

# Corporate Partner Opportunities

2018



# Become Our Partner

Thank you for your interest in becoming a Corporate Partner with the California Pharmacists Association (CPhA). You are about to enter into a relationship with the **nation's largest state-wide pharmacy association**.

The Corporate Advisory Council (CAC) serves as a forum for corporate and association thought leaders to convene and foster robust dialogues that will broaden and strengthen shared priorities to further the pharmacy profession. By working together to align strategic initiatives, resources, and advocacy efforts – the CAC will be able to educate, empower and move the profession forward.

## Benefits

Corporate partners enjoy special stature and visibility among California pharmacists; pharmacists who make annual purchasing decisions worth hundreds of millions of dollars, establish formularies, and influence patient adherence and product decisions in **6,600+ pharmacies across the state**. As a partner, you'll not only receive the benefits outlined below, you'll be front and center on all legislative advocacy efforts and advancing the profession of pharmacy. Corporate partners also receive special privileges and recognition of your support. Corporate Advisory Council benefits include:

- ✓ **Certificate of Membership in the CPhA Corporate Advisory Council**
- ✓ **In-person Meetings:** Convene three times a year with association leaders to discuss corporate and organizational initiatives, legislative and advocacy efforts, and strategic plans.
  - » Two seats on the Corporate Advisory Council
  - » Two seats on the Governmental Relations Round Table
- ✓ **Ongoing Communication with the CPhA:** Stay up-to-date on current news, priorities, and future programs.
  - » Dedicated CPhA staff liaison
  - » Company subscription to the CEO Message e-newsletter and recognition in each edition with your logo and a link to your website.
  - » Company subscription to the *Journal of Contemporary Pharmacy Practice*
- ✓ **Exclusive Networking Events:** Network opportunities with other Corporate Advisory Council members and association leaders during invitation-only receptions including the CAC Reception and President's Reception.
- ✓ **Recognition on CPhA's Website**
  - » Listing on CPhA website and Corporate Advisory Council webpage
- ✓ **Recognition at CPhA's annual conference:** Gain exposure with your company name listed on signage, in the on-site guide, and in the mobile app at Western Pharmacy Exchange.
- ✓ **Badge Ribbon and Exhibit Booth Sign Displaying Your Membership in the Corporate Advisory Council** (*must be Silver level or higher*)
- ✓ **Complimentary Registration to CPhA's annual conference:** Attend continuing pharmacy education sessions at no cost and stay up-to-date
  - » Two complimentary registration to Western Pharmacy Exchange
- ✓ **Access to exclusive market research:** Reach over 17,000 pharmacists via email and have CPhA send out an email on your behalf.
- ✓ **Discounts** on education events and sponsorship opportunities

Thank you for your interest and we look forward to adding your name to our list of corporate partners!

**Term: January – December**

**Fee: \$5,000**

# Corporate Partner Membership Application



**Term: January – December**

**Fee: \$5,000**

## Benefits

Corporate partners enjoy special stature and visibility among California pharmacists; pharmacists who make annual purchasing decisions worth hundreds of millions of dollars, establish formularies, and influence patient adherence and product decisions in **6,600+ pharmacies across the state**. As a partner, you'll not only receive the benefits outlined below, you'll be front and center on all legislative advocacy efforts and advancing the profession of pharmacy. Corporate partners also receive special privileges and recognition of your support. Corporate Advisory Council benefits include:

- Certificate of Membership in the Corporate Advisory Council
- CPhA membership for up to three representatives
- In-person Meetings
- Ongoing Communication with the CPhA
- Exclusive Networking Events
- Recognition on CPhA's Website
- Recognition at CPhA's Annual Conference
- Badge Ribbon and Exhibit Booth Sign Displaying Your Corporate Partner Membership
- Complimentary Registration to CPhA's Annual Conference
- Access to exclusive market research
- Discounts on education events & sponsorship opportunities

## Contact Information

**Company Name** \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

**1st Representative Name** \_\_\_\_\_ Email \_\_\_\_\_

Title \_\_\_\_\_ Phone \_\_\_\_\_

**2nd Representative Name** \_\_\_\_\_ Email \_\_\_\_\_

Title \_\_\_\_\_ Phone \_\_\_\_\_

**3rd Representative Name** \_\_\_\_\_ Email \_\_\_\_\_

Title \_\_\_\_\_ Phone \_\_\_\_\_

Please explain how your involvement in CAC will further either CPhA's mission to promote the health of the public through the practice of pharmacy. \_\_\_\_\_

Please briefly list the topics you would like to discuss with members of the Corporate Advisory Council:

## Payment Information

**Corporate Advisory Council Annual Fee: \$5,000**

Please charge my credit card:  Visa  MasterCard  AmEx  Discover

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVC \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name on Credit Card \_\_\_\_\_ Signature \_\_\_\_\_

Check # \_\_\_\_\_ enclosed, made payable to "CPhA"

### Submit application to:

California Pharmacists Association, 4030 Lennane Drive, Sacramento, CA 95834 • Fax: 916-779-1401

If you have any questions, please contact Mursal Rahim at mrahim@cpha.com or (916) 779-4518.

# Sponsorship Opportunities

Whether your goal is to build a new client base or reconnect with current relationships, CPhA is here to help! The following sponsorship opportunities are available for Corporate Partner members in exclusive packages (see page 5 for more details).

## Western Pharmacy Exchange General Sponsor

Sponsorship recognition on all advertising and event materials during CPhA's annual conference hosting more than 1,000 pharmacy professionals and associates.

