

SPONSOR & EXHIBITOR PROSPECTUS



# NCPDP 2011

ANNUAL TECHNOLOGY & BUSINESS CONFERENCE

May 15-19, 2011



Arizona Biltmore Resort & Spa



The **NCPDP 2011 ANNUAL TECHNOLOGY & BUSINESS CONFERENCE** on May 15-19, 2011 at the Arizona Biltmore Resort and Spa in Phoenix will bring together representatives from more than 300 companies focused on improving healthcare delivery.

Attendees represent a broad range of industry segments, including retail pharmacies, pharmacy benefit management companies, government agencies, pharmaceutical manufacturers, long term care vendors and providers, database management organizations, healthcare consultants, wholesale drug distributors and more.

## *Join us as a Sponsor, Exhibitor or Advertiser!*

### **REACH OUT TO INDUSTRY BUSINESS LEADERS AND DECISION MAKERS.**

Over 84% of NCPDP members work at the manager to executive level.

### **COST EFFECTIVELY OPTIMIZE YOUR MARKETING EFFORTS.**

Pre- and post-conference attendee rosters will be made available to sponsors and exhibitors.  
Your company will be listed in a variety of promotional and on-site publications.

### **SHOWCASE YOUR PRODUCTS AND SERVICES TO A TARGETED AUDIENCE.**

More than 300 companies participated in the 2010 Annual Conference.

### **THE TOP FIVE COMPANY TYPES IN THE NCPDP MEMBERSHIP ARE:**

PBMs (197), Telecommunication/System Vendors (57), Chain Pharmacies (70),  
Pharmaceutical Manufacturers (31), Consultants (22)

### **SHOW YOUR COMPANY SUPPORT OF NCPDP.**

Help provide critical funding for pharmacy standards development.



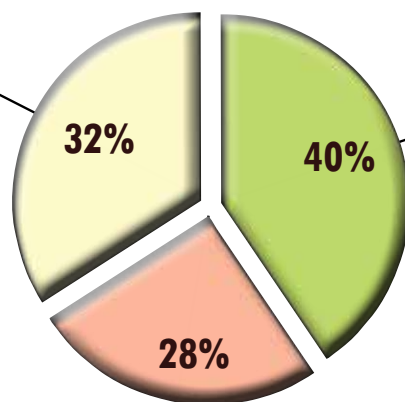


# NCPDP MEMBERSHIP BY CATEGORY\*

## VENDOR/GENERAL INTEREST

- Academia
- Clinical Program
- Consultant
- Database Management Organization
- Information/Material Distributor
- Long Term Care Industry Consultant
- Mail List House
- Other Vendor/General Interest
- Physician Service Organization
- Professional/Trade Association
- Telecommunication and Systems Vendor
- Wholesale Drug Distributor

**TOTAL FOR CATEGORY: 487**



## PAYER/PROCESSOR

- Blue Cross Blue Shield Organization
- Federal/State Agency
- Health Insurer
- Health Maintenance Organization (HMO)
- Other Payer/Processor
- Pharmacy Benefit Management Organization (PBM)
- Prescription Service Administration Organization (PSAO)

**TOTAL FOR CATEGORY: 607**

## PRODUCER/PROVIDER

- Chain Pharmacy
- Consulting Pharmacist
- Franchise Pharmacist
- Home Infusion Pharmacist
- Home Infusion Pharmacy
- Hospice Provider
- Hospital
- Hospital Pharmacy
- Independent Pharmacy
- Long Term Care Pharmacist
- Long Term Care Provider Pharmacy
- Long Term Care Provider
- Mail Service Pharmacy
- On-Line Pharmacy
- Other Producer/Provider
- Pharmaceutical Manufacturer

**TOTAL FOR CATEGORY: 429**

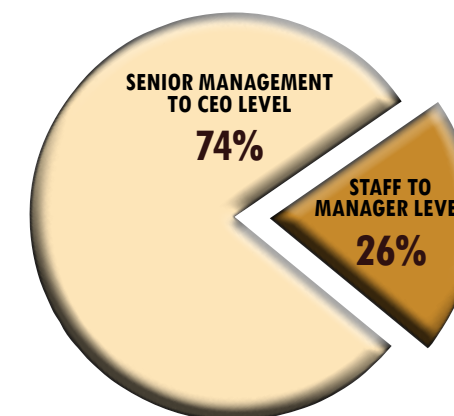
# NCPDP 2010 CONFERENCE DEMOGRAPHICS

NCPDP 2010 included participants from more than **300** companies.

