



**SUMMIT**



**CRYSTAL**  
MOUNTAIN



**2024**



## SPONSORSHIP PROSPECTUS

PBIA's Inaugural National Summit

July 10-12, 2024 | Crystal Mountain Michigan

The pharmacy benefits management industry is rapidly expanding. PBIA's Summit is at the epicenter of that change, providing a unique opportunity for stakeholders to understand issues and solve pharmacy benefit problems to define the future. We are excited to announce that the 2024 Pharmacy Benefit Summit will take place at Crystal Mountain Resort in Michigan from July 10th – 12th.

The attendee profile is comprised of c-suite executives particularly HR and finance, employee benefits brokers, employee benefits consultants, third-party administrators, market access professionals, managed care decision-makers, purchasing agents, pharmacists, product brand teams, national account managers, and industry consultants.

Each year, the PBIA Summit will welcome over 1,000 organizations including pharmacy benefit managers, health plans, technology companies, consulting and brokerage firms, pharmacies, health systems, pharma/biotech manufacturers, drug wholesalers, and other industry stakeholders. We offer a wide range of sponsorship opportunities to suit your needs outlined in the prospectus. Highly sought-after positions will sell out so we encourage you to get in quickly.

Don't fit in a box? We're always excited to work with our sponsors to showcase your brand and prominently position your company at the forefront of the pharmacy benefits management industry. Sponsoring the Summit demonstrates your company's continued commitment and support of the industry. Contact us to discuss your needs! On behalf of the entire PBIA team, I hope you'll choose to partner with us for what's shaping up to be our most exciting PBIA Summit yet!

Sincerely,

*Tyrone Squires*

Tyrone D. Squires, MBA, CPBS  
Founder, Pharmacy Benefit Institute of America

# ABOUT THE PHARMACY BENEFIT INSTITUTE OF AMERICA (PBIA)

Pharmacy Benefit Institute of America (PBIA) was established in 2020 and takes great pride in training professionals from around the world on how to improve and excel in pharmacy benefits management excellence. We offer several certifications for organizations and individuals and recognize leaders in pharmacy benefits management excellence across the globe. PBIA is the body delegated by the University of North Carolina (UNC) – Chapel Hill Eshelman School of Pharmacy to award continuing education credits

through the Accreditation Council for Pharmacy Education (ACPE). Additionally, PBIA is approved by the Society for Human Resource Management (SHRM), HR Certification Institute (HRCI), and forty-five states to provide recertification credit. PBIA is also responsible for training and licensing the Licensed Assessors in the United States, which conducts the onsite assessments that lead to awarding the “Certified Pharmacy Benefits Organization” status.



# ABOUT THE PBIA SUMMIT

Pharmacy Benefit Institute of America (PBIA) is excited to be planning an in-person event comprised of networking, CE sessions, exhibits, and fun. The theme for 2024 is: **WHERE RADICAL TRANSPARENCY & PHARMACY BENEFITS CONVERGE.**

This conference is a fantastic opportunity to gather information and learn more about the industry; there is a broad range of sessions focused on helping self-funded organizations, and their

advisers, understand not only what they want to achieve in their relationship with their PBM but also the competitive market and their ability to drive disclosure of details on services important to them. The Summit brings together some of the largest companies in the world with thought leaders in medication adherence, precision medicine, specialty pharmacy, plan design, population health management, digital health, and more.



“

The solutions to the serious problems that face our world — a recessionary economic environment, unsustainable energy consumption, skyrocketing healthcare costs — start with education.

*Eli Broad, founder of KB Home and Sun Life Financial*

”

