

SENIOR CARE CONFERENCE

EXHIBITS

Waukesha March 16, 2011

LOCATION Country Springs Hotel & Conference Center, 2810 Golf Road, Waukesha, WI 53187; phone: 800-247-6640; fax: 414-547-0207.

EXHIBIT DATE March 16, 2011

EXHIBIT SCHEDULE **Setup Time:** 7 a.m. to 8 a.m.
Show Time: 8 a.m. to 3 p.m. Periods of time are set aside throughout the day specifically for attendees to visit exhibits.

BOOTH FEE \$800 per booth (\$750 per booth if you're exhibiting at two or more PSW exhibit programs this year*).
Payment must be received before you may exhibit.

*Excluding Technician Educational Forum

TAX ID 39-0714490

BOOTH DESCRIPTION One 8' by 30" draped table. Two chairs. Two lunches.

REGISTER NOW! PSW exhibits have a history of selling out quickly. We encourage you to act now. There are just 12 booths at this Conference and they are sold on a first-come, first-served basis.

CONFERENCE PROMOTION Promotional brochures and information on the Conference and trade show will be distributed to all PSW members. Last year's Conferences drew about 100 LTC pharmacy professionals.

COMPANY INFORMATION

Name of company: _____ Division: _____ Contact person: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ E-Mail: _____

Names of Representatives attending exhibit program: 1) _____ E-mail: _____
(for name badges):

2) _____ E-mail: _____

(\$20 fee required for additional representatives)

I have read and understand the payment information and cancellation policy set forth in this prospectus. Please reserve _____ Senior Care Conference booth(s) at \$800 each (\$750 per booth if you're exhibiting at two or more PSW exhibit programs this year*) at a total cost of \$_____.

*Excluding the Technician Educational Forum

contact person's signature

Electrical:

Yes. Please order one 110 volt electrical outlet for \$30.

Booth Preferences: Please list any competitors you wish to be placed some distance from:



Pharmacy Society of Wisconsin
701 Heartland Trail, Madison, WI 53717
Phone: 608-827-9200 Fax: 608-827-9292
www.pswi.org info@pswi.org

PHARMACY
SOCIETY OF
WISCONSIN

Madison April 19, 2011

LOCATION Monona Terrace Convention Center, One John Nolen Dr, Madison, WI 53703; phone: 608-261-4000; fax: 608-261-4049.

EXHIBIT DATE April 19, 2011

EXHIBIT SCHEDULE **Show Time:** 4:30 p.m. to 7 p.m.
Registration: 8 a.m. to 5 p.m. **Setup Time:** 3 p.m. to 4:30 p.m.

BOOTH DESCRIPTION One 8' by 30" draped table. Two chairs.

BOOTH FEE \$800 per booth (\$750 per booth if you're exhibiting at two or more PSW exhibit programs this year*). **Payment must be received before you may exhibit.**

*Excluding Technician Educational Forum

TAX ID 39-0714490

BOOTH ASSIGNMENTS Booth assignments are determined by the date the contracts are received at the PSW office.

CONFIRMATION Registered exhibitors will receive a confirmation letter and booth assignment prior to the event.

CONFERENCE PROMOTION Promotional brochures and information on the conference and trade show will be distributed to over 6,000 Wisconsin pharmacy practitioners. Last year's conference drew 350 registrants.

REGISTER NOW! PSW exhibits have a history of selling out quickly. We encourage you to act now. There are just 50 booths sold on a first-come, first-served basis.

INDUSTRY FORUM AND EVENING

RECEPTION Hors d'oeuvres and drinks will be available throughout the exhibit reception, from 4:30 p.m. to 7 p.m. The reception gives you the opportunity to make dinner plans with clients immediately following the exhibit program.

ADVERTISING AND SPONSORSHIP Exhibitors and sponsors will have the opportunity to advertise in the final program booklet or sponsor the program materials CD. Additional advertising opportunities are also available. See the "Marketing Exclusives" materials for rate information or contact Denise Isnor at denisei@pswi.org.