## A FEW PARTICIPATING ORGANIZATIONS:

- Aetna Pharmacy Management
- Argus Health Systems, Inc.
- Cardinal Health, Inc.
- CVS Caremark
- Emdeon Business Services
- Express Scripts, Inc.
- Gold Standard/Elsevier
- HealthTrans
- IMS Health
- Medco Health Solutions, Inc.
- Prime Therapeutics
- RelayHealth Prospective Health Services
- Surescripts
- SXC Health Solutions, Inc.
- Target Corporation
- Walgreens Health Initiatives, Inc.

## ANNUAL CONFERENCE ATTENDEES BY JOB LEVEL



\*MEMBERSHIP TOTALS AS OF JUNE 2010.



# NCPDP 2011 CONFERENCE SCHEDULE\*

## SATURDAY, MAY 14, 2011

1:00 p.m. — NCPDP Corporate Cup Golf Challenge (additional fee)

## SUNDAY, MAY 15, 2011

8:00 a.m. to 11:30 a.m. — Work Group Meetings

11:30 a.m. to 1:00 p.m. — Lunch (on own)

1:00 p.m. to 4:30 p.m. — Work Group Meetings

4:30 p.m. to 6:30 p.m. — MC Maintenance & Control

## MONDAY, MAY 16, 2011

8:00 a.m. to 11:30 a.m. — Work Group Meetings

11:30 a.m. to 1:00 p.m. — Lunch (on own)

1:00 p.m. to 3:30 p.m. — Work Group Meetings

3:30 p.m. to 5:00 p.m. — MC Maintenance & Control

5:15 p.m. to 6:15 p.m. — General Business Session

6:30 p.m. to 8:30 p.m. — **OPENING RECEPTION\*\***

## TUESDAY, MAY 17, 2011

9:00 a.m. to 11:00 a.m. — General Session

11:00 a.m. to 1:00 p.m. — Lunch

1:00 p.m. to 2:00 p.m. — Track Sessions

2:15 p.m. to 3:15 p.m. — Track Sessions

3:00 p.m. to 6:00 p.m. — **EXHIBIT HALL\*\***

4:30 p.m. to 6:00 p.m. — **HAPPY HOUR RECEPTION\*\***

7:00 p.m. to 12:00 a.m. — President's Dinner (by invitation)

## WEDNESDAY, MAY 18, 2011

8:00 a.m. to 9:00 a.m. — Market Trends Report

9:15 a.m. to 10:15 a.m. — Track Sessions

10:30 a.m. to 11:30 a.m. — Track Sessions

11:30 a.m. to 1:00 p.m. — Lunch

1:00 p.m. to 3:00 p.m. — General Session

3:00 p.m. to 6:00 p.m. — **EXHIBIT HALL\*\***

6:00 p.m. to 7:00 p.m. — Sponsor Reception (by invitation)

7:00 p.m. to 11:00 p.m. — Theme Party

## THURSDAY, MAY 19, 2011

8:00 a.m. to 9:00 a.m. — Breakfast Speaker

9:00 a.m. to 11:00 a.m. — Track Session

\*Conference schedule is subject to change.

\*\*Indicates **Exhibit Hall** Event.

