

HOPA 16th ANNUAL CONFERENCE

TAMPA CONVENTION CENTER | TAMPA, FL | MARCH 11-14, 2020



Enhance your visibility and drive attendees to your booth at HOPA's Annual Conference.

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting HOPA attendees to your booth through the use of a mailing list, e-blast, room drop, or advertisement in the conference program book—or all four. The program book is given to more than 1,300 attendees at registration and includes the conference schedule and a complete list of the educational sessions and the exhibitors. (HOPA attendees refer to the book often, not only at the conference but throughout the year, which gives your ad repeated exposure.)

Room-Drop Opportunity (700 Pieces) Fee: \$8,000

A room-drop piece allows you to promote your products and services* to HOPA attendees in their hotel rooms. Your promotional piece is delivered to all attendees staying at the host hotel. Participation in this program allows you to

- begin your sales process in advance of the conference
- increase traffic to your booth
- enhance your company's visibility.

Preapproval of your promotional piece and payment are required. The piece should be no larger than 8½" x 11" and no thicker than 1/16".

When you receive notice that your piece has been approved, send 700 copies to HOPA headquarters (see address below) on or before January 31, 2020.

I have ordered a room drop for my company and agree to all prerequisites of the program.

*For promotions other than products or services or materials larger than the dimensions listed, higher fees may apply. Please contact HOPA for approval and pricing. (Contact Joey Maginot at 847.375.4873 or jmaginot@hoparx.org.)

Bag Insert (1,500 pieces) Fee: \$5,000

Your promotional piece is placed in tote bags given to all attendees. The piece should be no larger than 8½" x 11" and no thicker than 1/16". Materials are due on or before January 31, 2020.

Rx Success Program Fee: \$750

Industry vendors can participate in this program held on the exhibit floor. Each day HOPA will give a prize to one attendee who visits the booths of all participating exhibitors.

Program Book Advertising

Space	Exhibitor Rate
<input type="checkbox"/> Full page (8½" x 11")	\$8,000
<input type="checkbox"/> 1/2 page H (8½" x 5½")	\$5,000
<input type="checkbox"/> 1/2 page V (4¼" x 11")	\$5,000

No cancellations will be permitted after December 4, 2019.

Net rates; no agency discounts will be given.

Space reservation deadline: **December 4, 2019**; Artwork deadline: **January 3, 2020**.

Cover size is 8½" x 11"; allow 1/8" for bleeds.
Nonexhibitors are charged an additional 10%.

Exhibitor Nonexhibitor Size of ad _____ Cover position _____
 4-color Vertical Horizontal

I will participate in program book advertising and agree to be billed according to my selection above.

Please print or type.

Name _____ Title _____

Company _____

Address _____

City/State/Zip code _____

Submitted by _____

E-mail address _____ Phone (_____) _____

Payment

MasterCard Visa American Express Discover Amount \$ _____

Account number _____ Expiration date _____

Signature _____

Send room drop and bag insert materials to
HOPA, 8735 W. Higgins Road, Suite 300, Chicago, IL 60631
Attn: Joey Maginot/Room Drop—Bag Insert

Return with payment to
HOPA, PO Box 3781, Oak Brook, IL 60522 • Fax 888.374.7259 (credit card only)