About the Conference

The Ontario Pharmacists Association has a rich history of bringing together pharmacy professionals from across Ontario annually to renew, refresh and revitalize their commitment to healthcare and the pharmacy profession. This year’s conference, Unite to Ignite, will be held at the Scotiabank Centre in Niagara Falls, Ontario on June 11 – 13, 2020.

Unite to Ignite is an opportunity for approximately 500 pharmacy professionals to fire up the passion they have for pharmacy, rekindle collective perspectives and experiences with each other and engage in discussion supported and encouraged by an open learning environment.

Breakout sessions, candid discussions with the leaders in pharmacy, and opportunities for meaningful discussions with familiar and new faces at social gatherings will be core to this year’s conference. In addition, OPA’s popular one-day tradeshow on June 12 will showcase new and leading innovations in pharmacy.

More than ever, pharmacy professionals are playing pivotal roles in patients’ circle of care, and 2020 is the beginning of many changes that are expected to transform the pharmacy profession and improve patient health outcomes. This year’s conference will be the profession’s first opportunity to come together to discuss how these changes are impacting pharmacy, share successes and challenges and prepare for the future.

Join us for this year’s annual conference Unite to Ignite — and share in the enthusiasm and anticipation that pharmacy is bringing to healthcare.

Here’s what attendees have to say about our conference

“I enjoyed the panel discussions and the found audience participation very interesting.”
Pharmacy Manager

“Material, planning, scheduling, sound – everything was good. Thank you for continuing this conference.”
Community Pharmacist

“Well organized, great venue, and location.”
Pharmacist in Academia

Who Attends the OPA Conference?

- 46% Pharmacists*
- 30% Industry Professionals
- 12% Pharmacy Students
- 12% Pharmacy Technicians

* Includes community and hospital pharmacists and pharmacy owners

Why Participate?

- Connect directly with more than 500 pharmacy professionals from across Ontario.
- Showcase your company’s innovative products and services to a highly attentive, niche market.
- Learn how pharmacy is about to change healthcare in Ontario.
- Network with industry colleagues.
- Learn how OPA is driving the profession forward.

How to partner with OPA at the 2020 conference?

Become a sponsor

1. Exhibit at the one-day trade show and network with our members and industry professionals
2. Advertise with us by including a delegate bag insert, or through our e-blast, awards booklet, and conference website

OPA’s Conference would not be possible without the great support of our industry sponsors and exhibitors. If there is an opportunity you wish to explore that is not listed in this guide, please reach out to:

Yuliana Paspalovski
ypaspalovski@opatoday.com


**CAUTION:** Beware of fraudulent hotel offers

For the past few years, fraudulent companies have been trying to obtain credit card information from our partners. Please note: OPA has not hired any third-party company to handle accommodation for partners. The official hotel is at the Hilton Niagara Falls/Fallsview Hotel and Suites. Please disregard any organizations which may be offering discounted hotel rates. These companies are NOT affiliated with OPA and you should not, under any circumstances, provide them with your payment information.

**Trade show hours:**

Setup:
Thursday, June 11, 2020 | 12 noon – 9 p.m.
Friday, June 12, 2020 | 7 a.m. – 11 a.m.

Exhibit hall hours:
Friday, June 12, 2020 | 11:30 a.m. – 4 p.m.

Exhibitor Tear down:
Friday, June 12, 2020 | 4 p.m. – 9 p.m.

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**CONFERENCe LOCATION:**

**Scotiabank Convention Centre**
6815 Stanley Ave,
Niagara Falls, Ontario L2G 3Y9

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**For all your partnership needs, please contact:**

Yuliana Paspalovski
Events and Development Specialist
ypaspalovski@opatoday.com
SPONSORSHIP MARKETING OPPORTUNITIES

All items are sold on a first come first-served basis. Please add up the total of all items selected from this list and refer to the Sponsor Level Page (page 15) to determine your additional benefits.

OPA Affiliate Partnership

OPA Affiliate Partners is OPA’s corporate sponsorship program that provides partners exclusive opportunities to grow recognition of their products and services and engage with OPA’s senior leadership to help shape the future of pharmacy. Affiliate Partners are provided with title sponsorship at the conference that includes logo recognition and additionally discounted opportunities to showcase the partnership throughout the conference.

$15,000

Closing Party (Exclusive)

The Closing Party is a fitting way to bring the annual conference to a close. This informal evening offers exciting entertainment and allows attendees the opportunity to network with new or old friends and colleagues.

