2027

EXHIBITOR PROSPECTUS

Pharmacy Society of Wisconsin

Our Vision

At PSW, we collaborate with healthcare teams to improve medication use, health of Wisconsinites, and transform pharmacy practice.

Our Mission

Provide a unified voice, resources, and leadership to advance the pharmacy profession and improve the quality of medication use in Wisconsin.

About Our Members

Membership Type

Pharmacists	60%
Students	12%
Technicians	24%
Retired	2%
Associate	2%

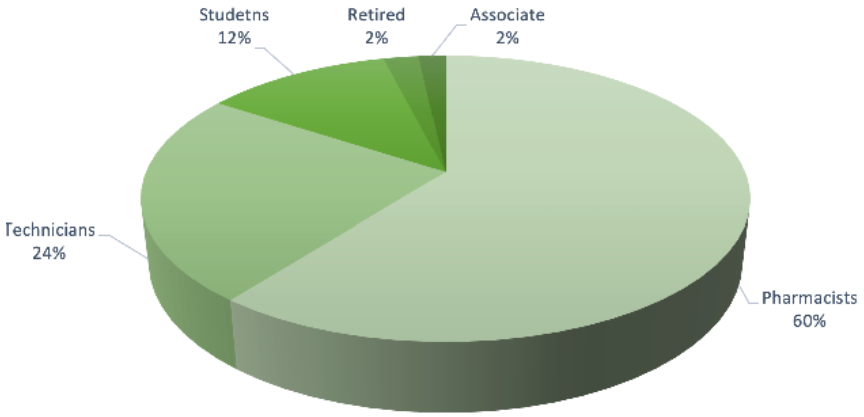
Practice Areas

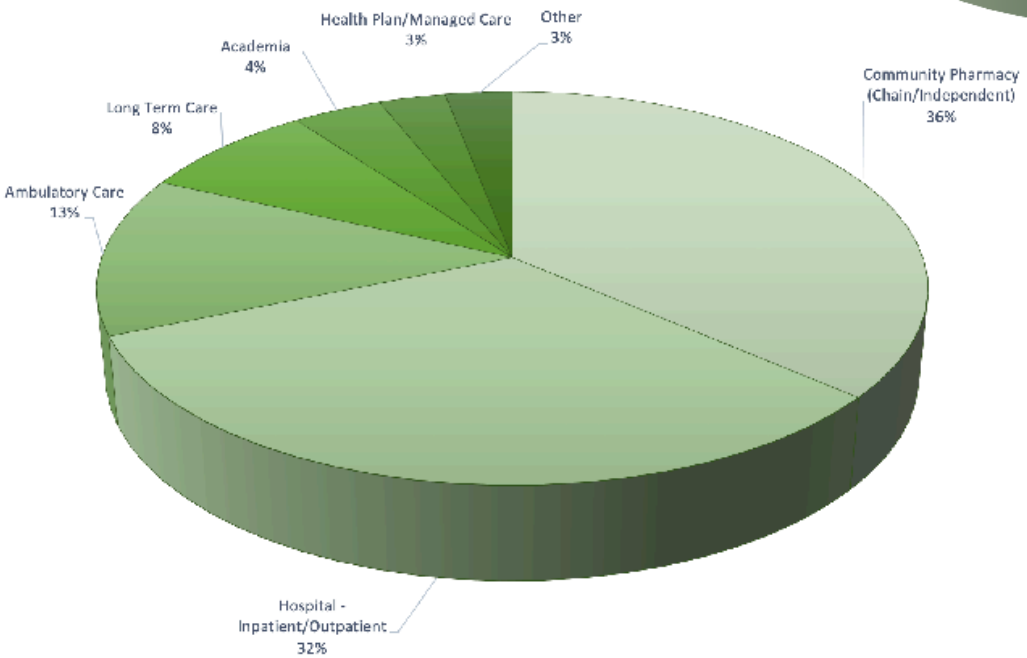
Community Pharmacy (Chain/Independent)	36%
Hospital - Inpatient/Outpatient	32%
Ambulatory Clinic	14%
Long Term Care	8%
Academia	4%
Health Plan/Managed Care	3%
Other	3%

Our Story

With "One Voice, One Vision" on January 1, 1998 Wisconsin successfully united all pharmacists, pharmacy technicians and student pharmacists within one advocating organization. The Pharmacy Society of Wisconsin has championed the cause of helping pharmacists deliver the best care for their patients. Today, with more than 4,500 members statewide, PSW is THE professional organization pharmacists, pharmacy technicians and student pharmacists join to further their careers, advance the standing of pharmacists and improve the care of patients in Wisconsin.

