2018
Continuing Pharmacy Education Conferences

EXHIBITOR PROSPECTUS

Hospital Practice
June 15 & 16
Austin

Pharmacy Practice
Sept 29 & 30
Austin

Psychiatric Update
Oct 25 & 26
Austin

The University of Texas at Austin
Continuing Pharmacy Education
College of Pharmacy
2018 EXHIBITOR & SUPPORTER OPPORTUNITIES

**Hospital Practice Seminar • June 15-16, 2018**

3rd Annual Hospital Practice Seminar (HPS)
DoubleTree Hotel • Austin, Texas

The seminar will provide pharmacists, physicians, physicians assistants, and pharmacy technicians with the tools and knowledge that can be immediately applied when they return to their individual practices, so they may provide optimal care to their patients. The ultimate goal is to improve patient outcomes by providing a very practical educational experience. The speakers who are invited to participate are highly recommended educators, including UT professors, professors from other well-respected colleges and practitioners considered to be experts in their field, and renowned speakers.

**Pharmacy Practice Seminar • September 28 & 29, 2018**

The 66th Annual Pharmacy Practice Seminar (PPS) • Sterile Compounding Update • Immunization Update
DoubleTree Hotel • Austin, Texas

This popular program provides tools and knowledge that can be immediately applied upon return to practice. The seminar offers up to 15 contact hours of ACPE accredited pharmacy education and caters to over 500 pharmacists and pharmacy technicians from across the state of Texas and surrounding region. (Exhibit opportunity Friday includes evening Pre-Seminar programs, Sterile Compounding Update and Immunization Update, plus all day Saturday at PPS. Sunday is not included)

**Psychiatric Pharmacotherapy Update • October 25-26, 2018**

The 26th Annual Psychiatric Pharmacotherapy Update (Psych) • Interprofessional CE Conference
DoubleTree Hotel • Austin, Texas

This conference provides 15 hours of CEUs, and it’s focused on evidence-based approaches to the treatment of serious psychiatric and neurologic disorders. Over 280 attendees, made up of pharmacists, physicians, psychiatrists, psychologists, advance practice nurses, counselors, and social workers (multiple accreditations), travel from across the country to attend this therapeutics-based program (multiple accreditations). The conference goal is to create an interdisciplinary learning format that supports the interdisciplinary team approach to mental health care.
**WHY EXHIBIT?**

**AUDIENCES**

- **Targeting:** Over 700 Pharmacists, Pharmacy Technicians, and various other medical disciplines and healthcare providers attend our conferences.
- **National:** We reach over 50,000 seekers of Pharmacy, Medical, and Nursing CE through national marketing. 30+ States and Mexico represented.
- **Talent:** Reach decision makers and specialists – leadership content, certification updates, etc.

**INTERACTIVE**

- **Location, Location, Location:** No Exhibitor Hall – Exhibitors are placed just outside the conference classroom
- **Frequency:** Exhibitors are in pre-function areas where participants can visit during meals and breaks – over 5 interaction times per day.
- **Connected:** Attendees at our conferences want to talk to exhibitors. They want to see your table.

**OTHER BENEFITS**

- **Discount for Employees:** Exhibitor company employees receive a 10% discount on regular registration fees
- **Games and Raffles:** Exhibitors are encouraged to participate in conference giveaways, games, and activities that enhance the conference experience.
- **Celebration:** Our conferences focus on celebrating and appreciating the participants’ dedication to patient care
**EXHIBIT INFORMATION**

### Exhibit Space Inclusion:
- A 3’ x 10’ table with optional chairs.
- Recognition in the official program, the CE website, and during the information slides shown before/after the sessions and during breaks and meals.
- Company name and information on signage at registration desk and receptions.
- Mentioned in nationwide marketing, aimed at over 64,000 pharmacists domestically.
- Set in meeting pre-function areas, prime position to engage attendees at all breaks and meals as well as pre and post event.
- Discounts for registering to Exhibit at one or more conferences.
- 2 Free conference registrations for exhibitors, 1 free registration for sponsors.
- 10% Discount off regular registration fees for all exhibitor company employees.