As the sponsor of the Closing Party, you will receive:

- Branded event reminder with the details and location of the party sent to all attendees via the conference mobile app
- Closing Party invitation e-blast
- An opportunity for a company representative to present the Mentorship Award during the Opening Plenary
- The opportunity to welcome attendees to the Closing Party
- Six (6) additional complimentary tickets to the Closing Party
- Company logo placement throughout the event
- Verbal acknowledgement during the event as the sponsor of the Closing Party
- Acknowledgement with your logo as the sponsor of the Closing Party on the mobile app and conference website

$40,000

Friday Night Social (Exclusive)

The Friday Night Social is a fun evening of networking complete with vibrant décor, great music, tasty food and lots of fun for conference attendees. This family-friendly evening is a highlight of the annual conference.

As the sponsor of the Friday Night Social, you will receive:

- Branded event reminder with the details and location of the social sent to all attendees via the conference mobile app
- The opportunity to welcome attendees at the Friday Night Social
- Opportunity for a company representative to present the Collaborative Service Award during the Opening Plenary
- Four (4) additional complimentary tickets to the Friday Night Social
- Your company logo placed on the tickets
- E-blast announcing the Friday Night Social and acknowledging the sponsor
- Acknowledgement with your logo as the sponsor of the Friday Night Social on the mobile app and conference website

$35,000
Opening / Closing Keynote Speaker

Kick off the morning(s) with an engaging keynote speaker who will provide an inspiring and motivational address to our attendees.

As the sponsor of the opening or closing keynote speaker, you will receive:

- Opportunity for 1 company representative to introduce or thank the speaker
- Branded mobile app notification inviting attendees to the keynote presentation
- A promotional insert in the conference bag supplied by your company
- Acknowledgement with your logo as the sponsor of the opening/closing keynote speaker on the mobile app and conference website

* OPA to select and arrange keynote speaker(s)*

*NEW* Event Wi-Fi (Exclusive)

As the sponsor of the conference Wi-Fi, attendees will be able to connect free of charge in any location of the venue, without interruption.

As the sponsor of the event Wi-fi, you will receive:

- Attendees are redirected to your company website once they have logged on
- Acknowledgement with your logo as the sponsor of the event Wi-Fi on the conference website

Breakfast in Bed – Sunday Morning (Exclusive)

We all know how busy it is when attending a conference. You arrive at the venue, check into your hotel, settle into your room, make your way to the conference centre, register or check in to receive your badge, attend your “don’t miss” sessions, walk the exhibit floor, network with industry partners/colleagues, attend the social events, and of course, still manage all your work that’s waiting for you at the pharmacy.

Instead of handing out a notepad, pen or other promotional item, pamper attendees on Sunday morning by surprising them with Breakfast in Bed!

A meal consisting of a light, healthy breakfast will have attendees remembering this fantastic surprise with your name written all over it!

As the sponsor of the Breakfast in Bed, you will receive:

- Acknowledgement with your logo as the sponsor of the Breakfast in Bed campaign on the mobile app and conference website, and on the napkin/packaging of the breakfast delivery

* Additional fees for each room drop will apply once final rooming lists have been confirmed by OPA
Welcome Reception – Ice Cream Social (Exclusive)

The Welcome Reception is a casual networking event that kicks-off the conference. Attendees will enjoy one complimentary drink and hors d’oeuvres while reconnecting with old friends and making new connections with industry peers.

As the Welcome Reception sponsor, you will receive:

• The opportunity to welcome attendees at the event as guests arrive to the social evening
• Signature beverage
• Two (2) additional complimentary tickets to the Welcome Reception
• Your company logo placed on the tickets
• Acknowledgement with your logo as the sponsor of the welcome reception on the mobile app and conference website

$18,500

Overnight Bag (Exclusive)

OPA is looking for items needed in an overnight attendee bag (insect repellent, sunscreen, lip balm with SPF, water bottles, etc.) All registered attendees will receive an overnight attendee bag upon arrival at the trade show.

As the sponsor of the attendee bag, you will receive:

• Your company logo on the conference bag
• A promotional insert in the conference bag supplied by your company
• Acknowledgement with your logo as the sponsor of the attendee bags on the mobile app and conference website

* OPA conference logo will accompany sponsor logo on each overnight attendee bag.

Deadline is April 15 for this opportunity

$15,500

Attendee Lanyards (Exclusive)

All attendees will receive a name badge and lanyard to be worn for identification during the conference.