First rate education, networking opportunities, business solutions, inspirational stories and finding ways to make a difference is what the PSW is all about. PSW is designed so that its members can work together, help one another, and advance the pharmacy profession with the singular purpose of enhancing the lives of people in Wisconsin.





EXHIBITS AND SPONSORSHIP

Exhibit and Sponsorship Opportunities

CONFERENCE ADVERTISING & SPONSORSHIP

Exhibitors are invited to sponsor a program, session, or event at our conferences and events throughout the year. A full list of sponsorship and advertising opportunities for conferences can be found on page 5. For additional questions, contact Megan Grant at mgrant@pswi.org.

EXHIBIT THEATER

The exhibit theater is a industry-sponsored program held during the **Educational Conference** and **Annual Meeting.** The sponsor is solely responsible for the content of the program. Continuing education may not be associated with the program. PSW will provide marketing information to potential registrants about the schedule and venue location.

EXHIBIT

Exhibit at the **Educational Conference** and/or **Annual Meeting** to reach pharmacy professionals in attendance at the conference. A registration form for exhibits can be found on page 6. If you need a Letter of Request to participate or a W9, please reach out to Megan Grant at mgrant@pswi.org. Companies can also register online - here.

EXECUTIVE NETWORKING

A reversal of the traditional tradeshow format gets you a one-on-one meeting with key pharmacy leaders! A registration form for the Executive Networking event can be found on page 7. The Executive Networking event is held at the **Educational Conference** and **Annual Meeting**.

VIRTUAL LUNCH & LEARN

This is a 1-hour or half-hour time slot over the lunch hour where industry can sponsor a virtual talk. The sponsor is responsible for securing a speaker. PSW will provide advertising and a call-in line (if desired). Continuing education may not be associated with the program.

WISCONSIN PHARMACY RESIDENCY CONFERENCE (WPRC)

The Wisconsin Pharmacy Residency Conference (WPRC) is held concurrently with the PSW Educational Conference. Residents have the opportunity to present a Platform Presentation and provides networking opportunities for residency directors, preceptors, and residents.

PSW PARTNERSHIP OPPORTUNITIES

The **Platinum Partnership** opportunity is exclusive to one company and is on a first-come, first serve basis. This package is $20,000 (valued at $25,000). Platinum Partner benefits include:

- Recognition as a Platinum Partner at the Educational Conference and Annual Meeting
- One ad in the Educational Conference & Annual Meeting app
- One two-page ad in *The Journal* issue of your choice
- One ad in Fast Facts per month for eight months
- One Exhibit Theater at the Educational Conference or Annual Meeting
- Executive Networking Event Registration at the Educational Conference and Annual Meeting
- Two complimentary PSW conference registrations (one Educational Conference and one Annual Meeting)
- Exhibit booths at the Educational Conference and Annual Meeting.
- Sponsorship of one additional event of your choice at the Educational Conference or Annual Meeting

The **Gold Partnership** may be purchased by more than one company and is $10,000 (valued at $15,000) and includes:

- Recognition as a Gold Partner at the Educational Conference or Annual Meeting
- One ad in the Educational Conference or Annual Meeting app
- One-page ad in *The Journal* issue of your choice
- Executive Networking Event Registration at the Educational Conference and Annual Meeting
- One complimentary PSW conference registration (Educational Conference OR Annual Meeting)
- Exhibit booth at the Educational Conference OR Annual Meeting.

Contact Megan Grant at mgrant@pswi.org for additional materials and pricing on partnership, exhibit, and sponsorship opportunities.

LEADERSHIP CONFERENCE

The Decker-Temple Leadership Pharmacy Conference, a new practitioner leadership conference, takes place at the Eagle Ridge Inn and Resort near Galena, Illinois annually in August. The conference, combining professional and social functions over three days, provides an unequaled opportunity for pharmacists relatively new to their profession to develop skills that enable both personal and professional growth. We invite all partners to support this conference.

ADDED BONUS:

Any of the options on this page will also be recognized in the conference recap issue of *The Journal* at no additional cost.

