



PREMIER

Alternate Sites

National Meeting & Expo

October 17 - 20, 2021

Exhibitor
Prospectus



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Join us in-person at the Arizona Biltmore in Phoenix, AZ this October.

Last year, we launched our first-ever **Premier Alternate Site Programs National Meeting and Expo** as a virtual event. Thanks to our large and diverse attendee base, the meeting was a success!

Now, we are looking forward to an in-person meeting this year, with proper safety protocols in place. (See the note about COVID-19 below.)

You can be sure that from our traditional Innovatix and Essensa attendees to Premier Sponsors/Group Affiliates and their members, the entire breadth of Premier's Alternate Site Programs will be represented. Don't miss this opportunity to be a part of our **new and expanded meeting!**



A Note About COVID-19

After careful consideration, we have decided to move forward with the in-person Premier Alternate Site Meeting and Expo in October 2021 at the Arizona Biltmore. We will be incorporating extensive safety measures, including **reducing the number of booths to promote social distancing**, enhanced cleaning and sanitizing, and more to ensure we can all meet and network in the safest possible way.

The safety of our members, suppliers and staff is of the utmost importance to Premier. In the event we cannot hold the meeting in person, we will transition to a virtual event. Should this occur, suppliers will have the option to participate in the virtual meeting at a reduced rate or request a full refund.



About Premier Alternate Site Programs

Premier has the leading purchasing program for alternate site healthcare and commercial facilities. Over 200,000 members nationwide with an annual purchasing volume of \$67 billion participate in our comprehensive cost reduction program designed to help them operate more efficiently. As a leader in alternate site supply chain management, Premier has built a product portfolio curated for the alternate site marketplace that balances cost and quality.



A New and Expanded Meeting with Even More Great Opportunities for our Exhibitors!

For more than 20 years, our suppliers have enjoyed exceptional networking opportunities with attendees ranging from pharmacists to purchasing directors, and business owners to administrators. Join us this year at our expanded Premier Alternate Site Programs meeting, where we will be expecting a wide array of attendees from across the Premier family!

New this year!

This year, we are combining the Premier Alternate Site Programs National Meeting and the Premier Alternate Site Programs Winter Sponsors of Affiliates Meeting. So, all of the Premier Sponsors who typically attend the winter meeting will be invited to join us in Arizona in October. For suppliers, that means this meeting will be your ONLY opportunity in the next 12 months to exclusively engage with Premier Alternate Site members and Sponsors!

This year, our attendees will include:

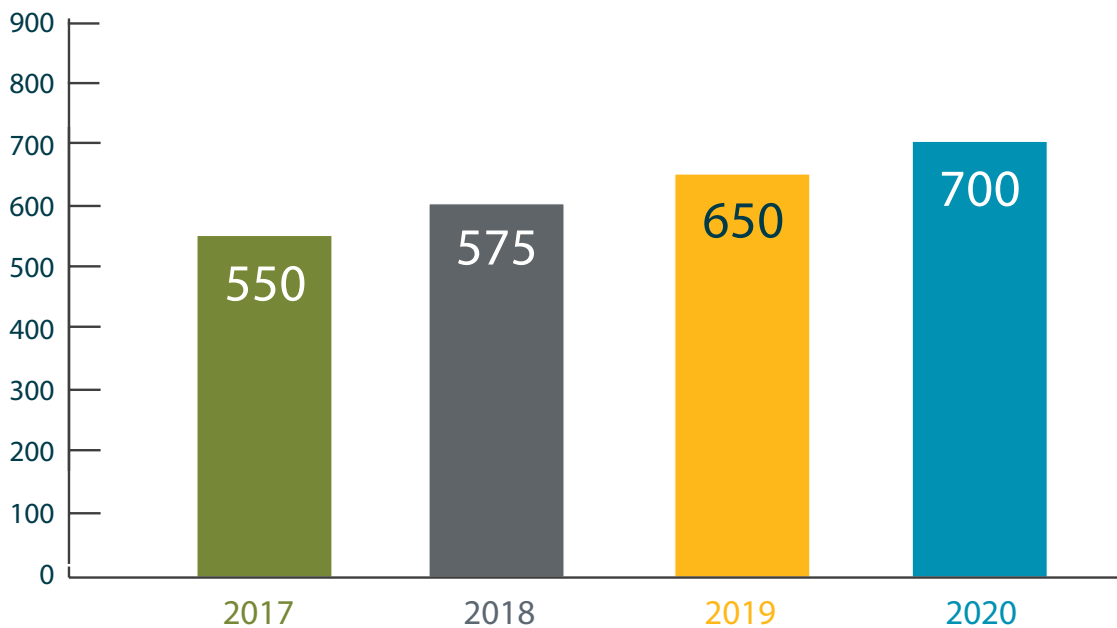
- › Innovatix and Essensa direct GPO Members
- › Premier Sponsors/Group Affiliates (purchasing organizations that offer Premier contracts and represent more than 100,000 potential alternate site buyers)
- › Affiliate Members, who are GPO members through Premier Sponsors/Group Affiliates
- › Customers of Premier's online marketplace, stockd®