As the sponsor of the lanyards, you will receive:

• Your Company logo on all the lanyards along with the OPA conference logo (lanyards will be provided by OPA)
• A promotional insert/sample product in the conference bag supplied by your company
• Acknowledgement with your logo as the sponsor of the attendee bags on the mobile app and conference website

$15,500
Delegate Lounge and Mobile Charging Station (2 available)

Delegate lounges will be in the trade show to provide delegates comfortable seating to conduct meetings, check emails or simply re-connect with loved ones back home.

Charging stations allow delegates to power up their mobile phones, tablets, laptops and other electronic devices for free. These stations will be in high demand and can be placed in the trade show or in a public area in the conference centre.

As the sponsor of the Delegate Lounge and Charging Station, you will receive:

- The opportunity to place promotional materials at your selected Delegate Lounge location
- Signage on the Charging Station featuring your company’s name and logo
- The opportunity to place promotional material within the designated charging station area
- Acknowledgement as the Sponsor of a Delegate Lounge and Charging Station on the mobile app, conference website and exhibit hall signage floor plan

Education Stream Sponsorship (4 available)

The opportunity to exclusively sponsor one professional development stream featured in the Conference 2020 lineup.

As the sponsor of the Education Stream, you will receive:

- Your company logo displayed on signage at the entrance of each session room, for the stream of your choosing

Sponsored Showcase (4 available)

As the sponsoring company of a Sponsored Showcase, your company will have the opportunity to present a session on the topic of your choice. Sessions should be no more than 60 minutes in length, including Q & A.

As the sponsor of the Sponsored Showcase session, you will receive:

- Acknowledgement with your logo as the sponsor of the Extended Showcase session on the mobile app and conference website
- One (1) promotional insert/sample product in the conference bag supplied by your company

* Sponsor must provide the speaker(s), session materials, session evaluations, presentation and cover all speaker expenses. Topic and presentation materials must be pre-approved by OPA.
**Sponsorship Marketing Opportunities**

**Professional Development Education Session (20 available)**

Sponsor one of our professional development sessions featured in the conference line-up.

As the sponsor of a professional development session, you will receive:

- Your logo displayed outside of each session room
- The option to select your preferred session, upon availability
- Acknowledgement with your company name as the sponsor of the session on the conference mobile app and conference website

* Sponsors will receive name recognition on all signage, but no logos can be displayed as per the Canadian Council for Continuing Education guidelines, to which OPA adheres.

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**Award Winners Conference Signage (3 available)**

The OPA conference will showcase each 2020 award winner on a pull-up banner throughout the conference venue. As the sponsor of the conference award winner signs, your logo will appear at the bottom of each sign.

Benefits of being the sponsor for the conference signage include:

- Your company logo will appear on the signs throughout the facility
- Logo and company name recognition on the mobile app and conference website

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**Directional Conference Signage (3 available)**

The OPA conference will provide directional signs throughout the venue. As the sponsor of the conference directional signs, your logo will appear at the bottom of each directional sign.

Benefits of being the sponsor for the conference signage include:

- Your company logo will appear on all conference signage throughout the facility
- Logo and company name recognition on the mobile app and conference website

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**Breakfast Sponsor (2 available)**

Each day, the conference will provide a networking breakfast.

As the sponsor for one of the networking breakfasts, you will receive:

- Tabletop cards with your company logo on all food and beverage stations during your selected networking breakfast
- Acknowledgement with your company logo as the sponsor of a networking breakfast on the mobile app and conference website
SPONSORSHIP MARKETING OPPORTUNITIES

Lunch Sponsor (2 available)
$3,500
Each day, the conference will provide a networking lunch.
As the sponsor for one of the networking lunches, you will receive:
• Tabletop cards with your company logo on all food and beverage stations during your selected networking lunch
• Acknowledgement with your company logo as the sponsor of a networking lunch on the mobile app and conference website

Networking Breaks (4 available)
$2,500
Each day, the conference will provide snacks and refreshments during the morning and afternoon networking breaks.
As the sponsor for one of the networking breaks, you will receive:
• Tabletop cards with your company logo on all food and beverage stations during your selected networking break
• Acknowledgement with your company logo as the sponsor of a networking break on the mobile app and conference website