ADMISSION TO SESSIONS AND FUNCTIONS

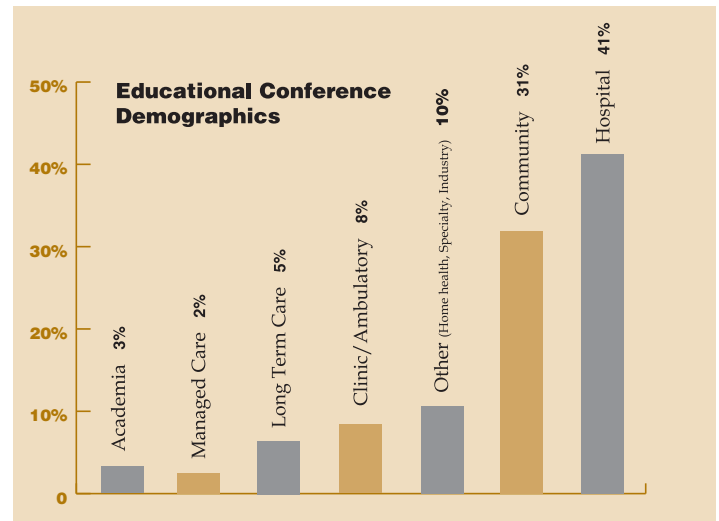
To attend sessions and functions other than the Industry Forum, exhibit staff are required to register for the Conference.

HOUSING INFORMATION A limited number of sleeping rooms have been blocked at the Hilton Madison Monona Terrace. Reservations may be made by calling the Hilton at 608-255-5100. Mention that you are with the Pharmacy Society of Wisconsin to receive the contracted rates.

SHIPPING ADDRESS When shipping your materials, send them to the Monona Terrace address. Preface the address with "PSW Industry Forum, April 19."

PARKING The entrance to the parking ramp for Monona Terrace may be accessed from John Nolen Drive or East Wilson Street. Because it is a city-owned lot, parking fees do apply.

UNLOADING At the Monona Terrace, follow signs to the east loading dock. The east dock has three 7' by 10' doors. Once inside the facility loading area, take the service elevators to the Madison Ballroom on Level 4. The exhibits will take place in the Grand Terrace on Level 4.



DIRECTIONS From I-90/94, exit on Highway 30. Take the State Capitol exit from Highway 30 to Highway 151, or East Washington Ave. Travel on East Washington Ave. toward the Capitol building. About 1/2 mile before the Capitol, turn left onto Blair St. Continue on Blair about four blocks and take it to the right as it turns into John Nolen Dr. Follow the signs to the Monona Terrace parking ramp and the east dock to unload. From Highway 12, exit on John Nolen Dr. Take John Nolen Dr. north to the north end of Lake Monona. Enter the Monona Terrace parking ramp from the east or west end of the Terrace.

CANCELLATION The exhibit contract may be cancelled up to four weeks before the event date. A 50% refund will be granted. Contracts cancelled within four weeks of the event will be charged the full exhibit fee.

CONTACT Katie Schmidt, Pharmacy Society of Wisconsin, 701 Heartland Trail, Madison, WI 53717; phone: 608-827-9200; fax: 608-827-9292; email: katies@pswi.org.



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PHARMACY
SOCIETY OF
WISCONSIN

EDUCATIONAL CONFERENCE

Madison April 19, 2011

COMPANY INFORMATION

Name of company: _____ Division: _____ Contact person: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ E-Mail: _____

Names of Representatives attending exhibit program: 1) _____ E-mail: _____

(for name badges): 2) _____ E-mail: _____

(\$30 fee required for additional representatives)

I have read and understand the payment information and cancellation policy set forth in this prospectus. Please reserve _____ Educational Conference booth(s) at \$800 each (\$750 per booth if you're exhibiting at two or more PSW exhibit programs this year*) at a total cost of \$_____.