### Seminar / Show Hours:
- Each seminar has a different set of start/end times.
- Each seminar will have breaks, meals, and receptions dedicated to exhibitors.
- Each conference is scheduled for 2 days, both days included. (See PPS’ schedule for special handling of dates.)
- More information about each seminar can be found at: [http://sites.utexas.edu](http://sites.utexas.edu)
- Or by contacting the UT CPE office at: 512-471-6123 or UTPharmacyCE@austin.utexas.edu

**CONFERENCE HIGHLIGHTS**

### Hospital Practice Seminar: Keys
- INFECTIONS DISEASE
- PHARMACOLOGY
- HOSPITAL ADMIN
- TSBP REQ HOURS

### Pharmacy Practice Seminar
- 450+ Pharmacists
- 30 + Pharmacy Technicians
- 25 years average experience
- 70 attending Immunization Update
- 80 attend sterile compounding

### Psych Conference
- Pharmacists
- Psychiatrists
- Nurses
- Physicians
- Psychologists
- Social Workers
About the Conference
This conference concentrates on empowering Pharmacists, Physicians, Physician Assistants, and Pharmacy Techs to truly help their patients in a hospital setting. HPS stresses tools and knowledge that can be immediately applied when they return to their individual practices, so they may provide optimal care to their patients. The ultimate goal is to improve patient outcomes by providing a very practical educational experience. The speakers who are invited to participate are highly recommended educators, including UT College of Pharmacy professors, professors from other well-respected colleges of pharmacy, practitioners considered to be experts in their field, and renowned speakers.

Quick Facts
<table>
<thead>
<tr>
<th>Attenees:</th>
<th>Hospital and inpatient pharmacists and technicians</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expected:</td>
<td>140</td>
</tr>
<tr>
<td>Dates:</td>
<td>June 15 - 16, 2018</td>
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<tr>
<td>Location:</td>
<td>DoubleTree by Hilton Hotels, Austin, Texas</td>
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<tr>
<td>Exhibitors:</td>
<td>Only 10 Reserved 6’ Tables</td>
</tr>
<tr>
<td>Exhibitor Space:</td>
<td>Pre-function area where meals and snacks served</td>
</tr>
<tr>
<td>Website:</td>
<td><a href="http://sites.utexas.edu/cpe-hps/">http://sites.utexas.edu/cpe-hps/</a></td>
</tr>
</tbody>
</table>

Content Description
The content of this conference is based on practice gaps that are identified by surveying pharmacists, physicians and technicians who work in hospital settings, through discussions with the planning committee, and by analyzing current practice trends. Participants will receive evidence-based clinical information that is relevant to hospital-based practices. Speakers who have been recommended by the planning committee as outstanding presenters and experts in their practice will deliver the featured presentations. Each session in the conference is formatted to include: a didactic evidence-based presentation, opportunities for active learning through the use of case studies, and Q&A discussion that allows audience members to ask specific questions for individualized learning. The agenda also features a couple of panel discussions, which allow practitioners with various practice backgrounds an opportunity to share their individual experiences and varying viewpoints, in a more casual atmosphere. The panel discussions typically allow more time for participants to ask questions and to interact with a wide variety of speakers. The information delivered at this conference is intended to be in-depth, yet practical enough that participants will immediately put it to use upon return to their practice. The content may be used to implement individualized, comprehensive and evidence-based treatment plans for patients.
About the Conference
For the past 65 years, The University of Texas at Austin College of Pharmacy has hosted the Annual Pharmacy Practice Seminar (PPS), designed for pharmacists practicing in a variety of settings. The mission of the conference is to provide relevant clinical and practice information to pharmacists and technicians interested in staying abreast of new information as well as refreshing their knowledge base. Pre-Seminar programs are offered on Friday including Sterile Compounding Update and Immunization Update.

