

# APEX 2021

AMERICAN PHARMACIES ALLIANCE CONFERENCE  
LA CANTERA RESORT & SPA, SAN ANTONIO

SEPTEMBER 9-11, 2021 ★ EXHIBITS: SEPT 10-11



**American**  
*Pharmacies* 

# EXHIBITOR PROSPECTUS

REGISTRATION OPEN @ [HTTP://APEX\\_EXHIBITS.EVENTBRITE.COM](http://APEX_EXHIBITS.EVENTBRITE.COM)



# WHY EXHIBIT AT APEX 2021?

## UNBEATABLE VALUE PROPOSITION

We're the fastest-growing pharmacy GPO in the nation, nearing 700 member pharmacies in 35 states! Our 2019 conference drew almost 400 attendees from as far away as New York and Minnesota. Our membership growth is driving up APEX attendance, giving you access to more pharmacy owners from across the country.

Our exhibitor rates are discounted as low as \$1,250, far below what many organizations charge, and all booth options include at least 2 vendor badges.

## PLENTY OF ACCESS TO PURCHASERS

Dedicated exhibit time is 6 hours, plus we offer two 60-minute Vendor Spotlight Sessions on Friday afternoon with no competing activity. These \$500 sessions (\$400 through June 1) provide a great chance to present information in more detail or conduct demonstrations.

As at past conferences, you can also spend prime time with prospects at the APEX Golf Tournament on Thursday morning and at the opening night reception on Thursday evening.

## WE'RE SELECTIVE ABOUT EXHIBITORS

There's a reason we don't have a huge exhibit hall at our annual conference. We don't sell exhibit space to just anyone. We are not interested in trying to fill a hall with as many companies as we can get to attend.

We limit our exhibitors because our members trust us and value our judgment, so we try to bring in only those companies that we view as dedicated to the independent pharmacy mission and as offering game-changing value for our members.

## 2021 SHOW HIGHLIGHTS

- Booth Packages Start at Just \$1,250 & Include 2 badges.
- 6.5 hours of Dedicated Exhibit Time
- Two 45-minute Exhibitor Spotlight Sessions Available
- Additional Sponsorship/Marketing Opportunities
- Thursday Golf Tournament With Prospects
- Friday Exhibits with Reception 6-9 p.m.
- Saturday Exhibits Noon-1:30 p.m. with Lunch in Hall
- Saturday Night Banquet With Music
- All Exhibitors Receive 120-Word Listing with Logo and Full-Page Color Ad Insert.

## YOUR CONTACTS:

### Golf Tournament

Ryan Gevara, VP of Sales  
rgevara@aprx.org

### Sponsorships/Exhibits/Listings/Logos/Ads

Chuck Waters, VP of Marketing,  
Communications & Data Strategy  
cwaters@aprx.org

Online registration now open at:  
[http://apex\\_exhibits.eventbrite.com](http://apex_exhibits.eventbrite.com)

# HOTEL & TRANSPORTATION



## CONFERENCE HOTEL

The luxurious 498-room La Cantera Resort straddles soaring ridges west of San Antonio and offers spectacular views of both the Hill Country and downtown skyline. Two championship golf courses—including the renowned Arnold Palmer course—wind through majestic live oaks and limestone creeks. The seven-story property is a mile from **Fiesta Texas** and the hotel offers free shuttle service to the theme park and the nearby **Shops at La Cantera**.

## La Cantera Resort & Spa

16641 La Cantera Parkway | San Antonio, TX 78256

## \$239 Conference Rate

855.499.2960 | <https://book.passkey.com/event/50178121/owner/14234852/home>

Online Tour @ <https://youtu.be/qiZ8QtLf6P0>



## SERVICE BY THESE DOMESTIC AIRLINES:



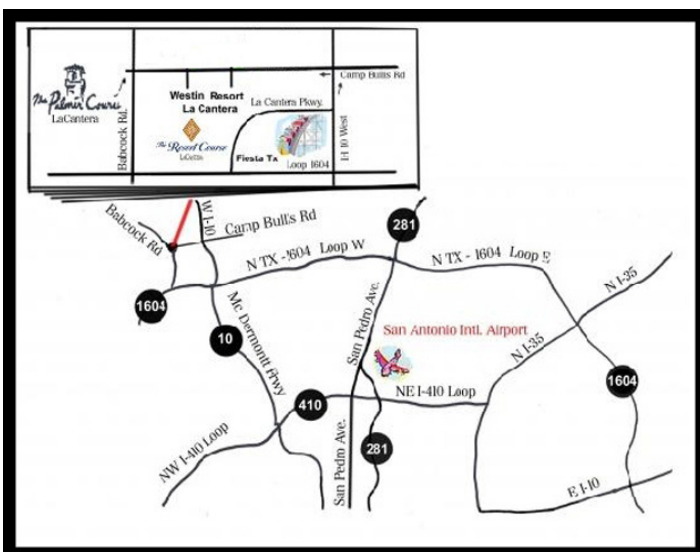
## TRANSPORTATION & WEATHER

The Alamo City is served by San Antonio International Airport, which is 15 miles southeast of the La Cantera Resort. Air service is provided by all major domestic airlines.