## FAST FACTS

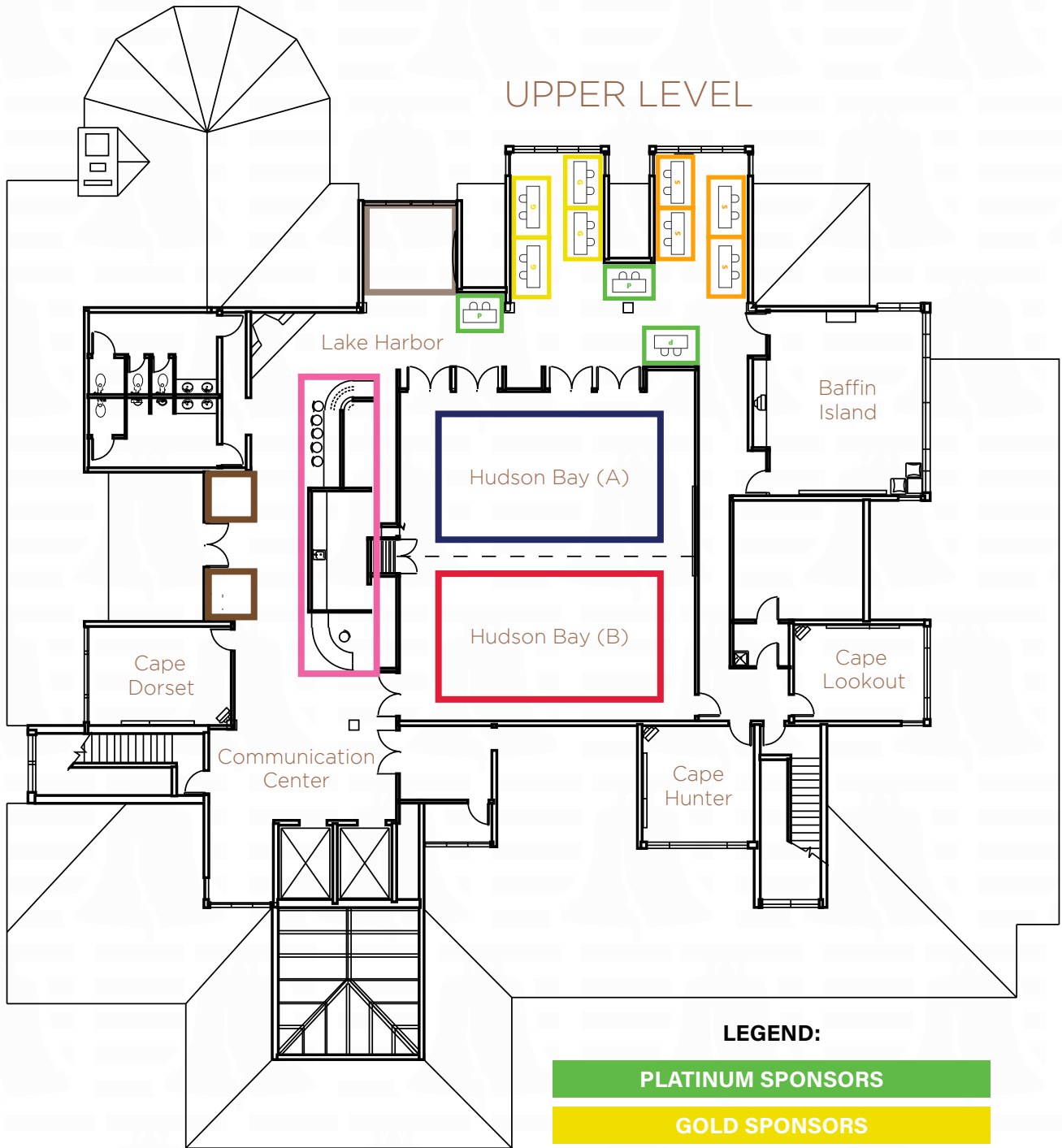
- ≡ July 10-12, 2024
- ≡ Crystal Mountain Resort, Michigan
- ≡ CEOs and COOS
- ≡ CFOs and Controllers
- ≡ Human Resources Executives
- ≡ Employee Benefits Brokers
- ≡ Employee Benefits Consultants
- ≡ Third Party Administrators
- ≡ PBMs
- ≡ PBM Vendors
- ≡ Scheduled Meals
- ≡ Networking Events
- ≡ Business Seminars
- ≡ Exhibits

Visit the conference website:

<https://pbiasummit.com/>



# UPPER LEVEL



## LEGEND:

- PLATINUM SPONSORS
- GOLD SPONSORS
- SILVER SPONSORS
- KNOWLEDGE CAMP (CPBS)
- BENEFITS (SPEAKERS)
- BUFFET AREA
- COFFEE BREAK STATIONS
- NETWORKING LOUNGE

## ATTENDEE PROFILE

The attendee profile is comprised of c-suite executives particularly HR and finance, employee benefits brokers, employee benefits consultants, third-party administrators, market access

professionals, managed care decision-makers, purchasing agents, pharmacists, product brand teams, national & regional account managers, and industry consultants.



## SPEAKERS

PBIA's Pharmacy Benefit Summit includes a broad range of sessions focused on helping self-funded organizations, and their advisers, understand not only what they want to achieve in their relationship with their PBM but also the competitive market and their ability to drive disclosure of details on

services important to them. The Summit brings together some of the largest companies in the world thought leaders in medication adherence, precision medicine, specialty pharmacy, plan design, population health management, digital health, and more.



# SPONSORSHIP LEVELS

## BENEFITS

CATEGORY	PLATINUM	GOLD	SILVER
SPONSORSHIP PRICING	\$35,000 (NON-MEMBER) <b>\$28,000 (MEMBER)</b>	\$20,000 (NON-MEMBER) <b>\$16,000 (MEMBER)</b>	\$10,000 (NON-MEMBER) <b>\$8,000 (MEMBER)</b>
SLOTS AVAILABLE	3 SLOTS ONLY	4-5 SLOTS	4-5 SLOTS
EXHIBIT SPACE (TABLES WITH 2 CHAIRS & WIFI)	✓	✓	✓
CONFERENCE PASSES	10	5	2
LOGO LISTING AND LINK ON WEBSITE	✓	✓	✓
COMPANY PROFILE ON WEBSITE	200 WORDS	150 WORDS	100 WORDS
INCLUSION IN SUMMIT PRESS RELEASE	✓	✓	✓
SOCIAL MEDIA MENTIONS	✓	✓	✓
LOGO BRANDING IN SUMMIT COLLATERAL MATERIALS	MOST PROMINENT	VERY PROMINENT	PROMINENT
DIGITAL PROGRAM GUIDE	2 - FULL PAGE AD	1- FULL PAGE AD	HALF PAGE AD
LOGO DISPLAY ON BREAK SLIDES	✓	✓	✓
CORPORATE VIDEO(S)	UP TO 120 SECONDS	UP TO 90 SECONDS	UP TO 60 SECONDS
DISTRIBUTION OF PROMOTIONAL MATERIALS	✓	✓	
VERBAL RECOGNITION DURING THE SUMMIT	✓	✓	✓
CORPORATE ITEM IN TOTE BAGS	✓	✓	
COMPANY E-NEWSLETTER	✓	✓	✓
THANK YOU EMAIL BLAST	✓	✓	✓