National Meeting & Expo by the Numbers

- › Total attendees in 2020: **700 - Virtual event**
- › Total attendees in 2019: **650**
- › Exhibiting companies in 2020: **66 - Lower number due to virtual event**
- › Exhibiting companies in 2019: **110**
- › Combined annual purchasing volume of members in attendance through Premier Alternate Site Programs, 2021 (expected): **\$2 Billion +**

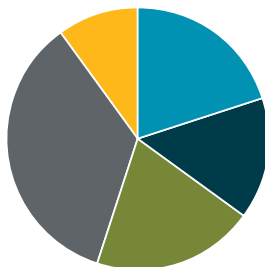
Total Attendees: 2017 – 2020



**Please note 2020 was virtual.*



Typical Attendee Breakdown



- 20%** C-Suite/Owner
- 15%** Clinical or Pharmacy Role
- 20%** Purchasing/Operations
- 40%** Business Roles (Administration, Marketing, Finance)
- 10%** Foodservice



Top Classes of Trade Represented by Attendees

- › Long-Term Care Pharmacy
- › Home Infusion Provider
- › Retail / Mail Order Pharmacy
- › Senior Living
- › Business & Industry
- › Ambulatory Care Center
- › Surgery Center
- › Physician Practice
- › Outpatient Facility
- › Home Health Agency
- › Home Medical Equipment / Durable Medical Equipment
- › Imaging Center
- › Hotel /Hospitality
- › College / University
- › Recreational Facility
- › And more!



2021 Meeting Location*

Arizona Biltmore
2400 E Missouri Ave.
Phoenix, AZ 85016
ArizonaBiltmore.com



Expo Hall Hours, Pricing, Exhibitor Schedule and More

- › Includes over 4 hours of expo time over the course of two days.
- › With our newly expanded audience comprises legacy Innovatix and Essensa members, Premier Sponsors, Alternate Site Affiliate Members, and stockd Customers.
- › Includes additional exhibitor benefits beyond the trade show as outlined on the following page.

EXPO HALL HOURS

(subject to change)

MONDAY, OCTOBER 18:

Expo Hall Setup: 12:00 - 4:00 p.m.

Expo Hall Hours: 4:30 - 5:30 p.m. **(NEW: exclusive time with Premier Sponsors of Affiliates)**

5:30 - 7:00 p.m. **(cocktail reception in expo hall)**

TUESDAY, OCTOBER 19:

Expo Hall Hours: 11:45 a.m. - 1:45 p.m. (lunch provided in expo hall)

Expo Hall Teardown: 1:45 - 4:00 p.m.

Following Expo - Reverse Trade show: 1:45 - 3:15 p.m.

(Exhibitors must be in their booths during all publicized trade show hours)

Exhibit booths are available to all Premier contracted suppliers, as well as stockd® sellers and partners.

REGISTER EARLY TO SECURE YOUR SPOT AND SAVE!

