

2025

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%

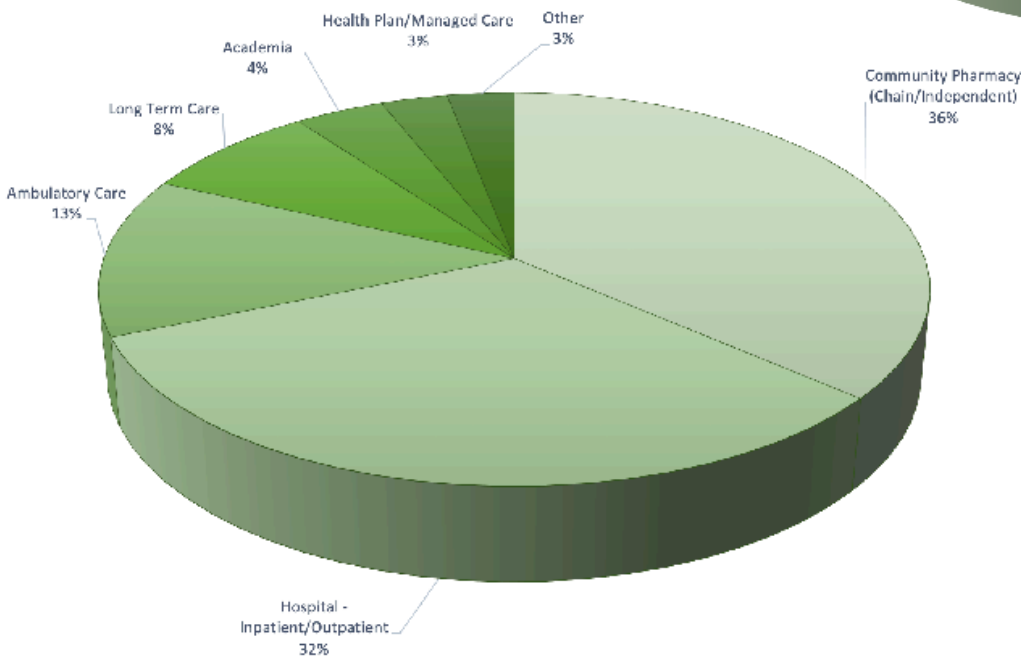
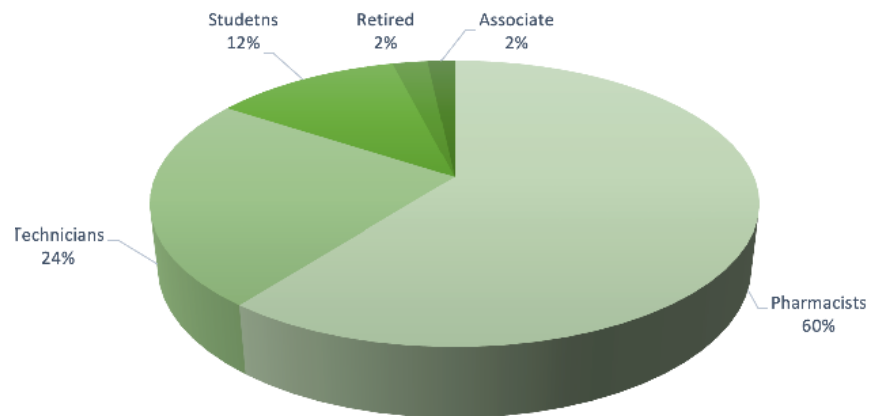
Practice Areas

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](#).

REVERSE EXHIBITS

A reversal of the traditional tradeshow format gets you a one-on-one meeting with key pharmacy leaders! A registration form for the Reverse Expo can be found on page 7. The Reverse Expo 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
- Reverse Expo 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
- Reverse Expo 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 unequalled 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

2025 PSW Sponsorship Opportunities

PSW Tax ID # 39-0714490

PLATINUM PARTNERSHIP

GOLD PARTNERSHIP

PSW EDUCATIONAL CONFERENCE

- Exhibit Booth.....\$1,200
- Reverse Expo.....\$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.....\$2,000
- Reverse Expo.....\$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

Company Name: _____ **Net Amount Due \$** _____

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

2025 PSW Conference Exhibits

PSW Tax ID # 39-0714490

REGISTER ONLINE! PSW NOW OFFERS ONLINE REGISTRATION FOR EXHIBITORS

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

2025 Educational Conference

Cost: **\$1,200**
Location: Monona Terrace Convention Center
Madison, WI
Date: April 8, 2025
Exhibit Time: **4:30 - 6:30 pm***