## A LA CARTE SPONSORSHIP

### Welcome Reception Sponsor - \$5,000

#### 4 Sponsorship Available

- Exhibit Space
- 2 Conference Passes
- Company name and logo will be displayed prominently at the entrance to the dinner and at the reception venue
- Discounted conference rate for sponsor's key clients or prospects
- Recognition on all sponsorship signage
- Sponsor logo acknowledgement and link to sponsor's website on the PBIA Summit website
- Conference attendee list
- 1 marketing item in the Summit tote bag
- Exclusive branding as "Welcome Reception Sponsor" in preliminary and onsite program

### Breakfast Eat and Greet Sponsor - \$4,500

#### 3 Sponsorship Available (Wednesday, Thursday, & Friday Morning)

- Exhibit Space
- 2 Conference Passes
- Company name and logo will be displayed prominently at the entrance to the dinner and at the reception venue
- Discounted conference rate for sponsor's key clients or prospects
- Recognition on all sponsorship signage
- Sponsor logo acknowledgement and link to sponsor's website on the PBIA Summit website
- Conference attendee list

### Dinner Sponsor - \$5,000

#### 1 Sponsorship Available (Wednesday Night)

- Exhibit Space
- 2 Conference Passes
- Company name and logo will be displayed prominently at the entrance to the dinner and at the reception venue
- Discounted conference rate for sponsor's key clients or prospects
- Recognition on all sponsorship signage
- Sponsor logo acknowledgement and link to sponsor's website on the PBIA Summit website

- Conference attendee list
- 1 marketing item in the Summit tote bag
- Exclusive branding as "Dinner Sponsor" in preliminary and onsite program

### Notepad & Pen Sponsor - \$3,500

#### 2 Sponsorship Available

Your company name/logo will be printed on each pad and pen. Every attendee will receive one set in their tote bag.

- Recognition on all sponsorship signage
- Sponsor logo acknowledgement and link to sponsor's website on the PBIA Summit website
- Company logo displayed on break slides
- Conference attendee list

### Lanyard Sponsor - \$4,000

#### 2 Sponsorship Available

As a Lanyard Sponsor, your company name and logo will be prominently displayed on conference badges and lanyards distributed at registration. Badges must be worn for admittance to all events and meals.

- Recognition on all sponsorship signage
- Sponsor logo acknowledgement and link to sponsor's website on the PBIA Summit website
- Company logo displayed on break slides
- Conference attendee list

### Summit Tote Bag Sponsor - \$5,000

#### 2 Sponsorship Available

- Inclusion 3 marketing items in the Summit tote bag
- Company name and logo will be displayed prominently at the entrance to the dinner and at the reception venue
- Recognition on all sponsorship signage
- Sponsor logo acknowledgement and link to sponsor's website on the PBIA Summit website
- Company logo displayed on break slides
- Conference attendee list

## Tote Bag Insert Sponsor - \$2,500

### 6 Sponsorship Available

Your promotional piece will be included in the PBIA Summit tote bag distributed to all attendees when they arrive at the conference. You can add a 1-page, 4-color marketing piece or other promotional item. Collateral is subject to PBIA approval.

- Recognition on all sponsorship signage
- Sponsor logo acknowledgement and link to sponsor's website on the PBIA Summit website
- Company logo displayed on break slides

## Networking Lounge Sponsor - \$4,000

### 1 Sponsorship Available

As a Networking Lounge Sponsor, you will enjoy high brand visibility. It allows the PBIA Summit attendees to sit, relax, and network during breaks.

- Exhibit Space
- Display signage on at the Networking Lounge
- Recognition on all sponsorship signage
- Sponsor logo acknowledgement and link to sponsor's website on the PBIA Summit website
- Company logo displayed on break slides
- Conference attendee list
- Option to enhance the networking experience with specialty catering selections (See Networking/Break Add-on's)

## Coffee Breaks Sponsor - \$3,000

### 2 Sponsorship Available

- Exhibit Space
- Signage on break stations
- Recognition on all sponsorship signage
- Sponsor logo acknowledgement and link to sponsor's website on the PBIA Summit website
- Company logo displayed on break slides
- Conference attendee list
- Option to enhance the networking experience with specialty catering selections (See Networking/Break Add-on's)

## NETWORKING/BREAK SPONSORSHIP ADD-ON'S - \$4,000

### Energy Snacks (Selection of healthy snacks and smoothies)

Please inquire about pricing, email [info@pharmacybenefitinstitute.com](mailto:info@pharmacybenefitinstitute.com). Food and Beverage are provided by the venue.

