Exhibit Information

WHY EXHIBIT?

The VPhA Annual Convention is the **only statewide pharmacy event** with attendees from **all sectors of pharmacy practice**. This is your best opportunity to broaden and increase your brand's visibility to an untapped clientele. The direct interaction allows you to **interact with and educate attendees directly**, and in return **receive a loyal customer and valuable insights** for the future. Demonstrating value involves showing commitment and mutual benefit. By securing your spot as an exhibitor with VPhA, you not only showcase what you can offer but also **highlight your commitment to the pharmacy community**.

EXHIBIT PACKAGE INCLUDES:

- Two (2) days of exhibiting
- One (1) exhibit booth space (10'x10') with a skirted table (6'x30") and standard drape
- One (1) ID sign (7"x44") to include company name and booth number
- Two (2) chairs
- One (1) wastebasket
- Exhibitor listing with company information and booth number in the printed and digital convention program
- Complimentary Registration
  - **Gold Corporate Sponsors** receive four (4) complimentary Full Convention Registrations per booth
  - **Silver Corporate Sponsors** receive two (2) complimentary Full Convention Registrations per booth
  - **Bronze and Non-Sponsors** receive two (2) complimentary Exhibit-only Registrations per booth
    - Access to accredited education can be added on at a discounted rate
- Meals/receptions during show hours
- Convention Attendee List
  - Featuring the first and last name, employed industry, and one form of contact

APPLICATION PROCESS

Please review the application carefully and complete it along with the signature of your company's authorized representative.
Include full payment (required) for processing and return via email, mail, or fax:

Email: info@virginiapharmacists.org
Address: Virginia Pharmacy Association
ATTN: VPhA Coordinator
2530 Professional Rd
Richmond, VA 23235
Fax: (804) 285-4227

Booth confirmations (including the number and a diagram) will be sent out to exhibitors after **January 30, 2025.**
Additional information about the convention's education programs and events will be forthcoming. Visit **virginiapharmacists.org/convention**.

BOOTH TYPE & SPACE ASSIGNMENT

VPhA offers two (2) Exhibitor Booth Package options:

Standard Booth or Premier Booth

Both come with the same inclusions seen listed above. However, a **Premier Booth** is strategically **located within the highest-traffic areas** increasing exhibitor-attendee interaction. Premier Booth companies will also be **highlighted at the top of the Exhibitor listing** inside the convention program.

VPhA makes every effort to assign booth(s) based on exhibitor selection and preference; however, this is not always possible. To ensure you receive an optimal space, send your application with your booth selection and list of competitors along with full payment. Spaces are assigned on a **first-come, first-served basis with priority given to VPhA Corporate Sponsors**. For more information on VPhA Corporate Sponsorship contact the VPhA Office at (804) 385-4145 or info@virginiapharmacists.org. Visit: **virginiapharmacists.org/about/corporate-sponsorship.**

EXHIBITOR RULES AND REGULATIONS

VPhA 144th Annual Convention
The Hotel Roanoke & Convention Center | Roanoke, VA
Feb 27 - March 1, 2025 | Exhibit Days: Friday, Feb 28 - Saturday, March 1, 2025

EXHIBIT PAYMENT REQUIREMENTS - The total payment due must be enclosed with this application. If payment is not received, reserved space will no longer be guaranteed and is subject to release and resale at the discretion of VPhA. Please make checks payable to Virginia Pharmacy Association. An invoice can be requested if necessary. Send the request in writing along with the application. Full payment noted on the requested invoice must be received no later than 28 days from receipt.

EXHIBIT SPACE ASSIGNMENT - Where possible, space assignments will be made by VPhA in keeping with the preferences as to location requested by Exhibitor. VPhA, however, reserves the right to make the final determination of all space assignments in the best interest of the Exhibit Hall. Exhibitor is prohibited from subletting or sharing any part of their assigned exhibit space. Exhibitor shall not assign, sublet or share any part of their assigned exhibit space with another business (including affiliates, subsidiaries or parents), firm, organization or entity without prior written consent of VPhA.

MULTI-BOOTH DISCOUNT - Any one company that wishes to utilize more than one booth will receive a 10 percent discount off the total booth fee. The Exhibitor must indicate the purchase of 2 or more booths when applying. The Company Name will remain consistent throughout the Convention, Exhibit Booth, and Exhibit Program. If the Exhibitor requires a different name, department, etc... to be reflected in aforementioned items, they will no longer be eligible for the multi-booth discount and must apply for each separately at the full rate.