## SPONSORSHIP BENEFITS

	PLATINUM	GOLD	SILVER	BRONZE
CONFERENCE REGISTRATIONS	3	2	1	
SPONSOR RECEPTION INVITATIONS	4	3	2	1
COMPANY LOGO ON CONFERENCE SIGNAGE	●			
COMPANY LOGO FEATURED IN MEMBERSHIP BROADCAST E-MAILS	●			
PRE- AND POST-ATTENDEE ROSTER	●	●	●	●
LISTING IN CONFERENCE PROMOTIONAL MATERIALS	●	●	●	●
RECOGNITION DURING THE GENERAL SESSION AND A SPECIAL PLAQUE	●			
LOGO IN THE CONFERENCE GUIDE	●			
LISTING IN THE CONFERENCE GUIDE	●	●	●	●
LOGO IN THE CONFERENCE POCKET GUIDE	●			
LISTING IN THE CONFERENCE POCKET GUIDE	●	●	●	●
SPONSOR BADGE RIBBON FOR ALL COMPANY CONFERENCE ATTENDEES	●	●	●	●







# NCPDP 2011 SPONSORSHIP OPPORTUNITIES

## PLATINUM

### ATTENDEE SHIRT

Cost = \$20,000  
See your logo on quality apparel worn in various business settings.

### CORPORATE CUP GOLF TOURNAMENT

Cost = \$20,000  
Sponsor NCPDP's exciting annual golf tournament held in an exclusive country club setting.

### T.I.M.E. AWARD

Cost = \$20,000  
Honor NCPDP leadership through The Individual Membership Excellence (T.I.M.E.) Award. Your organization will be recognized at the invitation-only NCPDP President's Dinner.

### WI-FI SPONSORSHIP

Cost = \$20,000  
Your organization will be identified as the exclusive provider for wireless Internet connectivity in meeting rooms during the conference.

### CONFERENCE GUIDE

Cost = \$15,000  
Be in the hands of every attendee as sponsor of the Conference Guide! As such, your organization will also receive a full-page, back cover advertisement and full-page "thank you" house advertisement.

### HANDOUT BAGS

Cost = \$15,000  
Every attendee gets a bag of goodies — put your logo right out front!

### NETWORKING RECEPTIONS

Cost = \$15,000 per event  
Establish your company as an industry leader by sponsoring a networking reception.

### THEME PARTY GIVEAWAY ITEM

Cost = \$15,000  
Party the night away as sponsor of the door gift. Each attendee receives at the annual theme party.

### WEDNESDAY KEYNOTE SPEAKER

Cost = \$15,000  
Your company representative will introduce the Wednesday General Session keynote speaker.

## GOLD

### ANNUAL EDUCATION SPONSORSHIP

Cost = \$10,000  
Increase your visibility by splitting your sponsorship between the Annual Conference and an NCPDP Educational Program.

### BUFFET LUNCHEONS

Cost = \$10,000 per event  
Your organization gains great visibility on signs and special napkins displayed at buffet lunch events.

### CLOSING BREAKFAST

Cost = \$10,000  
This popular event concludes the conference with great food, speakers and the Grand Prize Giveaway drawing.

### CONFERENCE LANYARDS

Cost = \$10,000  
Make every attendee a walking advertisement with your organization's logo displayed on the badge lanyards provided to conference attendees.

### CONFERENCE DAILY NEWSPAPER

Cost = \$10,000 per sponsor  
Keep conference attendees up to date with the most current information about conference events, news, menus and more as sponsor of the on-site daily conference newspaper.

### EXHIBIT HALL REFRESHMENT BREAK

Cost = \$10,000 per event  
Ice cream? Smoothies? Espresso bar? Cotton candy? Treat attendees to a special breaktime refreshment of your choosing at the Exhibit Hall.

### HOTEL ROOM KEYS

Cost = \$10,000  
Attendees will see your logo every time they check out their room keys at the Biltmore.

### PORTFOLIO

Cost = \$10,000  
Attendees will take note of your organization as sponsor of the embossed portfolio that each will take home from the conference this year.

### USB FLASH DRIVE SPONSORSHIP

Cost = \$10,000  
Go green as the sponsor of the flash drive containing presentation files each attendee receives.

### WELCOME GIFT

Cost = \$10,000  
Put your organization's logo on a premium welcome gift given to every conference attendee.