**Company Information**

Provide your organization name, address, and relative information below as you want it listed on the website and collateral materials.

Company Name

Website

Company Phone

Address

City

State

Zip Code

Describe the type of business, product and/or service your company offers below.

Are you a PBI Member?    Yes    No

Would you like your company website and logo to appear on the official PBI Summit Website?    Yes    No

**Sponsor Contact Information**

All materials and information regarding the sponsorship will be sent to the contact person listed below.

Authorized Contact Person

Job Title

Address

City

State

Zip Code

Email

Contact Phone Number

**Mode of Payment**

Make your payment by completing this form and returning it with your payment preference at [info@pharmacybenefitinstitute.com](mailto:info@pharmacybenefitinstitute.com). If you have any questions, please contact Maricor Bonjoc at (702) 389-1159.

I'd like an invoice sent to my email \_\_\_\_\_ upon receipt of this agreement.

I will mail a check payable to **FiduciaryRx LLC 10845 Griffith Peak Dr., Suite 200, Las Vegas, NV 89135.**

I'd like to make payment through ACH transfer.

**Sponsorship Opportunities**

**Sponsorship Levels (Please pick one)**

**Platinum** Member: \$28,000 / Non-Member: \$35,000

**Gold** Member: \$16,000 / Non-Member: \$20,000 **Silver** Member: \$8,000 / Non-Member: \$10,000

**À La Carte Sponsorship**

**Welcome Reception Sponsor** (4 Available) \$5,000

**Breakfast Eat & Green Sponsor** (3 Available) \$4,500

**Dinner Sponsor** (1 Available) \$5,000

**Notepad & Pen Sponsor** (2 Available) \$5,000

**Lanyard Sponsor** (2 Available) \$4,500

**Summit Tote Bag Sponsor** (2 Available) \$5,000

**Tote Bag Insert Sponsor** (6 Available) \$2,500

**Network Lounge Sponsor** (2 Available) \$4,000

**Coffee Break Sponsor** (4 Available) \$3,000

**Networking/Coffee Break Sponsorship Add-On's** \$5,000

Member

Non-Member

**Agreement**

Authorized Sponsor Signature

Date

PBIA Summit Agenda 2024

July 10 – 12, 2024

Crystal Mountain | Michigan Ski, Golf & Spa Resort

12500 Crystal Mountain Drive, Thompsonville, Michigan 49683 (855)

721-5277

General Session

Benefits Track

Knowledge Camp Track

\*Denotes optional Certified Pharmacy Benefits Specialist (CPBS) Knowledge Camp track which begins, May 9, 2024, with a virtual kick-off meeting.

Wednesday, July 10, 2024		
7:00 AM – 9:00 AM	Registration Opens	
7:00 AM – 8:30 AM	Breakfast	
8:30 AM – 9:00 AM	Keynote Presentation	
9:00 AM – 10:00 AM	The State of Legal Affairs and Compliance Issues in Pharmacy Benefits Management (Dae Lee, Esq., PharmD at Frier Levitt)	*Module 2: Fundamentals of PBM Pricing
10:00 AM – 10:30 AM	Q&A	Group Quiz #2
10:30 AM – 10:45 AM	Break	
10:45 AM – 12:00 AM	Waste-Free Formulary Design and Management For Health Plan Sponsors (Alexander Kolb, PharmD at TransparentRx)	*Module 3: Cost Containment Strategies for the Pharmacy Benefit
12:00 PM – 12:30 PM	Q&A	Group Quiz #3
12:30 PM – 2:00 PM	Lunch	
2:00 PM – 3:30 PM	Unlocking Rebate Aggregation for Purchasers of PBM Services (Jefferson Tingey, President at RxEBATE)	*Module 4: Plan Design for the Pharmacy Benefit
3:30 PM – 3:45 PM	Q&A	Group Quiz #4
3:45 PM – 4:00 PM	Break	
4:00 PM – 5:00 PM	Pharmacogenomics: Personalized Medicine for Improved Patient Outcomes (OneOme)	
6:00 PM – 7:30 PM	Alfresco Dinner	

Thursday, July 11, 2024		
7:00 AM – 9:00 AM	Registration Opens	
7:00 AM – 8:30 AM	Breakfast	
8:30 AM – 9:00 AM	Opening Comments	
9:00 AM – 10:30 AM	Harnessing the Strength of Stop Loss Insurance for Unparalleled Risk Management (Speaker TBD)	*Module 5: PBM Contracts (Review of two amended contracts)
10:30 AM – 11:00 AM	Q&A	Group Quiz #5
11:00 AM – 11:15 AM	Break	
11:15 AM – 12:45 PM	Beyond Boundaries: Unveiling the Enigmatic World of Specialty Drug Carve-Out Programs (Jessica Moore, PharmD, CPBS at TransparentRx)	*Module 6: PBM Procurement
12:45 PM – 1:15 PM	Q&A	Group Quiz #6
1:15 PM – 2:45 PM	Lunch	
2:45 PM – 3:45 PM	Hidden Gems: Exploring the Secrets of Pharmacy Benefit Plan Design (Victoria Spradley, CPhT, CPBS at TransparentRx)	*Module 7: Specialty Pharmacy Benefits Management
3:45 PM – 4:00 PM	Q&A	Group Quiz #7
4:00 PM – 4:15 PM	Break	
4:15 PM – 5:00 PM	Optimizing Medication Therapy Management for Enhanced Patient Care (Cureatr)	
6:30 PM – 8:00 PM	Excellence Awards Ceremony The excellence awards were created to commend organizations and individuals who excel in pharmacy benefits management. Recipients exemplify an unwavering commitment to pharmacy benefits management excellence.	