Networking Breaks (4 available)
$2,500
Each day, the conference will provide snacks and refreshments during the morning and afternoon networking breaks.
As the sponsor for one of the networking breaks, you will receive:
• Tabletop cards with your company logo on all food and beverage stations during your selected networking break
• Acknowledgement with your company logo as the sponsor of a networking break on the mobile app and conference website

Overnight Attendee Bag Inserts
$500/item
• Company to provide insert, with prior approval from OPA
• Item will be inserted in all attendee bags
Notes:
• Please provide a minimum of 400 – 600 units
• All inserts MUST be shipped to the OPA office, to the attention of Yuliana Paspalovski not later than Monday, May 11, 2020
• In an effort to reduce our ecological footprint, we request that bag inserts include items such as (sunblock, bug spray, reusable water bottles, etc.) versus company literature.
**Awards Booklet**

A full color, print publication distributed to all delegates (approximately 300+ people) during the opening plenary. It is a must-have guide detailing all award winner’s names and biographies.

**Full page advertisement**
- With bleed: 5.5" W x 8.5" H (+.25" bleed)
- Without bleed: 4.5" W x 7.5" H

- $550

**½ page advertisement (8 Available)**
- With bleed: 5.5" W x 4.1667" H (+.25" bleed)
- Without bleed: 4.5" W x 3.6667" H

- $350

**¼ page advertisement (12 Available)**
- 4.5" W x 1.75" H

- $150

* Company will be responsible for providing the advertisement in print-ready, high-resolution format as per specifications. Limited space available.

Ads must be submitted in the specifications indicated above no later than Monday, May 11, 2020.

**Advertising Specifications**
EXHIBIT OPPORTUNITIES

The trade show is a vital part of the OPA Conference. Every effort will be made to ensure that all exhibitors receive prime exposure and direct marketing opportunities with key decision makers in the pharmacy industry. Efforts include but are not limited to:

- Breakfast, lunch, morning and afternoon networking breaks in the exhibit area
- Mobile charging stations spread throughout the exhibit area

### Exhibit booth options

<table>
<thead>
<tr>
<th>Exhibit booth options</th>
<th>Early bird rates (before March 16)</th>
<th>Regular rates (after March 16)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Single booth 10’ x 10’</strong></td>
<td>$3,065</td>
<td>$3,425</td>
</tr>
<tr>
<td><strong>Double booth 10’ x 20’</strong></td>
<td>$3,765</td>
<td>$4,225</td>
</tr>
<tr>
<td>Tabletop display only (non-profits) “1 table only”</td>
<td>$1,100</td>
<td>$1,600</td>
</tr>
<tr>
<td>Additional lead capture license (per additional license)</td>
<td>$180</td>
<td>$222</td>
</tr>
<tr>
<td>Additional exhibitor badges (maximum of 4 additional badges per company)</td>
<td>$75</td>
<td>$150</td>
</tr>
</tbody>
</table>

*Indicates that one lead capture app license is included in the booth purchase.*

**Included with each exhibit booth purchase:**

- One 10’ x 10’ exhibit space with pipe and drape (black)
- One table, two chairs, wastebasket
- One standard electrical outlet (company must inform OPA if electrical outlet is required)
- One black & white 7” x 44” sign featuring your company name
- Listing on conference website and mobile app with web link to company website
- Listing with logo and 50-word company biography on mobile app
- One lead capture app license (for single and double booth purchases only)
- Overnight security
- Attendee lists post conference

*Attendee lists are provided on an opt-in basis. Attendees must agree to have their contact information shared with exhibitors. Exhibitors are encouraged to connect with attendees prior to the start of the conference and to collect attendee contact information during the trade show. OPA will provide exhibitors with a attendee list on a monthly basis. This list will be based on individuals who have opted in.*
**Exhibit Opportunities**

**If purchasing:**

- Single booth: two (2) complimentary exhibitor badges included
- Double booth: four (4) complimentary exhibitor badges included
- Tabletop display: two (2) complimentary exhibitor badges included

* Additional exhibitor badges include: a badge with all conference meals for Friday. Tickets to the Friday Night Social are not included and must be purchased separately.