## SILVER

### BREAKFAST BAR

Cost = \$7,500 per event  
Attendees rise and shine to a delicious Continental breakfast bar hosted by your organization.

### CHARGING STATION

Cost = \$7,500  
Power up attendees as sponsor of a convenient recharge station for battery-operated electronic devices.

### PILLOW CARDS

Cost = \$7,500 per night  
Be the last thing attendees think of as they snuggle down each night at the Biltmore with a pillow card highlighting your logo and a list of the next day's conference events.

### DOOR DROP BAGS

Cost = \$7,500  
Emblazon your logo on the door drop bags delivered to conference attendees staying at the Biltmore.

### POCKET GUIDE

Cost = \$7,500  
Put your logo in the pocket of every attendee by sponsoring the convenient "at-a-glance" Annual Conference Pocket Guide.

### REUSABLE WATER BOTTLES

Cost = \$7,500  
It's a dry heat! So see your company's logo on reusable plastic water bottles given to thirsty conference attendees.

### NCPDP ACRONYM DICTIONARY

Cost = \$5,000  
Put your organization's name on this popular, valuable resource given to attendees at the conference.

### GRAND PRIZE GIVEAWAY

Cost = \$5,000  
As the sponsor, your company representative will assist in the Grand Prize presentation at the closing breakfast.

### NEW MEMBER ORIENTATION LUNCHEON

Cost = \$5,000  
Welcome new members to NCPDP as sponsor of the orientation luncheon. **Broaden your impact by sponsoring this recurring event throughout the year.** (Call for details.)

### WELCOME REFRESHMENTS

Cost = \$5,000 per day  
Welcome attendees by providing refreshments at registration with an option to add your logo to cups and/or napkins.

### WEBSITE SPONSORSHIP

Cost = \$5,000  
Go live with your company logo displayed on all NCPDP Annual Conference pages online at [www.ncpdp.org](http://www.ncpdp.org).

## BRONZE

### MESSAGE STATION

Cost = \$3,500  
Rub attendees the right way as sponsor of the Exhibit Hall message station.

### SHOE SHINE STATION

Cost = \$3,500  
So shiny, you can read your logo in it! Let your company sparkle as sponsor of the Exhibit Hall shoe shine station.

### EXHIBIT HALL PASSPORT POSTCARD

Cost = \$3,500  
Get mileage as sponsor of the wildly popular Exhibit Hall Passport postcard, which is distributed to all attendees prior to the conference and used for the Exhibit Hall Passport prize giveaway (see details on page 13).

### CYBER CAFÉ

(six stations available) Cost = \$2,500 each  
Stay connected! Display your company logo on a Cyber Café computer station.

### EDUCATIONAL TRACK SESSIONS

Cost = \$2,500 per session  
Establish your company as a leader in education with signs, a sponsor slide and recognition during the session.

### WATER CUPS

Cost = \$2,500  
Make a splash! Put your logo on cups at water stations in the General Session and at Educational Track Sessions.

### WORK GROUP REFRESHMENT BREAKS

Cost = \$2,500 each  
Give us a break as refreshment sponsor for Work Group participants. (Available Sunday and Monday)

## ADVERTISING

The Annual Conference Guide includes the complete conference schedule, presentation information, speaker bios, exhibitor company descriptions, sponsor listings, conference attendee listings, an Exhibit Hall map, local information and more.