Friday, July 12, 2024		
7:00 AM – 9:00 AM	Registration Opens	
7:00 AM – 8:30 AM	Breakfast	
8:30 AM – 9:00 AM	Opening Comments	
9:00 AM – 10:15 AM	Navigating the Path to Effective Drug Utilization Management (Lucy Hoff, PharmD, CPBS at TransparentRx)	Capstone Project Submission & Final Examination
10:15 AM – 10:30 AM	Q&A	
10:30 AM – 11:00 AM	Break	
11:00 AM – 11:30 AM	Summit Wrap-Up / Closing Remarks	

## TERMS AND CONDITIONS

AS OF JULY 31, 2023

### AGREEMENT TO CONDITIONS

Each attendee, exhibitor, and sponsor for himself and his employees, agree to abide by these conditions, it is understood and agreed that the sole control of the 2024 Pharmacy Benefit Summit rests with Pharmacy Benefit Institute of America Summit, LLC ("PBIAS") and that PBIAS may render final and binding decisions with respect to interpretation of all rules and regulations herein and with respect to eligibility and participation in this event. PBIAS's Pharmacy Benefit Summit is a private business event. PBIAS monitors registration and attendance. Registration and/or attendance may be denied to any person or entity by PBIAS, at its sole discretion.

#### As an exhibitor, you must agree to the following:

PBIAS will not guarantee that the space requested will be assigned until full payment is received by the deadlines provided. Exhibiting companies must abide by the rules and regulations governing the Summit as stated in the terms and conditions. By applying for exhibit space, all company representatives agree to abide by the terms and conditions.

### COVID-19 (CORONAVIRUS)

As we plan the 2024 Pharmacy Benefit Summit, we will continue to monitor the evolving COVID-19 situation and its potential impact. Your safety, security and health are our primary concern. With this in mind, we will be reimagining the 2024 Summit to include social distancing, utilizing outdoor space, additional time between sessions, and more. PBIAS shall have the sole right to determine what changes need to be made in light of COVID-19.

### BADGES

You will need to wear your badge at all times while attending PBIAS's 2024 Pharmacy Benefit Summit. Individuals must pick up their own badges. Coworkers or friends cannot pick up your badge and you cannot pick up theirs. To pick up your badge, all registration fees must be paid in full, and you will need to show a government-issued form of photo ID, like a driver's license or passport, matching the name on your registration. If you've had a recent change in your name (for example, if you got married) and your registration does not match your photo ID, please bring documentation of your name change and come see us at on-site registration.

Only you can use your badge, meaning you can't share it, give it, or sell it. We reserve the right to revoke any badges that we determine are being used by someone other than the registrant whose name appears on it. If we revoke your badge, you shall not receive any form of refund or compensation.

If your badge is lost or stolen, you should notify us at on-site registration. We will issue replacement badges on a case-by-case basis and at our sole discretion. Badge re-prints will be subject to a fee of up to the on-site registration fee.

Badges will feature a QR code which may be scanned as you enter certain sessions or events. Among other things, this helps us to track information on capacity, as well as make sure attendees have the right access. Sponsors and continuing education companies may scan your badge to retrieve personal information that you provided at registration, including your name and email address. If your data is collected by scanning your badge or through any other means, it will be used and stored according to that vendor's privacy and data retention policies, which they should allow you to review. You are never required to allow anyone to scan your badge and if you are not comfortable with any of their policies, you should not provide them with your data.

### EXHIBITOR REGISTRATION

All 10'x10' booths include one (1) complimentary registration with full access to all scheduled Summit events. Additional registrations can be purchased on PBIASummit.com. There is no exhibit only badge available.

All exhibiting company representatives who will be present in the booth during open exhibit hours must be registered and wear their official Summit name badge for access to the exhibit hall prior to open hours and during show hours.

Individuals who do not have badges will not be admitted into the exhibit area prior to open hours. Badges may not be altered or covered in any manner. Individuals found in violation may be asked to relinquish their badge and escorted from the exhibit hall. There is no exhibit-only badge.

### PAYMENT & ASSIGNMENT OF BOOTH SPACE

50% of final payment is required upon approval of exhibitor application to hold your booth space. Final payment will be due prior to final booth assignment. Applications received with full payment will be assigned first choice booth selection as available. Applications requesting to be invoiced remaining 50% will be assigned space upon receipt of final payment. Assigned space will be based on booth availability at time payment is received.

Booth space will not be deemed purchased until full payment is received. The fee for an exhibit booth includes one complimentary full conference registration. Registration confirmation with hotel link will be provided to exhibitor upon receipt of payment. Exhibit only badges are not available. All other company personnel and booth staff must register for the conference and pay the appropriate registration fees.

