



 **pharmacy & 2012**
technology conference
August 25 - 28, 2012 ■ Colorado Convention Center ■ Denver, CO

The Pharmacy & Technology Conference 101



What Retailers/Buyers Attend?

- Key retail decision-makers from over 130 retail companies comprised of chain drug stores, supermarkets, and mass merchants. Chains range from CVS to Walgreens, from Ahold to Wegmans, from Costco to Walmart, and many more.



Who From the Chains Attend?

- The Category Managers, Directors, VPs and Senior VPs, and in many cases the Presidents of the chains will be on the exhibit floor. These are the key decision-makers for product placement and services.



How Large is the Industry?

- The buyers at the conference represent over 80,000 retail outlets from North America and over \$200 billion in annual buying power.



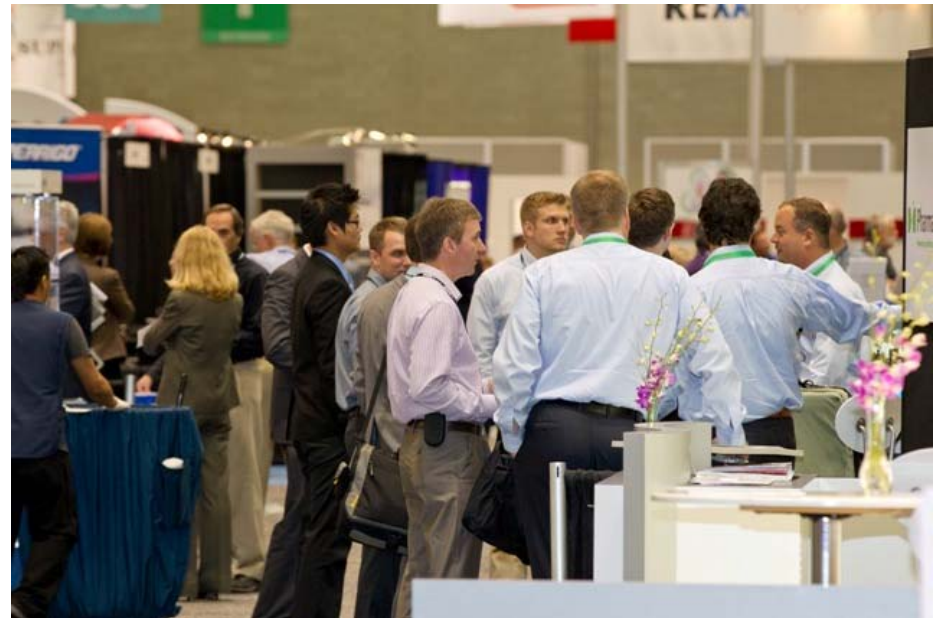
What Types of Products/Services are Displayed?

- Pharmacy Products (Branded, Generic, Biotech, Diabetic), Pharmacy Operation Equipment and Services, Healthcare/OTC, Home Health Care, Personal Care (Oral and Skin Care), Services and more.



How Many Exhibitors Attend?

- Over 300 manufacturing companies display thousands of products and services.





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“What Does the Exhibit Hall Look Like?”





What is the Format of the Show?

- The Pharmacy & Technology Conference is an appointment oriented tradeshow, with a special guaranteed appointment program the day before the exhibit hall opens.
- We offer the most expansive and timely selection of education programming in the industry with topics covering the most critical issues facing chain pharmacy today.
- This is the only industry conference that provides solution-oriented educational programming that will help you run your business better in addition to numerous networking opportunities throughout the conference!



What is the: Guaranteed Appointment Program?

- In addition to a host of tools that helps you solicit appointments in your booth, NACDS hosts a "Meet the Rx Market" guaranteed appointment program, where we will schedule your company to meet with buyers in your category(s) through a series of 10-minute appointments the day before (Saturday) the exhibit hall opens.



How Many Appointments are Pre-Booked for “Meet the Rx Market”?

- The "Meet the Rx Market" totals over 1,500 pre-scheduled meetings, but the number of appointments for exhibitors varies, depending on the category(s) of your product(s) and the number of buyers and exhibitors in those categories.





What is the Cost of "Meet the Rx Market"?

- There is no additional cost, it is included in your booth fee.



What Additional Resources Exist to Assist New Exhibitors Coming to Market?

- There are a host of resources designed to help you maximize your ROI at: www.rxconference.org
Exhibitors / Exhibitor Resources.



What is the: “Meet the Retailer” Program?

- The program consists of six 45-minute sessions with a senior retail executive or team of executives, from different retailer companies and includes:
 - Overview of company
 - How they use the conference to conduct business
 - Topics they expect to discuss with suppliers
 - Question & Answer Session



What Other Networking Opportunities Exist at the Conference?

- There are social functions after the hall closes and lunches in the exhibit hall Sunday, Monday and Tuesday.





Why Should You Exhibit at the Pharmacy & Technology Conference?

- This Conference allows you to save money by seeing multiple retailers all in one place at one time versus visiting each individual HQ. Put your products and services in front of the decision-makers for over 80,000 retail outlets.



Where Will The Conference Be Held?

- Colorado Convention Center
- 584,000 sq. ft. exhibit space 63 meeting rooms providing 100,000 sq. ft. of meeting space on one level
- 35,000 sq. ft. Four Seasons Ballroom
- 50,000 sq. ft. Korbel Ballroom
- 5,000 fixed-seat Wells Fargo Theatre
- 1,000 parking spaces
- More than 8,400 hotel rooms within walking distance





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For Additional Information go to:

www.rxconference.org

Or Call the Pharmacy & Technology Team at:

(703) 837-4320