*Excluding the Technician Educational Forum

 contact person's signature

Electrical

Yes. Please order one

110 volt electrical outlet for \$35.

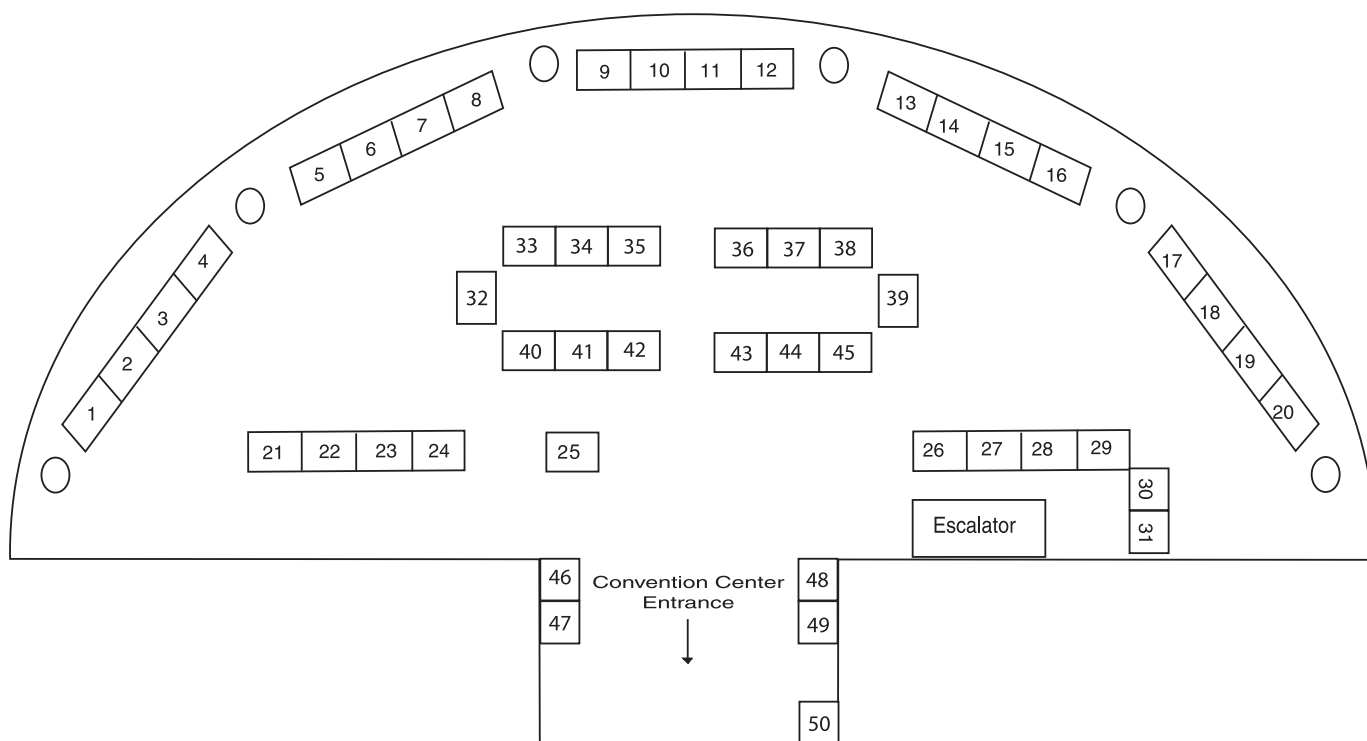
Booth # preference

1) _____

2) _____

3) _____

Please list any competitors you wish to be placed some distance from: _____



*Grand Terrace, Monona Terrace Convention Center**

** Final booth assignments will be sent via email two weeks prior to the conference date.*



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PHARMACY SOCIETY OF WISCONSIN
www.pswi.org info@pswi.org

La Crosse August 26, 2011

EXHIBIT PROGRAM LOCATION La Crosse Center, 300 Harborview Plaza, La Crosse, WI 54601, phone: 608-789-7400, fax: 608-789-7444.