### INDIVIDUAL ATTENDEE REGISTRATION CANCELLATIONS

We get it, things happen. Here's how individual attendee registration cancellation and refunds work:

- Cancellations made on or before March 1, 2024 will be fully refunded, less a \$100 processing fee.
- Due to contractual relations at the host hotel and financial commitments, refunds cannot be made for cancellations made on or after March 1, 2024, regardless of the reason you are canceling (this includes personal reasons, weather conditions or other

reasons out of your control).

Registration cannot be reinstated after cancellation. You will need to re-register for the conference. Canceled registrations are non-transferable. To cancel your registration, and get your refund (if applicable), you will need to notify us in writing at [info@pharmacybenefitinstitute.com](mailto:info@pharmacybenefitinstitute.com).

If you're entitled to a refund, new registrations will be refunded to the original payment method.

Rollover registrations canceling on or before March 1, 2024, must complete a cancellation form to receive a refund, less a \$100 processing fee. To request a cancellation form, email [info@pharmacybenefitinstitute.com](mailto:info@pharmacybenefitinstitute.com). Rollover cancellations will be refunded via check. Cancellations received after March 1, 2024, will not be refunded.

Remember that canceling your registration does not automatically cancel your hotel and travel arrangements. You are responsible for canceling your own hotel and travel reservations.

#### INDIVIDUAL ATTENDEE REGISTRATION TRANSFERS

You have the option of transferring your individual attendee registration to another person within your company, prior to June 1, 2024. Registration transfers cannot be made on canceled registrations. Transfers received after June 1, 2024, are not guaranteed and are subject to registration fees.

You can request a registration transfer by emailing [info@pharmacybenefitinstitute.com](mailto:info@pharmacybenefitinstitute.com) and completing the registration transfer form.

Remember that transferring your registration does not automatically transfer your hotel and travel arrangements. You are responsible for transferring your own hotel and travel reservations.

#### INSTALLATION & DISMANTLE OF EXHIBITS

The exhibit hall has been reserved for exhibit installation on Sunday, July 7, 2024 from 12:00 PM - 7:00 PM. All exhibits must be operational by 8:00 AM on Monday, July 8, 2024.

Any space not claimed or occupied two hours prior to the show opening may be resold or reassigned without refund. All booths must be staffed by an authorized company representative during all show hours. Each exhibit must be open for the full duration of official show hours and must be closed at all other times.

Dismantling or packing of exhibits cannot begin any earlier than 1:00 PM on Wednesday, July 10, 2024. All exhibits must be ready for removal by GES by 5:00 PM on Wednesday, July 10, 2024. These times may be subject to change. Any exhibits not removed by 5:00 PM on Wednesday, July 10, 2024 are subject to be dismantled and exhibitor charged accordingly for time and labor.

#### EXHIBIT BOOTH ACCESS

Exhibit personnel may not enter another exhibitor's booth without obtaining permission, nor may they conduct activities, which in the opinion of the Summit Exhibit Hall Committee, impede another

exhibitor's ability to conduct business. This is in respect of the rights of other exhibitors to conduct business during exhibit hours without interference or improper intervention. The Summit Exhibit Hall Committee, its representatives and employees, shall have free access to any exhibit at all times.

#### ISLAND BOOTHS

Design criteria for island booth setups are more lenient. All island booths must submit complete booth diagrams for approval no later than May 8, 2024. The approval process may be up to 14 days, please allow for extended response time. Booth diagram must include:

- Heights and widths of all structures
- Overview of booth
- Isometric views of the booth
- Any overhead hanging elements with layout & description (materials, fabric, weight & construction)

Overhead hanging signs or anything else hung from an island booth or the exhibit hall ceiling requires special approval from PBI. Requests for approval of hanging signs must be received in writing, no later than May 8, 2024. Attachment to Red Rock ballroom ceiling beams or trusses is permitted only through pre-approval. Exhibitors may not hang signs that exceed 20 feet from the floor to the top of the sign.

Overhead hanging signs must be installed by Crystal Mountain Michigan on Sunday, July 7, 2024. Final approval will be dependent upon the location of the booth on the show floor.

#### BOOTH CATERING

Exhibitors will be permitted to distribute food and beverage items only if ordered through the Crystal Mountain Michigan hotel. No outside food and beverage items of any type are permitted in the hotel or Crystal Center.

#### AFTER-HOURS ADMISSION TO EXHIBIT HALL

During show days, exhibitors wearing badges may access the exhibit hall 30 minutes prior to posted opening times. Breakdown times are as listed.

#### SUBLETTING SPACE/BOOTH SHARING

Subletting of exhibit space is prohibited. Exhibitors may not assign, sublet or apportion the whole or any goods other than those manufactured or distributed by the exhibitor in the regular course of the exhibitor's business or permit any representative of any firm not exhibiting to solicit business or take orders in the exhibitor's space. Subletting of space is grounds for PBI's immediate termination of the exhibitor's contract.

