting events and meals. *Recognition also includes:*

- Educational Forum Café booth space
- Two conference passes
- Your company description in conference notebooks
- Link to your Website from conference pages at [www.pbmi.com](http://www.pbmi.com)
- Your logo projected on screen in general session room during breaks
- Your logo on conference signage

## Mardi Gras Evening Event Sponsor

**\$7,500**

Host this evening social event from 9:00 to 11:00 p.m. Thursday, February 17. Featuring a dessert buffet, drinks, and a Mardi Gras theme. Your company name and logo will be prominently displayed at the entrance to the event, at dessert and beverage stations, and on cocktail napkins. Place an event invitation in the conference registration packet. Staff the entrance to the party and greet your guests as they stop for a nightcap and the signature networking event of the conference. *Recognition also includes:*

- Educational Forum Café booth space
- Two conference passes
- Your company description in conference notebooks
- Link to your Website from conference pages at [www.pbmi.com](http://www.pbmi.com)
- Your logo projected on screen in general session room during breaks
- Your logo on conference signage

## Conference Reception Sponsors

**\$7,500**

The PBMI conference features two networking receptions – popular events where attendees connect with colleagues, discuss the day's presentations, and build business relationships. As a reception sponsor, you will be recognized for making the event possible. Your company name and logo will be highly visible at the reception entrance, food and beverage stations, and on cocktail napkins. *Recognition also includes:*

- Educational Forum Café booth space
- Two conference passes
- Your company description in conference notebooks
- Link to your Website from conference pages at [www.pbmi.com](http://www.pbmi.com)
- Your logo projected on screen in general session room during breaks
- Your logo on conference signage

## Awards Luncheon Sponsor

**\$7,500**

Host this luncheon to recognize recipients of PBMI's Rx Benefit Innovation Award. The award recognizes organizations for programs that improve the delivery of drug benefits in a fiscally responsible way. Your company name and logo will be highly visible at the entrance to the luncheon and throughout the luncheon venue. The conference agenda will recognize your company as the awards luncheon sponsor. *Recognition also includes:*

- Educational Forum Café booth space
- Two conference passes
- Your company description in conference notebooks
- Link to your Website from conference pages at [www.pbmi.com](http://www.pbmi.com)
- Your logo projected on screen in general session room during breaks
- Your logo on conference signage
- Your marketing piece distributed on every chair

## Special Sponsorship Opportunities for February 16-18, 2011 Conference

### Opening Lunch Buffet Sponsor **\$6,500**

Let your company be the first to welcome 2011 PBMI conference attendees by sponsoring this buffet lunch before the opening session. This is the first networking event of the conference. Your company name will be highly visible on signage at the entrance to the buffet. *Recognition also includes:*

- Educational Forum Café booth space
- Two conference passes
- Your company description in conference notebooks
- Link to your Website from conference pages at [www.pbmi.com](http://www.pbmi.com)
- Your logo projected on screen in general session room during breaks
- Your logo on conference signage
- Your marketing piece distributed on every chair

### Educational Forum Café Exhibit Booth **\$6,000**

PBMI will host an Educational Forum Café to provide organizations with the opportunity to network with benefit plan sponsors and distribute research reports, monographs, and other educational materials. It features a limited number of booth exhibits in the conference's primary networking space. Breakfast, break and reception food is served here, drawing attendees into the exhibit area from the adjacent general session meeting room. Exhibits are included in many special sponsorship packages so there is limited availability for exhibit-only sponsorships.

- *An Exhibit Booth Sponsorship includes one conference pass.*
- *Exhibit fee includes one eight-by-ten foot draped booth, one six-foot draped table, one electrical outlet, and a wastebasket.*
- *Your company description in conference notebooks.*

Set-up:	Wednesday, February 16	10:00 am – 2:00 pm
Exhibit Hours:	Wednesday, February 16	3:00 pm – 3:30 pm
		5:00 pm – 7:00 pm
Exhibit Hours:	Thursday, February 17	7:00 am – 8:00 am
		10:00 am – 10:30 am
		11:30 pm – 1:00 pm
		3:00 pm – 3:30 pm
		4:30 pm – 6:30 pm
Exhibit Hours:	Friday, February 18	7:45 am – 8:30 am
		10:30 am – 10:45 am
Tear-down:	Friday, February 18	10:45 am – 3:00 pm

## Additional Opportunities

*(Exhibit booth not included in packages listed below.)*

### Boxed Lunch Sponsor **\$4,500**

This is a great way to display your message. The last day of the meeting as everyone is adjourning and heading home, a boxed lunch will be offered in a box with your messaging printed on it.

### Breakfast Buffet Sponsors **\$3,000**

The Breakfast Buffets are a great opportunity for conference attendees to greet the day and visit with one another, compliments of your company. You'll be recognized on signage during meal time.

### Conference Break Sponsors **\$1,500**

Conference breaks are a great opportunity for conference attendees to refuel, rejuvenate and network, compliments of your company. Breaks will be held in the Education Forum Café. You'll be recognized on signage during break time in this high traffic area.

### Resource Directory Color Advertisement **\$1,500**

Stand out from the crowd. Your organization will get noticed with a full-page color ad in the PBM/Industry Partner Resource Directory in the conference notebook. Page size for your no-bleed ad is 8 1/2 x 11 inches.

### Forum Café Puzzle Challenge

Increase traffic to your exhibit by participating in the Forum Café Puzzle Challenge. Conference attendees will be eligible to win a grand prize or one of two \$100 cash prizes if they have their puzzle boards stamped by each participating exhibitor.

Free to PBM and Industry Partner members of PBMI.

Nonmember cost to participate is **\$100**.

**Select your sponsorship now to gain maximum exposure in conference marketing.**

Contact Linda DeChant at 480-730-0814  
or [ldechant@pbmi.com](mailto:ldechant@pbmi.com).



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