2025 Annual Meeting

Cost: **\$1,500**
Location: Baird Center
Milwaukee, WI
Date: August 15, 2025
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.*

2025 PSW Conference Exhibits

PSW Tax ID # 39-0714490

2025 Spring Reverse Expo

Cost: **\$2,000**
Location: Monona Terrace Convention Center
Date: April 8, 2025
Time: 9:15 - 11:30 am*

2025 Fall Reverse Expo

Cost: **\$2,000**
Location: Baird Center
Milwaukee, WI
Date: August 15, 2025
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

By participating in the Reverse Exhibitor Program, your company will meet one-on-one with pharmacist members of PSW who have key roles in the medication decision-making process for their organizations. The Reverse Exhibit is exactly what the name suggests: a reversal of the traditional tradeshow format. The key PSW decision-makers will host a table while vendors will move around the room. Approximately every 8 minutes, vendors will move to the next table, giving each company a chance to talk with every pharmacist attending. The purpose of the session is to provide you with the opportunity to present product and company information directly to key decision-makers with whom you may not otherwise get facetime.

We are in the process of inviting pharmacist participants that you will be meeting with during the session and will have specific information soon. We will provide you with an itinerary listing the participating pharmacists and their practice sites. Space limits us to provide this Reverse Exhibit Program to the first 12 companies committing to the \$2000 Reverse Exhibit fee.

**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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 Contact Megan Grant, mgrant@pswi.org

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 Pharmacy Society of Wisconsin

FastFacts
Our Voice. Our Values.

1 LEADERBOARD

A new Agency for Health Care Research and Quality (AHRQ) report ranks Wisconsin's hospitals a top performer for Medication Management. AHRQ provides more information on the top five hospitals reported in 2023. AHRQ also allows users to compare national data and objectives for 2024.

With the leading central database in the world, we're making 2023-2024 more transparent, accessible, and actionable for all. And we're making it easier to find what you need. Visit [www.ahrq.gov](#) for more information on the report and to learn more about AHRQ's work to improve the quality of care and reduce costs for patients and providers.

Click here to learn more.

2023 Co-Recipients of the PSW Interdisciplinary Care Partner Award - Chris Fitchner & ED MAT-Link Team

This year the PSW Board of Directors selected two outstanding recipients of the PSW Interdisciplinary Care Partner Award.



Chris Fitchner, Assistant Professor of Education, has been a member of the Emergency Medicine Department since 2015. He is currently the Director of the Emergency Department and the ED MAT-Link Team. He has been a member of the PSW since 2015 and has been a recipient of the PSW Interdisciplinary Care Partner Award. He is currently the Director of the Emergency Department and the ED MAT-Link Team. He has been a member of the PSW since 2015 and has been a recipient of the PSW Interdisciplinary Care Partner Award.

The Emergency Medicine Department at UW-Madison is a leader in the field of emergency medicine. The department is committed to providing high-quality care to our patients and to advancing the field of emergency medicine through research and education. The ED MAT-Link Team is a multidisciplinary team of healthcare professionals who work together to improve patient outcomes and reduce costs. The team includes nurses, pharmacists, and other healthcare providers. The team has been successful in implementing various initiatives that have improved patient care and reduced costs. The team is proud to be recognized by the PSW for their outstanding work.

Medical College of Wisconsin
1112 Walnut Street, Room 1000, Milwaukee, WI 53224
Mary Beth Gwinn, MD, MBA
Lisa Ruth Gwinn, MD, MBA, FACP
Nadia Lanza, MD
Tara M. Kozlowski, MD
Kathleen Chinn, MD



UW-Madison Emergency Department
600 Highland Drive, Room 1000
400 South Walnut, Room 1000

Community Medical Services
Oakdale, WI, USA

PSW Technician Member Meet-Up Survey

The PSW Technician Member Meet-Up Survey is seeking feedback from our technician members to help us improve our services and support. The survey is available until July 31st. Please take a few minutes to complete the survey and provide your input. Your feedback is important to us.

The PSW Technician Member Meet-Up Survey is available at [www.psw.org/technician-survey](#). Please take a few minutes to complete the survey and provide your input. Your feedback is important to us.