**Additional exhibitor benefits:**

- Invitation to the opening keynote presentation
- Invitation to the Thursday Ice Cream Social and Friday Night Social (FNS)
- All booth sizes to receive two (2) complimentary tickets for each event (Ice Cream Social and Friday Night Social) additional tickets are available for purchase
- All meals are provided during the trade show hours (breakfast, lunch & breaks)

**Notes:**

Exhibitors who are defined as a non-profit organization are eligible to receive the reduced exhibit price of $1,100 or $1,600 for a maximum of one tabletop display. Assignment of space will be confined to a specific area on the floor plan. Non-profit exhibitors do not have the option to choose space in other locations on the exhibit floor at this reduced rate. *There will be a maximum of 5 not-for-profit booths.*

Level sponsors have first choice in selecting booth location, followed by exhibitors on a “first-paid, first-served” basis. No exhibitor may sub-let or share with another exhibitor without the prior written approval of the OPA.

**Trade show schedule**

<table>
<thead>
<tr>
<th>Description</th>
<th>Date</th>
<th>Start Time</th>
<th>End Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor load-in and set-up</td>
<td>Thursday, June 11, 2020</td>
<td>12 noon</td>
<td>9 p.m.</td>
</tr>
<tr>
<td>Exhibitor load-in and set-up</td>
<td>Friday, June 12, 2020</td>
<td>7 a.m.</td>
<td>11 a.m.</td>
</tr>
<tr>
<td>Trade Show</td>
<td>Friday, June 12, 2020</td>
<td>11:30 a.m.</td>
<td>4 p.m.</td>
</tr>
<tr>
<td>Exhibitor tear-down and load-out</td>
<td>Friday, June 12, 2020</td>
<td>4 p.m.</td>
<td>9 p.m.</td>
</tr>
</tbody>
</table>

* Subject to change

**Deposits and Payments**

An $850.00 non-refundable deposit is required to secure your partnership with OPA. The balance of your invoice will be due 30 days upon receipt or on April 16, 2020, whichever date comes first to confirm your sponsorship and/or exhibit space.

**Cancellation**

An $850.00 non-refundable deposit is required to secure your partnership with OPA. The balance of your invoice will be due 30 days upon receipt or on April 16, 2020, whichever date comes first to confirm your sponsorship and/or exhibit space.
## Recognized Sponsorship Levels

Sponsors are also eligible to the following additional benefits, based on their level of sponsorship. Please review below to see what else your sponsorship will provide.

Your total contribution to the OPA conference is calculated based on the purchase of any combination of items from the shopping list, including exhibit booth space. Kindly note that food and beverage expenditures or paid registrations for attendees and/or staff do NOT count towards your total contribution in determining your supporter level.

### Additional benefits are:

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum $35,000+</th>
<th>Diamond $25,000-$34,999</th>
<th>Gold $15,000-$24,999</th>
<th>Silver $5,000-$14,999</th>
<th>Contributing ≤ $5,000</th>
<th>OPA Affiliate Partners* ≥ $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-conference</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hyperlinked logo identifying sponsorship level on conference-related e-mails</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hyperlinked logo on conference homepage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on registration site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>On-site</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Four (4) complimentary full conference registrations with social events</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two (2) complimentary full conference registrations with social events</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two (2) additional complimentary closing party tickets</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One (1) complimentary 10’x10’ trade show booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choice of preferred trade show booth location</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsorship level identified on trade show floor plan</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One (1) Full page flyer insert in delegate bags</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signage at registration</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on presentations at key events identifying sponsorship level</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Badge ribbons for registered members of the sponsoring company identifying sponsorship level</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Post-conference</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delegate opt-in conference list</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>3 months of post conference online exposure as a conference sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in the OPA Annual Report</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Featured article in future Ontario Pharmacist magazine or Ontario Pharmacy Technician magazine</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor to provide article by June 30 and must be approved by OPA</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* note that partner costs are not reflected in this prospectus
**SPONSOR / EXHIBITOR ORDER FORM (PAGE 1 OF 2)**