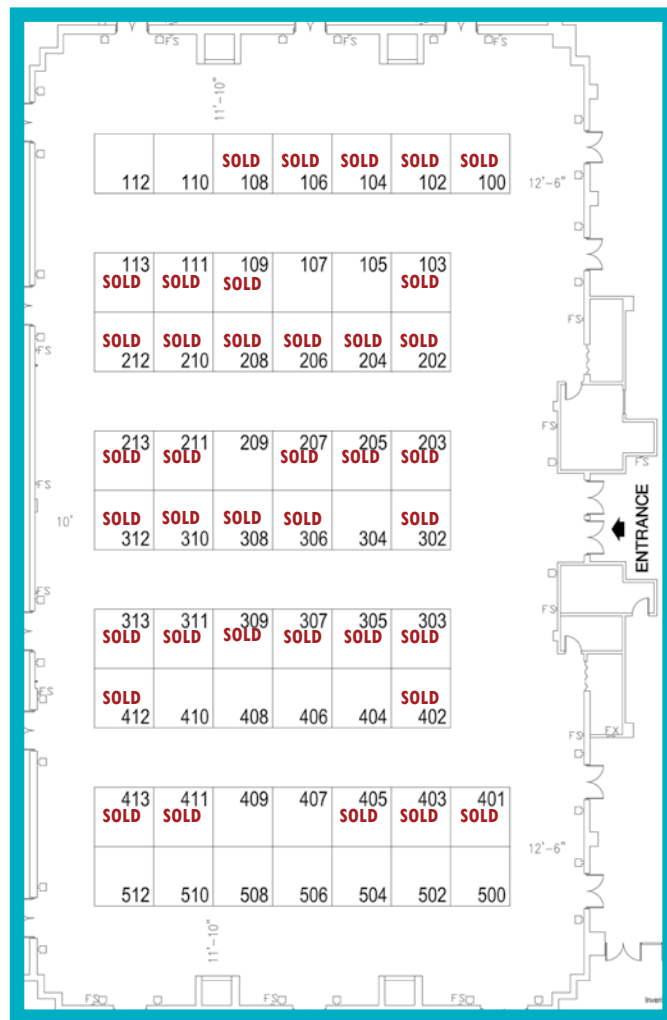
By advertising in the Conference Guide, you reach all attendees and gain exposure and visibility for your company. NCPDP highly recommends advertising in the Conference Guide to increase your company's visibility at this benchmark event.

FULL PAGE AD = \$1,000

**NOTE:** PRIOR SPONSORS ARE OFFERED FIRST RIGHT OF REFUSAL ON THEIR PREVIOUSLY SPONSORED ITEMS.



# NCPDP 2011 CONFERENCE EXHIBITS



**EXHIBIT REFUND DATES:** 50% refund through November 30, 2010.  
No refunds after November 30, 2010.

## YOUR BOOTH FEE INCLUDES:

- One complimentary full meeting registration per 10' x 10' booth
- Complimentary pre- and post-conference attendee listings
- Listing in Annual Conference Guide & Pocket Guide
- Company slide in the General Session slide show as attendees enter
- One standard booth area consisting of an 8' back drape and 3' draped side rails
- Complimentary booth carpeting
- Standard booth sign showing your company name and booth number
- Aisle carpet throughout the Exhibit Hall
- Exhibit Hall food and beverage functions
- Twenty-four hour security for the duration of the show

## EXHIBIT HALL PASSPORT PROGRAM

Increase **TRAFFIC** to Your Booth

### HOW THE PROGRAM WORKS:

- Donate a prize of cash, products or services worth at least \$100 and receive a set of stickers used to "stamp" an attendee's Passport. (Prizes must be shipped to the NCPDP office prior to the start of the conference.)
- Attendees will receive a Passport card and must visit the Exhibit Hall and have their Passport "stamped" by participating exhibitors to enter the drawing for prizes. The Passport is only valid if it has stamps from all exhibitor booths participating in the Passport Program.
- Valid Passport is then entered into a drawing for donated prizes. All Passport prizes will be awarded in the Exhibit Hall on Wednesday just prior to closing. Winners will be announced via loudspeaker and must be present to win.

### HOW TO PARTICIPATE:

- When applying for exhibit space, check the box marked "Yes, I want to participate in the Exhibit Passport Program." Upon receipt of your application, the Assistant Manager of Meeting Planning will contact you to get details about your donated prize.
- Attendees can visit the Exhibit Hall during all Exhibit Hall functions to get their Passports stamped. All completed Passports must be submitted by 4:30 p.m. on Wednesday and the drawing for prizes will take place at approximately 5:30 p.m.

## EXHIBIT HALL HOURS\*

### EXHIBIT SHOW DATES:

May 16-18, 2011

Arizona Biltmore

MacArthur Ballroom

### EXHIBITOR MOVE IN:

Monday - May 16, 2011

8:00 a.m. to 5:00 p.m.