PSW Network
Connect. Collaborate. Advance.

Click here to Explore

Member Meet-Up Alert: Pain Stewardship Quarterly Meeting June 27

The PSW Pain Stewardship Committee is pleased to announce the Pain Stewardship Quarterly Meeting on June 27, 2024. The meeting will focus on the latest research and best practices in pain management. The meeting is open to all PSW members. Please contact the Pain Stewardship Committee at [www.psw.org/pain-stewardship](#) for more information.

3 FOOTER

Member Survey of Wisconsin | P: 608-827-5000 | F: 1-800-827-5026 | [www.psw.org](#)

1247 N. WAVERLY ST.

[f](#) [t](#) [i](#) [v](#)

ForwardHealth Updates - July 2023

The most recent ForwardHealth Update, [July 2023 Patient Open Set, Changes and Other Pharmacy-Related Changes](#), contains several changes which the 712,702 active clinicians include:

- The FHEMMS data will be added to the PDL as of 7/1. Based on the data which is considered adding the FHEMMS will allow them to know their own network data and how best to use non-preferred products and the lower utilization policy for newly referred to use. The change will allow them to use the non-preferred products if they are currently prescribed to be continued for 90 days or more. For additional information, see the FHEMMS update in the FHEMMS update on the ForwardHealth website.
- Update of the FHEMMS update on the ForwardHealth website.
- Update of the FHEMMS update on the ForwardHealth website.

Tick Season in Wisconsin: Stay Informed About Tickborne Diseases

Wisconsin is right in the middle of tick season, and with it comes the risk of tickborne diseases. Stay informed about the latest information on tickborne diseases and how to protect yourself and your family. Visit [www.dhs.gov/tickborne-diseases](#) for more information.

4 SPONSORED CONTENT

Wisconsin is right in the middle of tick season, and with it comes the risk of tickborne diseases. Stay informed about the latest information on tickborne diseases and how to protect yourself and your family. Visit [www.dhs.gov/tickborne-diseases](#) for more information.

2 MID-LEADERBOARD

Special Advertising Section

Survey Exploring Wisconsin Pharmacist Perceptions on Contraception and Emergency Contraception Following the Overturn of Roe v. Wade

The survey will take about 20 minutes to complete. If you choose to complete the survey, you may be entered to win a gift card. If you participate in a 20-minute survey, you will receive a \$50 gift card. If you participate in a 40-minute survey, you will receive a \$100 gift card. The survey is available until July 31st. Please take a few minutes to complete the survey and provide your input. Your feedback is important to us.

Upcoming PSW Member Events

Click here for a full list of PSW member groups and their details.

Monthly System Pharmacy Forum Focus: West Wisconsin ASHP House of Delegates Representative July 27, 2024 at 12:00 pm Click here to register	Pain Stewardship Group Focus: Milwaukee June 27, 2024 at 12:00 pm Click here to register
Independent Pharmacy Forum July 27, 2024 at 12:00 pm Click here to register	Pharmacist Leadership & Policy Management Group Focus: Laboratory Considerations September 27, 2024 at 12:00 pm Click here to register
Medication Management Group Focus: Patient Labeling Plans August 6, 2024 at 12:00 pm Click here to register	PSW Member Group July 27, 2024 at 12:00 pm Click here to register
Medication Safety Group July 27, 2024 at 12:00 pm Click here to register	Emergency Response Management Group August 6, 2024 at 12:00 pm Click here to register

Your weekly news & updates

Stay up-to-date on weekly state and national news that is relevant to the Wisconsin pharmacy profession. Get your news weekly. Check out the PSW Partner articles.

3 FOOTER

Member Survey of Wisconsin | P: 608-827-5000 | F: 1-800-827-5026 | [www.psw.org](#)

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PSW FastFacts

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

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

1 LEADERBOARD
600x150 px | EXCLUSIVE
\$8,995 Full Year/12 Months

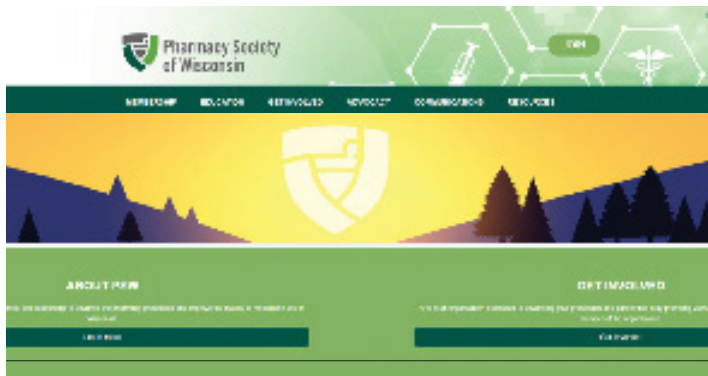
2 MID-LEADERBOARD
600x150 px
\$6,995 Full Year/12 Months