Due to COVID-19 protocols, we will be limiting the number of booths in this year's exhibition hall. We expect this more limited booth space to sell out quickly.

BOOTH FEE SCHEDULE:

- › Opening of registration through August 16: \$5,000.
 - › August 17 – October 1 (until space sells out): \$5,500.
- Corner Booth Upgrade (while space allows): Additional \$500

BOOTH PURCHASE INCLUDES ONE ATTENDEE.

- › One additional attendee may be added for a fee (see below)
- › Due to COVID-19 protocols, a maximum of 2 exhibiting attendees will be permitted per 8x10 booth.

ATTENDEE FEE SCHEDULE:

- › Opening of registration through August 16: \$500 per additional attendee
- › August 17 – October 1: \$650 per additional attendee

**Diversity suppliers eligible for 10 percent discount or additional attendee at no charge.*



Additional Exhibitor Benefits Beyond the Trade Show

- **Exhibitors can participate in addition onsite networking events throughout the conference, as COVID-19 protocols permit.**
 - › **Monday, October 18:** Member & Supplier Appreciation Celebration 7:00 - 9:00 p.m.
 - › **Tuesday, October 19:** Networking Reception 5:00 - 6:30 p.m.
 - › **Wednesday, October 20:** Business Keynote Address 8:00 – 9:30 a.m.
- **Attend the Reverse Trade Show. Tuesday, October 19: 1:45 - 3:15 p.m.**

Don't miss this opportunity to interact with member-facing Premier Alternate Site sales teams, customer care, and contracting teams. Also included will be staff responsible for managing relationships with leaders from Premier Sponsors who create contract awareness and drive uptake with thousands of affiliated members.
- **Active engagement from Premier staff to facilitate introductions and conversations between members and suppliers throughout the meeting.**
- **Opportunity to develop offers exclusive to this meeting, presented to attendees in advance.**
- **Attendee lists provided in advance along with ability to facilitate contact before, during, and after the meeting through meeting app.**



**For the most up-to-date details and schedules, visit:
www.Premierinc.com/AltSiteNationalMeeting2021**



Advertising & Awareness Opportunities

All suppliers will have the opportunity for increased visibility, direct access to target audiences, and improved brand awareness through advertising and awareness opportunities. These opportunities can be added when you register for a booth.

With all purchased advertising and awareness opportunities, regardless of level, your company receives verbal recognition at the meeting during a general session, recognition in conference materials, and logo featured on a sign to be placed in highest traffic areas during the meeting. These are all benefits referred to herein as the “Basic Benefits”.

BRANDED WI-FI (1 available) **\$2,500.00**

INCLUDES:

- › Have naming rights for the meeting Wi-Fi password to be entered by all attendees during the meeting.
- › Basic Benefits

CHARGING STATION (4 available) **\$2,000.00**

INCLUDES:

- › 1 charging station in high traffic area co-branded with meeting logo and your company logo
- › Basic Benefits

MOBILE APP - GAMIFICATION SPONSOR (1 available) **\$1,200.00**

INCLUDES:

- › Logo recognition on Mobile App
- › Your company brand on all Mobile App signage and in meeting program section promoting Mobile App.
- › Your company featured on push notification at start of Game.

SOCIAL PACKAGE (5 available)

\$1,000.00

Allow us to elevate your social presence before and during the meeting! Let us ensure your presence at the show is promoted and celebrated by attendees. Will be featured on Premier Alternate Site Programs Twitter accounts for Innovatix and Essensa.

INCLUDES:

- › One tailored pre-meeting post on Premier Alternate Site Programs Twitter feeds (Innovatix and Essensa) featuring your company.
- › Logo recognition on Mobile App
- › Basic Benefits

PROGRAM GUIDE AD

FULL PAGE (2 available) **\$1,000.00**

½ PAGE (4 available) **\$500.00**

INCLUDES:

- › Full or ½ page color Ad in Program Guide
- › Basic Benefits

PUSH NOTIFICATIONS (20 available)

\$500.00

INCLUDES:

- › Push Notifications: \$500 (per custom notification - select the meeting day)
- › Basic Benefits (exception of verbal)

BASIC BENEFITS (20 available)

\$250.00

INCLUDES:

- › Logo recognition in conference materials, and logo featured on a sign to be placed in highest traffic areas during the meeting.
(With exception of verbal recognition at meeting.)