EXHIBIT DATE August 26, 2011

EXHIBIT SCHEDULE **Show Time:** 11 a.m. to 1:30 p.m. **Lunch:** 11:30 a.m. **Registration:** Friday, 8 a.m. to 11 a.m. **Setup Time:** 8 a.m. to 11 a.m. **Dismantle:** 1:30 p.m. to 4 p.m.

BOOTH FEE \$800 per booth (\$750 per booth if you're exhibiting at two or more PSW exhibit programs this year*).

Payment must be received before you may exhibit.

*Excluding Technician Educational Forum

TAX ID 39-0714490

BOOTH DESCRIPTION 8' x 10' booth. Back and side drapes. One draped 8' x 30" table. Two chairs. One 110 volt electrical outlet as requested. Identification sign. Two complimentary admissions to Thursday reception. Two lunches on Friday. All additional orders for shipping, electricity, or other items beyond the standard booth package are the financial responsibility of the ordering exhibitor.

CONFIRMATION Registered exhibitors will receive a confirmation letter and booth assignment prior to the event.

REGISTER NOW! PSW exhibits have a history of selling out quickly. We encourage you to act now. There are only 72 booths and they are sold on a first-come, first-served basis.

TRAFFIC INCENTIVES Exhibit 2011 is a 2½-hour, stand-alone session. In addition, lunch will be served in the exhibit hall.

ADVERTISING AND SPONSORSHIP Exhibitors and sponsors will have the opportunity to advertise in the final program booklet or sponsor the program materials CD. Additional advertising opportunities are also available. See the "Marketing Exclusives" materials for rate information or contact Denise Isnor at denisei@pswi.org.

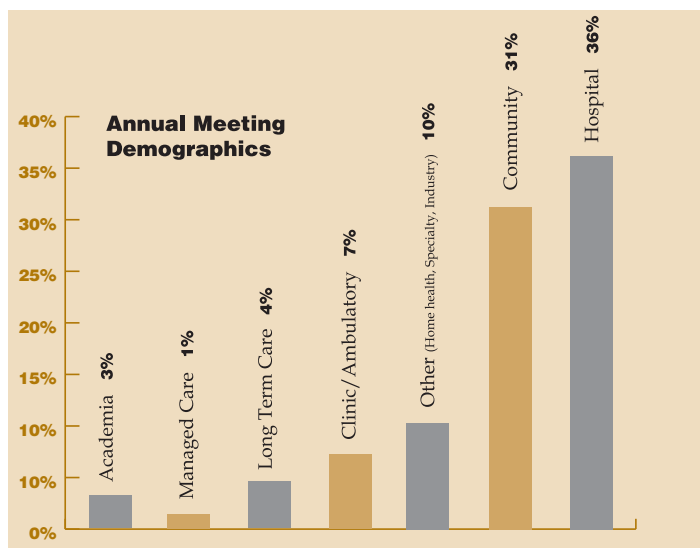
ADMISSION TO SESSIONS AND FUNCTIONS To attend sessions and functions other than Exhibit 2011, exhibit staff are required to register for the meeting.

CONFERENCE PROMOTION Promotional brochures and information on the Annual Meeting and trade show will be distributed to over 6,000 Wisconsin pharmacy practitioners. Last year's conference drew over 400 registrants.

BOOTH ASSIGNMENTS Assignments are determined by the date the contracts are received at the PSW office.

HOUSING INFORMATION A limited number of sleeping rooms have been blocked at the Radisson Hotel, La Crosse, 608-784-6680, until July 25, 2011. Make your reservations directly with the hotel and mention that you are with the Pharmacy Society of Wisconsin to receive the contracted rates.

PARKING Parking is available in the lot adjacent to the La Crosse Center off Front Street. Parking is complimentary.



SHIPPING ADDRESS PSW will provide a mailing address and instructions to all confirmed exhibitors several weeks prior to the conference.