3 FOOTER
600x150 px | EXCLUSIVE
\$4,995 Full Year/12 Months

4 SPONSORED CONTENT
Max 150 Words w/ 160x160 Image
\$4,995 Full Year/12 Months

For Details, Email Case Aldridge
Case@theassociationpartner.com

PSW Website



1 YOUR AD HERE



WEBSITE LEADERBOARD

728x90 px | LIMITED TO ONLY 2 SPONSORS
\$4,995 Full Year/12 Months



WEBSITE MID-LEADERBOARD

728x90 px | LIMITED TO ONLY 2 SPONSORS
\$3,995 Full Year/12 Months



WEBSITE FOOTER

728x90 px | LIMITED TO ONLY 2 SPONSORS
\$3,995 Full Year/12 Months





PSW Network
Connect. Collaborate. Advance.

[Click here to Explore](#)

PSW MEMBERSHIP

[View More](#)

2 YOUR AD HERE



QUALITY COLLABORATIVE
An Association of Wisconsin Pharmacies

[View More](#)



The Journal
for Wisconsin's Pharmacies

[View More](#)

FOOTER

[View More](#)

3 YOUR AD HERE

Website Sponsorship Options
 Stay front and center with thousands of highly qualified industry professionals on the official PSW website. **PREMIUM** exposure options are limited and first-come, first-served!

- 1 WEBSITE LEADERBOARD**
728x90 px | LIMITED TO ONLY 2 SPONSORS
\$4,995 Full Year/12 Months
- 2 WEBSITE MID-LEADERBOARD**
728x90 px | LIMITED TO ONLY 2 SPONSORS
\$3,995 Full Year/12 Months
- 3 WEBSITE FOOTER**
728x90 px | LIMITED TO ONLY 2 SPONSORS
\$3,995 Full Year/12 Months

For Details, Email Case Aldridge
Case@theassociationpartner.com

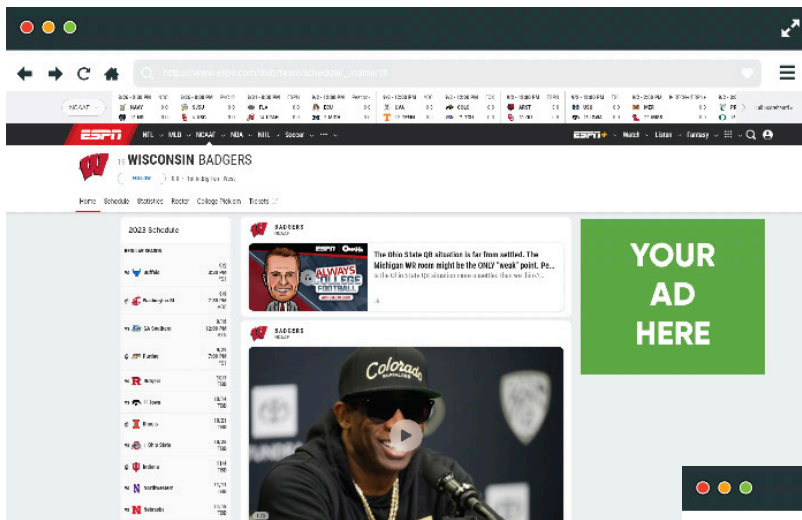
Websites Banners - PSW Retargeting



...AND THOUSANDS OF OTHER SITES THAT DISPLAY BANNERS!

For Details, Email Case Aldridge
Case@theassociationpartner.com

Your Ads Seen by PSW's Audience in a Real & Relevant Way in their Everyday Lives!



CHOOSE YOUR REACH

Annual Ad Views	Price: Annual
200,000 Views	\$7,495
100,000 Views	\$4,995
50,000 Views	\$2,995

Ad Sizes & Specs:
Please Submit All 4 Ad Sizes