Pharmacy Society of Wisconsin
701 Heartland Trail, Madison, WI 53717
Phone: 608-827-9200 Fax: 608-827-9292
www.pswi.org info@pswi.org
Questions on Marketing with PSW?
Contact Megan Grant, mgrant@pswi.org

SPONSORSHIP

2027 PSW Sponsorship Opportunities

PSW Tax ID # 39-0714490

☐ **PLATINUM PARTNERSHIP** ☐ **GOLD PARTNERSHIP**

PSW EDUCATIONAL CONFERENCE

- ☐ Exhibit Booth $1,500
- ☐ Executive Networking $2,000
- ☐ Exhibit Theater $5,000
- ☐ App Sponsor $1,000
- ☐ Reception Sponsor $1,000
- ☐ Break Sponsor $1,000
- ☐ WiFi Sponsor $2,000
- ☐ Poster Session Sponsor $3,000
- ☐ Wisconsin Pharmacy Residency Conference (WPRC) Sponsor $5,000
- ☐ Conference Sponsor $5,000

PSW LUNCH & LEARN

- ☐ Lunch & Learn Sponsor $3,000

PSW ANNUAL MEETING

- ☐ Exhibit Booth $1,500
- ☐ Executive Networking $2,000
- ☐ Exhibit Theater $5,000
- ☐ App Sponsor $1,000
- ☐ Welcome Reception $1,000
- ☐ Break Sponsor $1,000
- ☐ WiFi Sponsor $2,000
- ☐ Friday Lunch Sponsor $2,000
- ☐ Friday Night Party $2,500
- ☐ Past Presidents' Dinner Sponsor $2,500
- ☐ Saturday Night President's Reception $2,500
- ☐ Poster Session Sponsor $3,000
- ☐ Saturday Night Awards Banquet $3,000

Net Amount Due $ _____

Company Name: _____

Contact Person: _____

Address: _____

Address2: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

METHOD OF PAYMENT

☐ Check payment to PSW ☐ Visa ☐ MasterCard ☐ American Express

Card Number: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Expiration Date: _____ CVV Code: _____

Signature: _____

Please return a copy of this form to:

Megan Grant, Pharmacy Society of Wisconsin
701 Heartland Tr., Madison, WI 53717
fax 608.827.9292 email to mgrant@pswi.org

EXHIBIT REGISTRATION

2027 PSW Conference Exhibits

PSW Tax ID # 39-0714490

REGISTER ONLINE!

Visit www.pswi.org/Exhibits to register your booth(s)

☐ **2027 Educational Conference**

Cost: **$1,500**
Location: Monona Terrace Convention Center Madison, WI
Date: April 22, 2027
Exhibit Time: **4:30 - 6:30 pm***

☐ **2027 Annual Meeting**

Cost: **$1,500**
Location: Hyatt Regency KI Convention Center, Green Bay, WI
Date: August 27, 2027
Exhibit Time: **11:30 am - 3:00 pm***

NET AMOUNT DUE **Net Amount Due $ _____**

Company Name: _____

Division: _____

Contact Person: _____

Address: _____

Address2: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Rep1 Name: _____ Rep1 Email: _____

Rep2 Name: _____ Rep2 Email: _____

Additional Rep Name (3rd): ($100 extra fee) _____

Electricity: ($150 extra) _____

Competitors: _____

Signature: _____

Please return a copy of this form to:

Megan Grant, Pharmacy Society of Wisconsin
701 Heartland Tr., Madison, WI 53717
fax 608.827.9292 email to mgrant@pswi.org

These meetings will bring together pharmacy practitioners from all facets of pharmacy practice in the State of Wisconsin. Both conferences are open to all commercial supporters. The exhibit booths will be located outside the meeting room where the program is taking place and include an 8' x 10' booth, 8ft table, two chairs, and signage. Your company will also be recognized in the PSW event app for the conference and highlighted in the Journal of the Pharmacy Society of Wisconsin as a supporter.

**Times subject to change.*

EXHIBIT REGISTRATION

2027 PSW Conference Exhibits

PSW Tax ID # 39-0714490

☐ **2027 Spring Executive Networking**
Cost: **$2,000**
Location: Monona Terrace Convention Center
Date: April 22, 2027
Time: 9:15 - 11:30 am*

☐ **2027 Fall Executive Networking**
Cost: **$2,000**
Location: Hyatt Regency KI Convention Center, Green Bay, WI
Date: August 27, 2027
Time: 9:15 - 11:30 am*

NET AMOUNT DUE **Net Amount Due $ _____**

Company Name: _____

Division: _____

Contact Person: _____

Address: _____

Address2: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Rep1 Name: _____ Rep1 Email: _____

Rep2 Name: _____ Rep2 Email: _____

Signature: _____

Please return a copy of this form to:

Megan Grant, Pharmacy Society of Wisconsin
701 Heartland Tr., Madison, WI 53717
fax 608.827.9292 email to mgrant@pswi.org

REGISTER ONLINE!