#### EXHIBITOR CANCELLATION

All cancellations or adjustments to booth space must be submitted in writing and are subject to the following amounts:

- On or before February 1, 2024– 50% refund of booth rental fee
- After February 1, 2024– no refund

### SPONSOR CANCELLATION

All cancellations or adjustments to sponsor packages must be submitted in writing and are subject to the following amounts:

- On or before February 1, 2024– 50% refund
- After February 1, 2024– no refund

### HOTEL ROOM RESERVATIONS

You must be a registered attendee of the conference to participate in the PBI A room block. Once registered, you will receive a confirmation email containing a link to book your hotel room at the Crystal Mountain Michigan Ski, Golf & Spa Resort. You must book your own hotel and travel.

Hotel reservations are on a first-come, first-served basis. We suggest you make your reservation upon receipt of your registration confirmation email. Hotel rooms sell out early. The discounted hotel room rate and availability cannot be guaranteed. To make changes to a hotel reservation, you will need to contact the Crystal Mountain Michigan Ski, Golf & Spa Resort directly.

### PRIVACY POLICY

Information provided is subject to PBI A's privacy policy.

### PHOTOGRAPHY, VIDEO, AND AUDIO RECORDINGS

By attending PBI A's 2024 Pharmacy Benefit Summit and related events, you consent to have your image, voice, likeness, presentation, and/or other copyrightable material recorded, including video, audio, and still photography. We reserve the right to use recordings taken at PBI A's 2024 Pharmacy Benefit Summit and related events however we might choose to, without giving you notice or compensation. We might use them in our press release(s), marketing materials, or other publications.

### SOLICITATION BY NON-EXHIBITING COMPANIES

Solicitation by non-exhibitors is prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form. Violators of this prohibition will be required to immediately leave the exhibit hall.

### SECURITY

PBI A does not assume responsibility for any theft. PBI A strongly suggests that all items of value be secured within your booth. Booth security and protective storage are available for hire.

Safety is our main priority and PBI A works to create a safe environment for all attendees. By attending PBI A's 2024 Pharmacy Benefit Summit, you agree to wear your official Summit name badge in the Crystal Centers, hotel suites, and evening events. You also understand we might randomly check bags or other

belongings, and you agree to not leave any of these unattended at any time.

You agree that you won't bring anything that could cause a safety hazard. All security concerns should be reported to PBI A's staff or security immediately. Our security team may take whatever measures they deem appropriate without prior notice to ensure the safety of attendees. You must comply with the direction of our security team, as well as all applicable rules and regulations of the venues where PBI A's Pharmacy Benefit Summit is held.

### OFF-AGENDA EVENTS

In the interest of the success of the entire conference, attendees and exhibitors agree not to extend invitations, call meetings, or otherwise encourage the absence of attendees or exhibitors from the conference or exhibit hall during the official hours of the Summit. Check the current agenda for official hours.

### AMENDMENT TO RULES AND REGULATIONS

PBI A may, in its sole discretion, make changes, amendments, or additions to the Rules and Regulations. Any such changes shall be binding to all Exhibitors, Sponsors and attendees.

### TERMINATION OF MEETING AND EXHIBIT

Should the premises in which PBI A's 2024 Pharmacy Benefit Summit is to be held become, in the sole judgment of PBI A, unfit for occupancy, or should the Meeting and Exhibition be materially interfered with by reason of the action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or other act beyond the control of PBI A, the Application and Contract may be terminated by PBI A.

The exhibitor agrees that PBI A shall not be liable for damages or loss sustained or incurred by the Exhibitor as a result of such termination. In the event of such termination, the Exhibitor expressly releases and shall hold harmless PBI A of and from all claims for damages or loss, and agrees that PBI A shall have no obligations or liability in connection with such termination except to refund to the Exhibitor a prorated share of the aggregate amount received by PBI A (as rental for exhibit spaces for said Exhibit), after deducting all costs and expenses in conjunction with such Exhibit, including a reasonable reserve for claims.

### RIGHT TO REMOVE EXHIBITOR'S PROPERTY

PBI A reserves the right to remove from the hotel or Exhibit Hall premises any or all property of the Exhibitor should the conference or convention be canceled or relocated, or should the Exhibitor violate any of the conditions of this agreement. This right may be exercised without prior notice and without hearing.

### VIOLATIONS OF THE CONDITIONS

Any of the following actions by an Exhibitor shall constitute a violation of the conditions of this agreement

- Use of display equipment, products, or services that vary in any significant way from the description on the Booth Space Application Form or for which approval or appropriate fees have

not been paid.

- Violation of any municipal, state, or federal laws, rules, or regulations, including safety codes and union agreements.
- Failure to follow the procedures prescribed in these contract conditions
- Failure to remove property from the hotel or Exhibit Hall upon cancellation or relocation of the conference or convention.

#### LABOR/SAFETY/FIRE

Exhibitors will comply with all applicable statutes, ordinances, rules, and requirements relating to health, fire, safety, use of the premises, and the offering of promotions to Exhibition attendees. Booth decorations must be flame-proofed, and all hangings must clear the floor. Electrical wiring must conform with all federal, state, and municipal government requirements and to National Electrical Code Safety Rules. If inspection indicates that Exhibitor has neglected to comply with these regulations, or otherwise incurs hazards, PBIA reserves the right to cancel at the Exhibitor's expense all or such part of the exhibit as may be non-compliant.

