

# Sponsorship Opportunities

17th ANNUAL

## PBMI Drug Benefit Conference

February 22-24, 2012  
Talking Stick Resort & Casino  
Scottsdale, Arizona



2012 is the 17th 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, health plan 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.

## 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 2012 conference will feature a Forum Road Map Challenge.

At registration, attendees will receive an exhibit map showing the location of all exhibitors. Attendees who have their maps stamped by all participating exhibitors will be eligible to win a grand prize or one of two \$100 cash prizes.

All exhibitors will be included in the Road Map at no cost.



## 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 16, 2011.

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 22-24, 2012 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 and your logo and name appear on the front cover as sponsor 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 as well as CE opportunities online to other interested parties. 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 and PBMI conference name and date on the back. 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

## 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 are requested to 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

## Hotel Key Pass Sponsor

**\$7,000**

As the Hotel Key Pass Sponsor your name and logo will be highly visible to all attendees of the 2012 PBMI Conference. This provides you with an opportunity to spotlight your company each time attendees use their hotel room card. You can custom print your company name and logo up to four colors. *Recognition also includes:*

- Educational Forum Café booth space
- One conference pass
- 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

## Dessert Evening Event Sponsor

**\$7,500**

Host this evening social event from 8:00 to 10:00 pm Thursday, February 23 featuring a dessert buffet, drinks and networking. 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 (2 available)

**\$8,000**

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 22-24, 2012 Conference

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

Let your company be the first to welcome 2012 PBMI conference attendees by sponsoring this buffet luncheon 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 22	10:00 am – 2:00 pm
Exhibit Hours:	Wednesday, February 22	3:00 pm – 3:30 pm
		5:00 pm – 7:00 pm
	Thursday, February 23	7:30 am – 8:30 am
		10:30 am – 11:00 am
		12:00 pm – 1:30 pm
		3:00 pm – 3:30 pm
		4:30 pm – 6:30 pm
	Friday, February 24	7:30 am – 8:30 am
		10:30 am – 10:45 am
Tear-down:	Friday, February 24	10:45 am – 3:00 pm



### PHARMACY BENEFIT MANAGEMENT INSTITUTE, LP

5760 Legacy Drive, Suite B3-505  
Plano, Texas 75024  
Phone: 480-730-0814 Fax: 480-222-4229  
[www.pbmi.com](http://www.pbmi.com)

## 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 lunch will be offered in a box with your messaging printed on it. Your company description will also be included in conference notebook.

### Internet and Boarding Pass Station Sponsor **\$3,500**

Make it easy for conference attendees to access the Internet, e-mail and airline websites without leaving the exhibit area. Your company name and logo will be prominently displayed as a screensaver.

### Breakfast Buffet Sponsors (2 available) **\$3,500**

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 (4 available) **\$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 will be recognized on signage during break time in this high traffic area and on napkins printed with your company name.

### 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.

### 2012 Specialty Pharmacy Trends Report Sponsorship

This is an opportunity to sponsor PBMI's first annual specialty pharmacy report for employers, which will examine employers' understanding, concerns, priorities, and management strategies in providing a specialty pharmacy benefit. Results will be first shared at the 2012 conference, distributed to PBMI members, and made available online. Please call for pricing.

### Forum Café Road Map Challenge

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

Free to all participating exhibitors.

Prizes to be announced at the Thursday evening reception.  
Winners must be present to win.

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

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or [ldechant@pbmi.com](mailto:ldechant@pbmi.com).