### EXHIBITOR MOVE OUT:

Wednesday - May 18, 2011

6:00 p.m. to 9:00 p.m.

### EXHIBIT HOURS:

May 16, 2011

6:30 p.m. to 8:30 p.m.

May 17, 2011

3:00 p.m. to 6:00 p.m.

May 18, 2011

3:00 p.m. to 6:00 p.m.

\*Hours are subject to change.



## NCPDP WHAT WE DO

### STANDARDS DEVELOPMENT

NCPDP has 12 active Work Groups that develop and modify electronic standards for transmission of pharmacy data.

### EDUCATIONAL PROGRAMS

NCPDP is committed to providing educational resources for the healthcare industry through webinars, Educational Forums and Summits, as well as track sessions offered at Annual Conference.

### DATA SERVICES

**dataQ** by NCPDP is the trusted source for intelligent pharmacy data. It provides healthcare stakeholders with the most up-to-date and in-depth pharmacy information available. Exported files are available in a standard or customized subscription format.

**HCidea**, a product of NCPDP, is the prescriber database that includes physician NPIs and prescriber NPIs, as well as other physician identifiers, including UPIN, DEA and state license number.

### BUSINESS DEVELOPMENT OPPORTUNITIES

NCPDP meetings are a unique marketplace featuring a diverse cross-section of decision makers in the healthcare industry. NCPDP membership consists primarily of executives ranging from manager to CEO levels.

## LOCATION, LOCATION, LOCATION...

### NCPDP 2011 HOTEL ACCOMMODATIONS

#### ARIZONA BILTMORE RESORT & SPA

2400 East Missouri Avenue  
Phoenix, AZ 85016

Built as one of Phoenix's first resorts in 1929, Arizona Biltmore Resort & Spa was constructed in grand form by brothers Albert, Charles and Warren McArthur. Frank Lloyd Wright served as the consulting architect, and the Arizona Biltmore remains one of the only existing hotels in the world to benefit from his influence.

The acclaimed resort and spa features:

- 739 guest accommodations
- 78 one-and two-bedroom villas
- Eight swimming pools
- Seven tennis courts
- A full-service resort spa, salon and fitness center
- Five dining options

#### PHONE & FAX

Reservations: (800) 950-0086  
Main Hotel, Guests: (602) 955-6600  
Fax: (602) 381-7600

The adjacent Arizona Biltmore Country Club boasts two 18-hole PGA golf courses: The Links and The Adobe.

#### HOTEL SUITES

Those interested in reserving a suite for the duration of the conference should contact Beth Fagan at [bfagan@ncdp.org](mailto:bfagan@ncdp.org). Suites are reserved for sponsoring companies, silver level and above. Suites will be assigned on a first come, first served basis.

Throughout its colorful history, this acclaimed landmark has been graced by U.S. presidents, celebrities and world travelers. Arizona's historic Grand Dame radiates an undeniable mystique of refinement and splendor.



National Council for Prescription Drug Programs



9240 East Raintree Drive, Scottsdale, AZ (480) 477-1000 fax (480) 222-7555 [www.ncdpd.org](http://www.ncdpd.org)

# NCPDP 2011 SPONSORSHIP & ADVERTISING APPLICATION



## 34TH ANNUAL TECHNOLOGY & BUSINESS CONFERENCE

May 15-19, 2011  
Arizona Biltmore  
Resort & Spa

### SPONSOR INFORMATION

SPONSORSHIP ITEM \_\_\_\_\_ \$ \_\_\_\_\_  
SPONSORSHIP ITEM \_\_\_\_\_ \$ \_\_\_\_\_  
SPONSORSHIP ITEM \_\_\_\_\_ \$ \_\_\_\_\_  
COMPANY NAME \_\_\_\_\_  
COMPANY CONTACT \_\_\_\_\_  
TITLE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
E-MAIL \_\_\_\_\_  
COMPANY WEB ADDRESS \_\_\_\_\_ SIGNATURE \_\_\_\_\_

### ANNUAL CONFERENCE GUIDE ADVERTISING

FULL-PAGE AD - \$1,000\*

\*Contact Matthew Roy at (480) 477-1000 ext. 123 for more information about advertising, specifications and content submission requirements.