DIRECTIONS Directions to the meeting will be forwarded to you with your confirmation.

UNLOADING South Hall A is located on the lower level of the La Crosse Center. Unloading can be done at Door #6 on Front Street (the right side of the floor plan).

CANCELLATION The exhibit contract may be cancelled up to four weeks before the event date. A 50% refund will be granted. Contracts cancelled within four weeks of the event will be charged the full exhibit fee.

CONTACT Katie Schmidt, Pharmacy Society of Wisconsin, 701 Heartland Trail, Madison, WI 53717; phone: 608-827-9200; fax: 608-827-9292; katies@pswi.org.



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PHARMACY
SOCIETY OF
WISCONSIN

ANNUAL MEETING

La Crosse August 26, 2011

COMPANY INFORMATION

Name of company: _____ Division: _____ Contact person: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ E-Mail: _____

Names of Representatives attending exhibit program: 1) _____ E-mail: _____
 (for name badges): 2) _____ E-mail: _____
 (\$30 fee required for additional representatives)

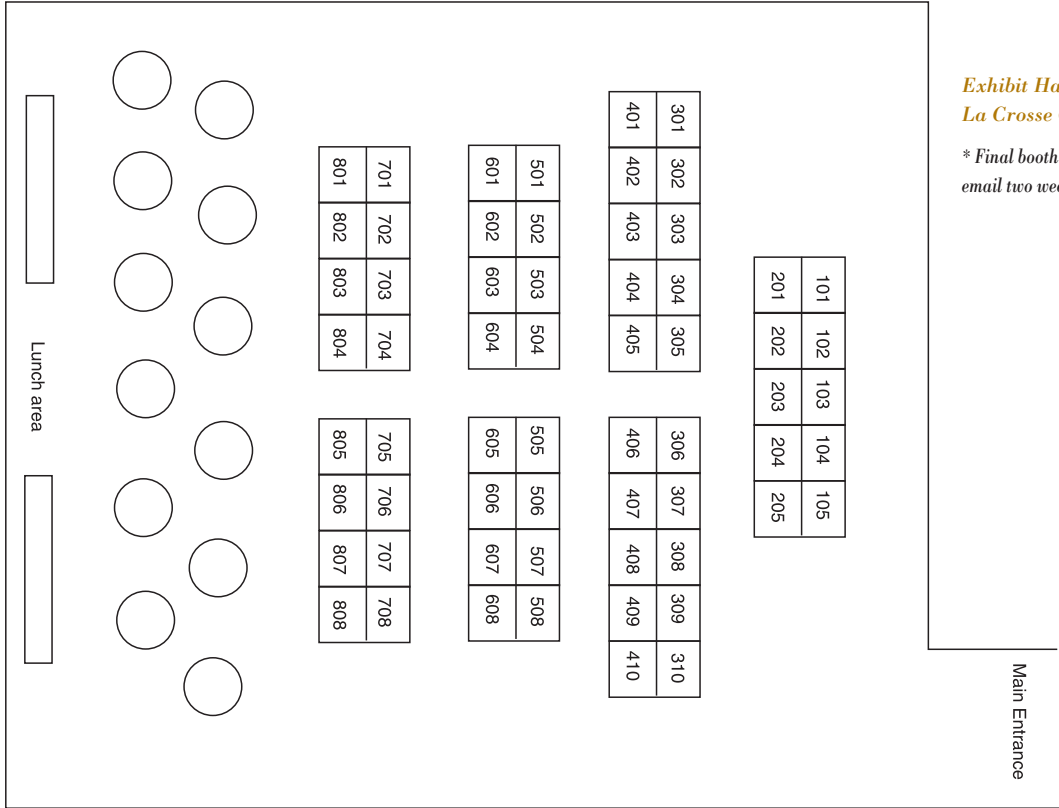
I have read and understand the payment information and cancellation policy set forth in this prospectus. Please reserve _____ Annual Meeting booth(s) at \$800 each (\$750 per booth if you're exhibiting at two or more PSW exhibit programs this year*) at a total cost of \$_____.
 *Excluding the Technician Educational Forum

 contact person's signature

Electrical
 Yes. Please order one
 110 volt electrical outlet for \$35.