A. Please check below the marketing items you wish to contribute

<table>
<thead>
<tr>
<th><strong>Sponsorship Marketing Items</strong></th>
<th><strong>Availability</strong></th>
<th><strong>Cost</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Closing Party</td>
<td>Exclusive (1)</td>
<td>$40,000</td>
</tr>
<tr>
<td>Friday Night Social (FNS)</td>
<td>Exclusive (1)</td>
<td>$35,000</td>
</tr>
<tr>
<td>Breakfast in Bed – Sunday Morning</td>
<td>Exclusive (1)</td>
<td>$25,000</td>
</tr>
<tr>
<td>Opening Keynote Speaker</td>
<td>Exclusive (1)</td>
<td>$20,000</td>
</tr>
<tr>
<td>Closing Keynote Speaker</td>
<td>Exclusive (1)</td>
<td>$20,000</td>
</tr>
<tr>
<td>&quot;NEW&quot; Event Wi-Fi</td>
<td>Exclusive (1)</td>
<td>$18,500</td>
</tr>
<tr>
<td>Welcome Reception – Ice Cream Social</td>
<td>Exclusive (1)</td>
<td>$18,500</td>
</tr>
<tr>
<td>Overnight Attendee Bag</td>
<td>Exclusive (1)</td>
<td>$15,500</td>
</tr>
<tr>
<td>Attendee Lanyards</td>
<td>Exclusive (1)</td>
<td>$15,500</td>
</tr>
<tr>
<td>Delegate Lounge &amp; Mobile Charging Station</td>
<td>2 available</td>
<td>$12,500</td>
</tr>
<tr>
<td>Education Stream Sponsorship</td>
<td>4 available</td>
<td>$10,500</td>
</tr>
<tr>
<td>Sponsored Showcase</td>
<td>4 available</td>
<td>$10,000</td>
</tr>
<tr>
<td>Professional Development Educational Session</td>
<td>20 available</td>
<td>$5,000</td>
</tr>
<tr>
<td>Award Winners Conference Signage</td>
<td>3 available</td>
<td>$4,500</td>
</tr>
<tr>
<td>Directional Conference Signage</td>
<td>3 available</td>
<td>$3,500</td>
</tr>
<tr>
<td>Breakfast Sponsor</td>
<td>2 available</td>
<td>$3,500</td>
</tr>
<tr>
<td>Lunch Sponsor</td>
<td>2 available</td>
<td>$3,500</td>
</tr>
<tr>
<td>Networking Breaks</td>
<td>4 available</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Advertising Items</strong></th>
<th><strong>Cost</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Overnight Bag Insert</td>
<td>$500 each</td>
</tr>
<tr>
<td>Full page ad in the Awards booklet</td>
<td>$550</td>
</tr>
<tr>
<td>½ page ad in the Awards booklet</td>
<td>$350</td>
</tr>
<tr>
<td>¼ page ad in the Awards booklet</td>
<td>$150</td>
</tr>
</tbody>
</table>

**Subtotal ‘A’ Marketing Items $**
SPONSOR / EXHIBITOR ORDER FORM (PAGE 2 OF 2)

Please check below the booth size you wish to purchase

<table>
<thead>
<tr>
<th>Booth options</th>
<th>Early bird rates (before March 16)</th>
<th>Regular rates (after March 16)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single booth 10’ x 10’</td>
<td>$3,065</td>
<td>$3,425</td>
</tr>
<tr>
<td>Double booth 10’ x 20’</td>
<td>$3,765</td>
<td>$4,225</td>
</tr>
<tr>
<td>Tabletop display only (non-profits) &quot;1 table only&quot;</td>
<td>$1,100</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

Please list your top 3 booth locations
Only platinum, diamond & gold sponsors qualify for preferred booth locations

<table>
<thead>
<tr>
<th>Exhibitor Badges</th>
<th>Qty</th>
<th>Early bird rates (before March 16)</th>
<th>Qty</th>
<th>Regular rates (after March 16)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional lead capture license</td>
<td></td>
<td>$180</td>
<td></td>
<td>$222</td>
</tr>
<tr>
<td>Additional exhibitor badges</td>
<td></td>
<td>$75</td>
<td></td>
<td>$150</td>
</tr>
</tbody>
</table>

Sponsor / Exhibitor Information and Signature (the * asterisk indicate a mandatory field)

- Company Name
- Contact person
- Company address
- Phone
- Company Biography (as it is to appear on mobile app/conference website)

An invoice will be sent on receipt of this order. All items are sold on a first come-first paid basis. Items will be considered sold only upon receipt of payment. To avoid delays, we highly recommend all orders/agreements be e-mailed. The OPA will not take any responsibility for late or undelivered Agreements via the mail. Items and rates are subject to change without notice.

PAYMENT: Due 30 days from date of invoice or as indicated. The OPA reserves the right to render this order null and void without notice if payment is not received by the due date. CANCELLATION: Cancellations must be submitted by email to conference@opatoday.com. Cancellations received before March 16, 2020 are subject to a refund, less the initial non-refundable deposit fee. Cancellations received after this date will not be refunded. Refunds will be issued after the 2020 conference. The OPA reserves the right to re-sell any sponsorship items and/or exhibit booths.