## Western Pharmacy Exchange Product Launch Event Sponsor

Sponsorship recognition before and during the most popular event at CPhA's annual conference.

## Western Pharmacy Exchange Rejuvenation Station Sponsor

Sponsorship recognition at the Rejuvenation Station located in the Exhibit Hall during our annual conference.

## Certificate Program Sponsor

Sponsorship recognition for CPhA hosted certificate programs throughout the year. Topics include Advanced Practice Pharmacist, Anticoagulation, Diabetes Care, Immunization Delivery, Medication Therapy Management, and Cardiovascular training.

## CEO Message e-Newsletter Banner Advertisement

Advertise in CPhA's weekly CEO Message e-Newsletter providing news and updates from around the profession sent to all CPhA members.

## Journal of Contemporary Pharmacy Practice Advertisement

Advertise in CPhA's national journal read by over 20,000 pharmacy professionals.

## Exhibit Booth at Western Pharmacy Exchange

Exhibit during the West's largest annual conference and receive five hours of exclusive exhibit time, your company listing in the exhibit directory, and a conference attendee list.

## CE Session Sponsor at Western Pharmacy Exchange

Choose from over 30 sessions of high quality, applicable topics affecting today's pharmacist at CPhA's annual conference.

## Product Theater at Western Pharmacy Exchange

Showcase your products and services to attendees during CPhA's annual conference in an exclusive Product Theater.

## Leader Development Weekend Event Sponsor

Sponsorship recognition at CPhA's Leader Development Weekend that provides leadership training for emerging and established pharmacy leaders throughout California.

## Specialty Pharmacy Conference Event Sponsor

Sponsorship recognition at CPhA's Specialty Pharmacy Conference providing updates on specialty pharmacy trends in the profession.

## Pharmacy Law & Practice Conference Event Sponsor

Sponsorship recognition at CPhA's Pharmacy Law & Practice Conference featuring dynamic presentations that focus on current and emerging trends around laws and regulations.

## Pharmacy Legislative Day Event Sponsor

Sponsorship recognition at the annual California Pharmacy Legislative Day expanding grassroots advocacy efforts for the pharmacy profession.

## Western Pharmacy Exchange Mobile App Sponsorship

Grab the attention of attendees at CPhA's annual conference with a mobile app sponsorship with exclusive offers, promotions, and sponsored posts.

## CPhA Monthly Webinar Sponsorship

Sponsorship recognition before and during CPhA's monthly webinar featuring hot topics and important updates for pharmacy professionals.

## Rx Boot Camp for Student Pharmacists Event Sponsor

Sponsorship recognition at CPhA's Rx Boot Camp - California's only leadership training event designed for and by student pharmacists.

## Western Pharmacy Exchange Program Guide

Advertise in CPhA's annual conference program guide featuring conference information given to all attendees.

**For more information or to purchase a package,  
please contact Mursal Rahim at [mrahim@cpha.com](mailto:mrahim@cpha.com)  
or (916) 779-4518.**

# Sponsorship Packages

Corporate Partner membership fee **included** with all sponsorship packages.

## PLATINUM \$100,000

All Group A included  
Two options from Group B  
Four options between Group C or D

## DIAMOND \$75,000

Two options from Group A  
Two options from Group B  
Three options between Group C or D

## GOLD \$50,000

One option from Group A  
One option from Group B  
Three options from Group C  
One option from Group D

### Select your package:

- Platinum  Silver  Diamond  
 Bronze  Gold

Corporate members also enjoy the following benefits with any package:

- ✓ Legislative Advocacy
- ✓ Advancing Pharmacy Profession

## SILVER \$25,000

One option from Group B  
Two options from Group C  
One option from Group D

## BRONZE \$15,000

One option from Group B  
One option between Group C or D

### Select your package options:

#### GROUP A

Western Pharmacy Exchange  
General Sponsor

Western Pharmacy Exchange  
Product Launch Event Sponsor

Western Pharmacy Exchange  
Rejuvenation Station Sponsor

#### GROUP B

Certificate Program Sponsor:

- Advanced Practice Pharmacist  
 Anticoagulation  
 Cardiovascular

- Diabetes Care  
 Immunization Delivery  
 Medication Therapy Management

- CPhA CEO Message e-Newsletter  
Advertisement (12 issues -  
limited based on availability)  
 Journal of Contemporary  
Pharmacy Practice Full Page  
Color Advertisement (4 issues)

#### GROUP C

- Two Premium Corner Exhibit Booths  
at Western Pharmacy Exchange  
 Pharmacy Legislative Day  
Event Sponsor  
 Journal of Contemporary  
Pharmacy Practice Half Page Color  
Advertisement (4 issues)

- One CE Course Sponsorship at  
Western Pharmacy Exchange  
 Western Pharmacy Exchange  
Mobile App Sponsorship  
 Full Page Color Advertisement in  
Western Pharmacy Exchange  
Program Guide

- Rx Boot Camp for Student  
Pharmacists Event Sponsor  
 Product Theater Sponsorship at  
Western Pharmacy Exchange  
(limited based on availability)

#### GROUP D

- Leader Development Weekend  
Event Sponsor  
 CPhA Monthly Webinar Sponsorship

- Specialty Pharmacy Conference  
Event Sponsor  
 Journal of Contemporary Pharmacy  
Practice Quarter Page Color  
Advertisement (4 issues)

- Pharmacy Law & Practice  
Conference Event Sponsor