Booth # preference
 1) _____
 2) _____
 3) _____

Please list any competitors you wish to be placed some distance from: _____



*Exhibit Hall,
 La Crosse Center*
 * Final booth assignments will be sent via email two weeks prior to the conference date.

Green Bay October 15, 2011

LOCATION Tundra Lodge Resort, Waterpark, & Conference Center, 865 Lombardi Avenue, Green Bay, WI, phone: 877-886-3725, fax. 920-405-1997.

EXHIBIT DATE October 15, 2011

EXHIBIT SCHEDULE **Setup Time:** 7 a.m. to 8 a.m.
Show Time: 8 a.m. to 3 p.m. Opportunities will be available throughout the day for Forum attendees to visit the exhibits.

BOOTH FEE \$325 per booth. **Payment must be received before you may exhibit.**

SHIPPING ADDRESS When shipping your materials, send them to the hotel address and preface the address with "PSW Technician Educational Forum, October 15."

Please use the following format:

Hold for: Pharmacy Society of Wisconsin
Event Date: October 15
Company Name/Onsite Contact
c/o Tundra Lodge
865 Lombardi Ave.
Green Bay, WI 54304

The Tundra Lodge may charge handling fees. Please contact the hotel for further details.

TAX ID 39-0714490

BOOTH DESCRIPTION

One 8' by 30" draped table. Two chairs. Two lunches.

COMPANY INFORMATION

Name of company: _____ Division: _____ Contact person: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ E-Mail: _____

Names of Representatives attending exhibit program: 1) _____ E-mail: _____

(for name badges):

2) _____ E-mail: _____

(\$20 fee required for additional representatives)

I have read and understand the payment information and cancellation policy set forth in this prospectus. Please reserve _____ exhibit booth(s) at \$325 each

contact person's signature

Electrical:

Yes. Please order one 110 volt electrical outlet for \$30.

Booth Preferences: Please list any competitors you wish to be placed some distance from:

Registered at one or more of PSW's 2010 meetings

- Abbott
- Abbott Diabetes
- Allergan
- American Regent Inc.
- Ameridose
- AmerisourceBergen
- Amgen
- APP Pharmaceuticals
- Astellas Pharma US, Inc.
- Baxter Healthcare
- BD
- Boehringer Ingelheim
- Bristol-Myers Squibb
- BSN Medical
- Cardinal Health
- Carmel Pharma
- Centocor
- Concordia University Wisconsin—
School of Pharmacy
- CSL Behring
- Daiichi Sankyo, Inc
- Dakota Drug, Inc
- Donate Life Wisconsin
- Dr. Comfort
- Eli Lilly
- Eurand Pharmaceuticals
- Florajen Probiotics
- Forest Pharmaceuticals
- Genentech
- GlaxoSmithKline
- Health Business Systems
- HP
- Independent Pharmacy
Cooperative
- Jay's Company
- Lake Country Systems
- Lakeshore Technical College
- McKesson
- MEDA Pharmaceuticals
- Merck
- Ministry Health Care
- NECC
- Novartis
- Novo Nordisk Inc.
- PAAS National
- Pfizer
- PharmacyOneSource
- Pharmacists Mutual
Companies
- PharmEcology
- PharMEDium
- QS-I
- Roche Diagnostics
“Accu-check”
- Rosalind Franklin
- Roundy's
- sanofi-aventis
- sanofi pasteur
- Shopko
- SmartFill
- Takeda Pharmaceuticals
- Teva Respiratory
- Teva Neuroscience
- Upsher-Smith
- UW School of Pharmacy
- Walgreens
- ZymoGenetics, Inc.



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