Dear Exhibitor,

The University of Texas at Austin College of Pharmacy will be hosting the 66th Annual Pharmacy Practice Seminar and Friday Pre-Seminar Programs planned for September 28-29, 2018 at the DoubleTree Hotel in Austin, Texas. Over 480 pharmacists and pharmacy technicians from all around Texas and the region will gather to learn and discuss the most current patient care information in treating patients in hospital settings. We invite you to become an exhibitor or sponsor to help add value to the overall learning experience of our participants.

See the conference website at: http://sites.utexas.edu/cpe-pps/

Participation as an exhibitor carries an exhibitor fee of $2,500. Exhibition space is located immediately outside the conference room in an intimate pre-function area that is conducive to visiting with participants. Participants will visit exhibitors during breaks and meals during:

- **Friday, Evening:** 5:00 PM-10:00 PM - Pre-Seminar Courses (Immunization Update and Sterile Compounding Update – 200 expected
- **Saturday, All-Day:** 7:30 AM – 6:00 PM – Pre-function area of PPS – 480 expected

The exhibition fee also includes one seminar registration. We are also pleased to provide exhibitor recognition in our printed on-site notebook materials, opening Exhibitor slideshow presentation, and verbal recognition throughout the event.

At the sponsorship level of $1,500, benefits include sponsor recognition in our printed on-site notebook materials, opening Sponsor slideshow presentation, and verbal recognition throughout the event.

Space for exhibitors is limited, so if you are interested we ask that you please contact us as soon as possible. We look forward to hearing from you.

Sincerely,

Glen Baumgart, Director
College of Pharmacy • Continuing Pharmacy Education

Enclosures:
Exhibitor Prospectus

Federal Tax ID number: 74-6000203
EXHIBITOR PROSPECTUS

Hospital Practice
June 15 & 16
Austin

Pharmacy Practice
Sept 29 & 30
Austin

Psychiatric Update
Oct 25 & 26
Austin
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 29th 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
• 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
- Attendees: Hospital and inpatient pharmacists and technicians
- Expected: 140
- Dates: June 15 - 16, 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-hps/

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
- **Attendees:** Pharmacists, Psychiatrists, Physicians, Nurses, Psychologists and Social Workers
- **Expected:** 280
- **Dates:** October 25 & 26, 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-ppu/

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

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

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Exhibitor</th>
<th>Sponsor</th>
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<tbody>
<tr>
<td>Hospital Pharmacy Practice Seminar • Austin • June 15-16, 2018</td>
<td>✔️</td>
<td>☐</td>
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<tr>
<td>Pharmacy Practice Seminar • Austin • September 28-29, 2018</td>
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<td>☐</td>
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<tr>
<td>Psychiatric Pharmacotherapy Update • Austin • October 25-26, 2018</td>
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</tbody>
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**Fees and Discounts**  
Based on event choices above, indicate the fee type. Note, discounts are provided for support of multiple events.

<table>
<thead>
<tr>
<th>Fee 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>
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</tr>
<tr>
<td>3 Events</td>
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<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 # __________________**

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**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.