Feedback* from the 2019 - 2020 Exhibitors

- › Budgeting and strategic changes due to COVID-19 resulted in many new exhibitors: 45% were first-time attendees!
- › 97% of respondents plan to attend next year based on 2020's virtual experience
- › 86% of surveyed suppliers are looking forward to joining us in-person this year



GREAT MEETING!!!!!!!!!! Best of the year as always, see you in Arizona!

- PHARMACEUTICAL SUPPLIER



Nice location, good member interactions, great networking event. Love the speakers and venue! Overall well done...will attend next year.

- MEDICAL SUPPLIES EXHIBITOR



I thought this was a valuable meeting, it was nice to see more of the other Sponsor groups attend.

- TECHNOLOGY SUPPLIER



Feedback* from the 2019 - 2020 Attendees

- › The majority of attendees spent the maximum time in the exhibit hall on both meeting days.



One of the best meetings I have ever attended. Great topic choices and jam packed with good information.

- PHARMACY MEMBER AND FIRST-TIME ATTENDEE



Lots of product and service learning. Sessions are useful. Wonderful treat and lots of fun at the celebrations.

- AMBULATORY CARE MEMBER



I always enjoy the meeting. The networking opportunities are great and it's always beneficial for me to attend.

- SENIOR LIVING MEMBER

(*Based on responses to post-meeting exhibitor/attendee survey)



2020 Exhibitors

3M Company
Abbott Nutrition
Alcresta Therapeutics, Inc.
American Express
AmerisourceBergen
Amring Pharmaceuticals Inc
Anda, Inc
Arjo, Inc.
Armstrong World Industries
AstraZeneca Plc
Avante Health Solutions
Azurity Pharmaceuticals
B. Braun Medical Inc.
Best Priced Products
Beyond Meat
Brookwood Farms, Inc.
Coloplast
Concordance Healthcare Solutions
Connection
Dr. Praeger's Purely Sensible Foods
Duracell
Essendant
Essity Professional Hygiene
FFF Enterprises
Fresenius Kabi
General Mills Convenience and
Foodservice
GLOBO
Graham Medical
Grainger
Handgards, Inc.
HD Supply
Henry Schein, Inc.
Home Depot Pro
I.C. Medical Inc.
IBS Solutions Corporation
(Inteplast/Pitt)
John B. Sanfilippo & Son, Inc.
JUST Water
Ken's Foods Inc.
Kimball International Health
Leahy-IFP
LifeThreads
McKesson
MDM Wound Ventures Inc
(EZBRIDE)
Med Water Systems
Medline Industries, Inc.
MedShorts
Mobility Exchange, LLC
Mohawk Group
Network Services Company
Ocean Spray Cranberries, Inc.
Orkin Pest Control
Owens & Minor
Pactiv, LLC
Pharmaceutical Associates, Inc.
Phoenix Textile
Pitney Bowes
PlatinumCode
Post Consumer Brands
Procter & Gamble Distributing
Reliable 1 Laboratories
Ruprecht, a division of Kilcoy Global
Foods
SAGENT Pharmaceuticals
Sandoz
Shannon Specialty Floors
(Teknoflor)
SK Life Science
Skytron
Slate Run Pharmaceuticals
Smith Drug Company
Smucker Away From Home
Sonny Merryman, Inc.
Spartan Chemical Company
stockd.
Sun Communications, Inc.
Sun Rich Fresh Foods Inc
Terminix Commercial
The Collective Group, LLC
The Wasserstrom Company
Tradition Energy
United Language Group Inc
UNX Industries, Inc.
Upsher-Smith Laboratories, LLC
US Foods, Inc.
Xellia Pharmaceuticals
XS Supply

Looking forward to seeing you in-person this October!