CANCELLATION & REFUND POLICY - All exhibit booth space cancellations must be submitted in writing and received by VPhA on or before January 9, 2025 for a full refund less a $500 administration fee. Exhibit booth space cancellations received between January 10, 2025 - January 16, 2025 will be eligible for 50% refund. Exhibit booth space cancellations received on or after January 16, 2025 will not be refunded. Any refunds due will be processed within 30 days of confirmation of receipt of written notice of cancellation. Refunds will not be granted due to event complications, inclement weather, no-shows, or illness.

DEFAULT IN OCCUPANY - Any Exhibitor failing to occupy contracted space is not relieved of the obligation of paying the full rental of such space, as documented in the signed application. If a booth is not occupied by the opening of exhibits for attendees, VPhA may repossess exhibit space.

EXHIBITOR CONTINUING EDUCATION - Exhibitor representatives wishing to attend educational programs and receive continuing education credit must indicate as such when submitting the application. See “BOOTH REPRESENTATION”. Exhibitors are entitled to receive a discounted fee of $100 for each person requesting full registration. (limited to four people per company). Exhibitor representatives opting for Full Registration should pick up their registration packet at the VPhA Registration Desk. The registration is not transferable to another representative. No refunds will be issued if registration representative cancels or does not show.

TERMINATION OF CONVENTION AND EXHIBIT HALL - Should the premises in which VPhA’s 144th Annual Convention is to be held become, in the sole judgment of VPhA, unfit for occupancy, or should the convention be materially interfered with by reason of action of the elements, strike picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency, or any other act beyond the control of VPhA the contract for exhibit space may be terminated. VPhA will not incur liability for damages sustained by Exhibitor as a result of such termination. In the event of such termination, Exhibitor expressly waives such liability and releases VPhA of and from all claims for damages and agrees that VPhA shall have no obligation except to refund to Exhibitor pro-rated shares of the aggregate amounts received by VPhA as rental for exhibit spaces for said exhibits after deducting all costs and expenses in connection with such exhibits, including reasonable reserves for claims, such deduction being hereby specifically agreed to by the Exhibitor.

LIABILITY - Neither the Virginia Pharmacy Association (VPhA), the Hotel Roanoke, nor their affiliates are responsible for loss or damage to property while in transit to or at the hotel. The exhibitor assumes full responsibility and liability for their display and agrees to indemnify and hold harmless VPhA, the hotel, and their agents from any injury, damage, or loss related to the exhibit. The exhibitor is also liable for all exhibit fees unless the cancellation policy if followed or otherwise relating to convention termination. In no event shall VPhA or its directors, officers, agents, employees, subsidiaries, affiliates, assignees, or successors be liable for payment of any consequential, punitive, incidental, special, or indirect damages including, without limitation, lost profits, regardless of the basis of the claim and whether VPhA has been advised of the possibility of such damages.

BOOTH STAFFING AND EXHIBITOR CONDUCT - Exhibit booths must be staffed during all exhibit hours by qualified employees who can explain or demonstrate the products or services on display, which should relate to pharmacy practice, merchandising, or management. Convention-issued badges must be worn at all times; failure to do so may result in removal from the event. Each exhibitor is limited to four badges, and changes to badges will be made at no cost only during initial check-in. Canvassing or distributing advertising materials outside of designated spaces is prohibited. Exhibits must be properly staffed, with no more than four representatives per booth. VPhA reserves the right to restrict or remove any exhibits deemed objectionable. No one under 16 may enter the Exhibit Hall, and tobacco-related product promotion is banned. Smoking is not permitted inside the venue.

VPhA LOGO - Exhibitors may not use the VPhA logo or name in any manner that associates a sponsor, exhibit, or activity without expressed and written consent of Virginia Pharmacy Association.

RULES AND REGULATIONS - VPhA reserves the right to modify these Rules and Regulations at its discretion. Any matters not specifically addressed herein will be decided by VPhA. Additionally, VPhA may make changes, amendments, or additions to these rules at any time, with all Exhibitors being notified of such updates.

NOTE: VPhA reserves the right at any time to change any or all times noted in the Exhibitor Rules and Regulations at VPhA’s sole discretion.