

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.*