Visit www.pswi.org/Exhibits to register for the Executive Networking Event

The Executive Networking Program gives your company the opportunity to meet one-on-one with members of PSW who have key roles in the medication decision-making process for their organizations. This program is a reversal of the traditional tradeshow format: PSW members will host a table while participating companies rotate through scheduled meetings. Each meeting will last approximately 8 minutes*, providing dedicated time to share product and company information directly with pharmacy leaders.

To help make these meetings as meaningful as possible, PSW will use a ranking and matching process for the 2027 Executive Networking Program. Participating companies will have the opportunity to rank and prioritize the PSW members they are most interested in meeting with.

**Times subject to change.*

ADVERTISING

The Journal

of the Pharmacy Society of Wisconsin



READERSHIP

The Journal is an exclusive benefit of the Pharmacy Society of Wisconsin and is distributed to PSW's over 4500 members. *JPSW* is also posted online and is open-access to non-members. PSW members practice in independent community pharmacies, chain pharmacies, long term care pharmacies, hospitals, clinics, home infusion pharmacies, industry, and academia. Our subscribers include pharmacists, vendors, students, and persons and institutions with a special interest in pharmacy.

ADVERTISEMENT SPECIFICATIONS

Ad size: 8 1/2" x 11"
Formats accepted: Digital PDF Files

Layout and typesetting services are available for an additional cost. All artwork will be destroyed after one year unless requested in writing to be returned.

FREQUENCY AND DEADLINES

The Journal is published bimonthly, six times a year by the Pharmacy Society of Wisconsin. We try to accommodate all requests, but ask that you submit your ad by the submission deadlines to guarantee placement. Insertion orders, contracts and materials are due on these dates.

Issue	Publication Date	Contract Deadline	Ad Deadline
Jan/Feb	Jan 1	Nov 15	Dec 1
March/April	March 1	Jan 15	Feb 1
May/June	May 1	March 15	Apr 1
July/Aug	July 1	May 15	June 1
Sept/Oct	Sept 1	July 15	Aug 1
Nov/Dec	Nov 1	Sept 15	Oct 1

AGENCY COMMISSION AND TERMS

The publisher reserves the right to reject any and all advertising copy submitted, with or without cause. The publisher's liability for misprinting or failure to insert such advertising shall be limited to the refund of the payment made for each insertion. Position of advertising is at the sole discretion of the publisher.

PAYMENT INFORMATION

All payments owed for the issue last billed are to be paid in full within 30 days after invoicing.

CONTACT

Ads, contracts, insertion orders, payments, reproduction material and all other related communication should be addressed to:
Megan Grant, Pharmacy Society of Wisconsin, 701 Heartland Tr., Madison, WI 53717; phone: 608-827-9200; fax: 608-827-9292; email: mgrant@pswi.org.

CLICK TRACKING

PSW can provide advertisers the opportunity to insert embedded links into their advertisement. Click tracking for all advertisements placed within *The Journal* is available upon request.

ADVERTISING RATE CARD

SIZE	Dimensions	1 Issue
4 Pages	8.5 inches X 11 inches per pg	$1,500
3 Pages	8.5 inches X 11 inches per pg	$1,200
2 Pages	8.5 inches X 11 inches per pg	$900
Inside Cover	8.5 inches X 11 inches	$800
Full Page	8.5 inches X 11 inches	$500
Half Page	8.5 inches X 5.5 inches	$250

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FastFacts

FastFacts is an e-newsletter that is sent to all active PSW members every Friday morning. This allows members to stay up-to-date on weekly statewide and national news that is relevant to the Wisconsin pharmacy profession.



PSW FastFacts

Make a regular impact on over 4,500 subscribers of the *FastFacts* eNewsletter.

AD SPOTS ARE LIMITED, and will be secured first-come, first-served!

1. **LEADERBOARD**
   600x200 px | **EXCLUSIVE**
   $400/one week, $500/two weeks
2. **BANNER**
   600x200 px
   $300/one week, $400/two weeks
3. **FOOTER**
   600x200 px | **EXCLUSIVE**
   $250/one week, $300/two weeks
4. **SPONSORED CONTENT**
   Max 150 Words w/ 160x160 Image
   $400/one week, $500/two weeks

Have our professional in-house designer create your ad! Simply send us your company logo with the content you wish to include. An additional one-time $200 designers fee will apply.

For further information on website advertising, contact Megan Grant at mgrant@pswi.org.