### PAYMENT INFORMATION

SEND INVOICE

CHECK ENCLOSED

CREDIT CARD (AMEX, VISA OR MASTERCARD ONLY)

DEBIT CARD/CREDIT CARD # \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

CARDHOLDER NAME \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CARDHOLDER SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_



**RETURN TO:**  
**NATIONAL COUNCIL FOR**  
**PRESCRIPTION DRUG PROGRAMS, INC.**  
ATTENTION: MEREDITH BUTTON  
9240 EAST RAINTREE DRIVE  
SCOTTSDALE, AZ 85260  
(480) 477-1000 EXT. 113  
(480) 222-7555 FAX

**OFFICE USE ONLY**

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_

# NCPDP 2011 CONFERENCE EXHIBITOR APPLICATION



## 34TH ANNUAL TECHNOLOGY & BUSINESS CONFERENCE

May 15-19, 2011  
Arizona Biltmore  
Resort & Spa

### EXHIBITOR INFORMATION

EXHIBITOR CONTACT NAME(S) \_\_\_\_\_  
TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
E-MAIL \_\_\_\_\_  
COMPANY WEB ADDRESS \_\_\_\_\_

WHAT IS YOUR BOOTH'S DIMENSIONS? (See page 13 for Exhibit Hall map.)

10' X 10'  
\$2,495

10' X 20'  
\$3,695

20' X 20'  
\$6,900

YES, I WANT TO PARTICIPATE IN THE EXHIBIT PASSPORT PROGRAM!

YES, I WANT TO INCLUDE A DOOR DROP! (FOR AN ADDITIONAL \$200)

BOOTH SELECTION PREFERENCES: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

COMPETITORS WE DO NOT WANT IN CLOSE PROXIMITY (IF POSSIBLE): \_\_\_\_\_

### PAYMENT INFORMATION

SEND INVOICE

CHECK ENCLOSED

CREDIT CARD (Visa, Mastercard or American Express only)

DEBIT CARD/CREDIT CARD # \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

CARDHOLDER NAME \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CARDHOLDER SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### TERMS

1. Exhibit Space Rental Fee: The fee for exhibiting space at Annual Conference on May 15-19, 2011 is listed above.
2. Payment: Credit card (Visa, MasterCard, American Express) or check acceptable. Please make check payable to NCPDP and mail to NCPDP, 9240 East Raintree Drive - Scottsdale, AZ 85260. All fees are payable in U.S. funds drawn on U.S. banks.
3. Assignment of Exhibit Space: The NCPDP Exhibit Application and Contract will be accepted when it is signed by the exhibitor and mailed or faxed to the NCPDP office. Exhibit space is on a "first come, first served" basis. Location assignments will be made solely at the discretion of NCPDP. In addition, NCPDP will make every effort to keep competitors properly spaced.
4. Cancellation Policy: Exhibitors shall have the right to cancel this agreement by written notice to NCPDP. Exhibitors cancelling space prior to, or on November 30, 2010 will receive a 50% refund. NO refunds will be made on space cancelled after November 30, 2010.
5. GES Exposition Services: GES Exposition Services is the official show decorator of the NCPDP 2011 Annual Conference. A representative from GES will be in contact with the person(s) designated above.
6. Exhibitors must adhere to the rules contained in the Service Manual regarding set-up, tear down, exhibit space, etc.



RETURN TO:  
**NATIONAL COUNCIL FOR  
PRESCRIPTION DRUG PROGRAMS, INC.**  
ATTENTION: MEREDITH BUTTON  
9240 EAST RAINTREE DRIVE  
SCOTTSDALE, AZ 85260  
(480) 477-1000 EXT. 113  
(480) 222-7555 FAX

#### OFFICE USE ONLY

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_