The exhibitor shall police its booth to ensure that the noise level from any demonstrations or sound systems is kept to a minimum and does not interfere with others. Remember, the use of sound systems or equipment producing sound is an exception to the rule, not the norm. PBIA reserves the right to determine at what point sound constitutes an interference with others and must be discontinued.

The Exhibitor agrees to pay all royalties, license fees or other charges accruing or becoming due to any firm, person, or corporation by reason of any music, either live or recorded, or other entertainment of any kind or nature, played, staged or produced by the Exhibitor, its agents, employees or subtenants within the premises covered by the Contract, including but not limited to royalties or licensing fees due to PBIA.

Exhibitor agrees to indemnify and hold harmless PBIA, its agents, and employees against any and all such claims and charges and to defend, at its own expense any and all such claims and charges. Exhibitors shall have the right, however, to protest and if desired, to litigate and adjudicate any and all such claims.

#### LIABILITY AND INSURANCE

Exhibitor assumes full responsibility and liability for losses, damages, and claims arising out of injury or damage, including that by fire, and theft, to Exhibitor's displays, equipment, and other property brought upon the premises of the Crystal Mountain Michigan Ski, Golf & Spa Resort and to individuals who visit Exhibitor's booth.

Exhibitor shall indemnify and hold harmless the Crystal Mountain Michigan Ski, Golf & Spa Resort, PBIA, and their agents, servants, employees, officers, directors, staff, and members against such losses, damages, and claims. Exhibitor releases PBIA from and agrees to indemnify it against any and all claims for such loss, injury, or damage. If PBIA shall be held liable for any event that might result from Exhibitor's action or failure to act, or Exhibitor's

failure to comply with applicable law, Exhibitor shall reimburse and hold harmless PBIA against any liability resulting therefrom.

Exhibitor must adequately ensure its materials, goods, wares and exhibits against loss or injury of any kind and must do so at its own expense. PBIA and the Crystal Mountain Michigan Ski, Golf & Spa Resort are not responsible for any loss (however caused) to any property of any exhibitor. Exhibitors are solely responsible for their own actions and that of their employees, contractors, agents and representatives during PBIA's Pharmacy Benefit Summit.

In addition, Exhibitors are solely responsible for the information about their products and services that is shared by such Exhibitors within their exhibit space ("Displayed Information"). Each such Exhibiting Company indemnifies and holds PBIA harmless with respect to any claim made by a third party that Exhibitor did not have the right to use or share such Displayed Information.

#### SHOW SITE WORK RULES UNION INFORMATION

To assist you in planning your participation in your show, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling. Please refer any questions you may have to an on-site GES Management employee. We will be happy to assist you in any way possible.

#### TEAMSTERS UNION EXHIBIT LABOR

Teamsters Union Local #631 has jurisdiction through a labor agreement with GES for the erection, touch-up painting, dismantling, and repair of all exhibits when this work is done by persons other than your full-time company personnel.

This work is to include wall coverings, floor coverings, pipe and drape, painting, hanging of signs and decorative materials from the ceiling, placement of all signs and the erection of platforms used for exhibit purposes. Local #631's jurisdiction does not cover the placement of your products on display, the opening of cartons containing your products, nor the performance, testing, maintenance or repairs of your products.

If full-time company personnel are utilized to set an exhibit, they should carry positive company identification, such as a medical identification card or payroll stub. This rule prohibits the utilization of workers hired from a non-union agency or company. To secure labor, please utilize the GES labor forms enclosed.

#### FREIGHT HANDLING

Teamsters Union Local #631 has jurisdiction through a labor agreement with GES for the loading and unloading of all trucks, trailers, and common and contract carriers as well as the handling of empty crates and the operation of material handling equipment.

It also has the jurisdiction of the unloading, uncrating, un-skidding, leveling, painting, and assembly of machinery and equipment as well as the reverse process. GES has the responsibility of receiving and handling all materials and empty crates. It is our responsibility to manage docks and schedule vehicles for the smooth and efficient move-in / move-out of the trade show.



GES will not be responsible for any material it does not handle. An exhibitor may hand carry material provided they do not use material handling equipment to assist them. When exhibitors choose to hand-carry material, they may not be permitted access to the loading dock/freight door areas.

#### **GRATUITIES**

Our work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product, or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

#### **WORK ZONE**

The customer acknowledges that the show site and surrounding areas are active work zones. Customers, its agents, employees, and representatives are present at their own risk.

#### **ALWAYS HONEST® HOTLINE**

GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest® hotline at (800) 443-4113 to report fraudulent or unethical behavior.

#### **BALLOONS**

The use of helium-inflated balloons as part of the exhibit display or as a giveaway is prohibited.

#### **SOUND**

The use of sound systems is permitted provided they do not interfere with the ability of neighboring exhibitors to conduct business activities. Any exhibit may be closed if deemed by the Summit Exhibit Hall Committee, in its sole discretion, to have an excessive noise level. Exhibitors are responsible for obtaining appropriate licenses for any copyrighted music used in connection with their exhibit.

For more information on sponsorship opportunities, please contact:

 [pbiasummit.com](https://pbiasummit.com)

 [info@pharmacybenefitinstitute.com](mailto:info@pharmacybenefitinstitute.com)

 (866) 499-1940 Ext 244