Quick Facts
| PPS Attendees:       | 500 Pharmacists and Technicians (Sat) |
| Pre-Seminar:        | 80 for Sterile Compounding and 70 for Immunization Update (Fri) |
| Dates:              | Exhibit: September 28 & 29, 2018 |
| Location:           | DoubleTree by Hilton Hotels, Austin, Texas |
| Exhibitors:         | Only 10 Reserved 6’ Tables |
| Exhibitor Space:    | Pre-function area where meals and snacks served |
| Website:            | http://sites.utexas.edu/cpe-pps/ |

Content Description
The seminar will provide pharmacists and technicians with tools and knowledge that can be immediately applied when they return to their individual practices on Monday, so they may provide optimal care to their patients. The ultimate goal of PPS is to improve patient outcomes by providing a very practical educational experience. The speakers who are invited to participate in PPS are highly recommended educators, including UT College of Pharmacy professors, professors from other well respected colleges of pharmacy, practitioners considered to be experts in their field, and nationally renowned speakers.
About the Conference
The University of Texas at Austin College of Pharmacy is proud to be hosting the 30th Annual Psychiatric Pharmacotherapy Update, October 25-26, 2018 in Austin, Texas. The Annual Psychiatric Pharmacotherapy Update supports the interdisciplinary approach to mental healthcare by inviting multiple disciplines to participate in a shared learning experience:

- Pharmacists
- Psychiatrists
- Physicians
- Nurses
- Psychologists
- Social Workers

This interdisciplinary, shared learning format facilitates an appreciation amongst the attendees for all of the contributions that must be made for a mental health treatment plan to be successful. All invited disciplines can expect to take away evidence-based information that will help improve outcomes for patients with psychiatric disorders.

Quick Facts

<table>
<thead>
<tr>
<th>Attendees:</th>
<th>Pharmacists, Psychiatrists, Physicians, Nurses, Psychologists and Social Workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expected:</td>
<td>280</td>
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<tr>
<td>Dates:</td>
<td>October 25 &amp; 26, 2018</td>
</tr>
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Content Description
Speakers, who have been recommended by the planning committee as outstanding presenters and experts in their practice, will deliver the featured presentations. Each presentation is formatted with a didactic component, opportunities for active learning, and a Q&A discussion to allow audience members to ask specific questions for individualized learning. The information delivered at this conference is intended to be in-depth, yet practical enough that it can be utilized immediately upon return to practice, to implement individualized, comprehensive and evidence-based treatment plans for patients.
# 2018 Exhibitor Prospectus Registration Form

**The University of Texas at Austin College of Pharmacy • Continuing Pharmacy Education**

*All Payments must be made in full before table assignments and space are held*

## Contact Information: Information provided will be used as the exhibit listing

- **Company Name:**
- **Name of Contact:**
- **Address:**
- **City, State, Zip:**
- **Contact Phone:**
- **Fax:**
- **Contact Email(s):**
  - This email address will receive all future exhibitor information

## Website:
- Site where you would like online listings to link to

## Exhibitor / Sponsor Opportunities

*Please choose which LIVE CE Event(s) you would like support. Discounts provided for multiple events.*

- [ ] Hospital Pharmacy Practice Seminar • Austin • June 15-16, 2018
  - Exhibitor [ ] Sponsor
- [ ] Pharmacy Practice Seminar • Austin • September 28-29, 2018
  - Exhibitor [ ] Sponsor
- [ ] Psychiatric Pharmacotherapy Update • Austin • October 25-26, 2018
  - Exhibitor [ ] Sponsor

## Fees and Discounts

*Based on event chooses above, indicate the fee type. Note, discounts are provided for support of multiple events.*

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Exhibitor Fee</th>
<th>Sponsor Fee</th>
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</thead>
<tbody>
<tr>
<td>1 Event</td>
<td>$2500</td>
<td>$1500</td>
</tr>
<tr>
<td>2 Events</td>
<td>$4000</td>
<td>$2000</td>
</tr>
<tr>
<td>3 Events</td>
<td>$5500</td>
<td>$3000</td>
</tr>
</tbody>
</table>

Donations are also welcome: $ ____________

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## Registration and Payment Instructions

1. Complete this form and return it with appropriate payment no later than one month prior to the event to meet print deadlines.

2. Make checks or money order payable to:
   - The University of Texas at Austin

3. Please return completed form and payment to:
   - UT Pharmacy CPE
     - 2409 University Ave. A1904
     - Austin, Texas 78712
   - From may also be emailed to: UTpharmacyCE@Austin.UTexas.edu

### Payment:

*Indicate Exhibitor and/or Sponsor Totals from left side choices*

- Exhibitor Total: $ ____________
- Sponsor Total: $ ____________
- Total Amount: $ ____________

### Check # ____________

**Credit Card**

If payment by Credit Card desired, please contact our office at 512-471-6213, and we can set up an online transaction for card use.