The hotel does not provide shuttle service to and from the airport. Taxi fare from the airport to the hotel is about \$50 (including tip); an airport shuttle costs about \$45. Standard Uber fares range from \$21 to \$28; Lyft is \$21-\$23.

If you plan to visit other area attractions — such as the downtown Riverwalk area (17 miles), SeaWorld (14 miles) or Natural Bridge Caverns (29 miles) — a rental car is strongly advised.

San Antonio in September generally is sunny to partly cloudy with highs in the low to mid 90s. Afternoon storms are possible. Use sunscreen and wear a hat if you stay outside a while.



# SPONSOR & EXHIBITOR PRICING

## PLATINUM

\$4,000 | \$3,500 THRU 6/1/2021

- Named Sponsor of Golf Tournament & Saturday Banquet
- 1 Exhibitor Booth in Preferred Location
- 4 Exhibitor Badges | 4 slots in Thursday golf tournament

## GOLD

\$2,500 | \$2,000 THRU 6/1/2021

- 1 Standard Exhibitor Booth
- 3 Exhibitor Badges | 2 slots in Thursday golf tournament

## SILVER

\$1,500 | \$1,250 THRU 7/1/2021

- 1 Standard Exhibitor Booth
- 2 Exhibitor Badges

## ADDITIONAL OPPORTUNITIES

We have a limited number of special opportunities that provide even greater exposure:

- Exhibitor Spotlight Sessions (2) \$ 400 (45-minute presentation in large room with AV support)
- Student Careers Forum Sponsorship (2) \$ 750
- Sponsorship of Keynote Speaker (1) \$1,500
- Sponsorship of Opening Reception (1) \$2,000
- Sponsorship of Friday Lunch (1) \$2,000

## EXHIBITOR SERVICES & SUPPORT

### All Booth Packages Include:

- 10' x 10' Carpeted Booth Space with Pipe & Drape
- Draped 6-foot Table with 2 Chairs & Wastebasket
- B&W Sign with Company Name

Electricity & Wifi access are available in the Exhibit Hall through J&S Audio Visual Services. **Your J&S representative is Enrique Espinosa: [enriquee@jsav.com](mailto:enriquee@jsav.com).**

Shipping is handled by the on-site UPS Store: 210-558-2476 <https://locations.theupsstore.com/tx/san-antonio/16641-la-cantera-pkwy> | [store6637@theupsstore.com](mailto:store6637@theupsstore.com)

All Exhibitors also get a 120-word listing with logo in our Exhibitor Guide, plus a 1-page color ad or sell sheet.

## EXHIBITOR SCHEDULE

### Golf Tournament

Thursday, Sept. 9 | 8 a.m.-12:30 p.m.

### Exhibit Set-up:

Friday, Sept. 10 | 8 a.m.-3:00 p.m.

### Exhibit Hours:

6-9 p.m. Fri., Sept. 10 | Noon-1:30 p.m. Sat., Sept. 11

### Exhibitor Spotlight Sessions (2)

4:00-5 p.m. & 5-6:00 p.m. Fri., Sept. 10

### Exhibit Breakdown:

1:30-5 p.m. Sat., Sept. 11



# 2021 GOLF TOURNAMENT

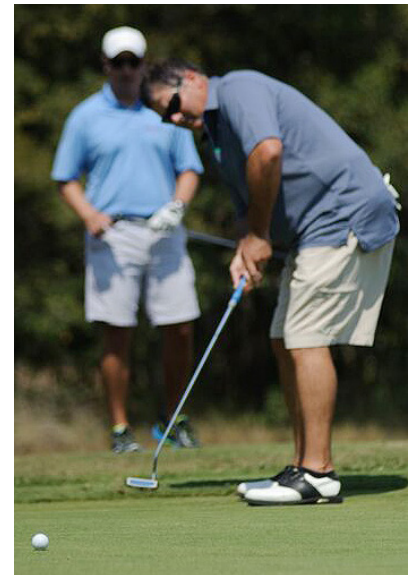


Our 2021 Tournament kicks off our conference on Thursday morning. It is a fantastic opportunity to spend quality time with prospects in a fun four-some scramble on pro-caliber courses. There will be \$600 in prizes and the tournament entry fee is \$90. Tee-offs start at 8 a.m.

We will do our best to group you with players of your choice, but we must pick competitive teams. If you don't have a set foursome, don't worry, we'll group you.

## REGISTRATION & PAYMENT

Register for golf online at the time you complete your exhibitor registration. Greens fees are \$90, less than regular resort rates.



## LA CANTERA COURSES ARE A FEAST FOR SENSES & A TEST FOR SKILLS

La Cantera Resort & Spa offers 36 holes of championship golf designed to challenge your skills from tee to green. Each course offers some of the most scenic vistas in the Texas Hill Country. The Resort Course at La Cantera, a PGA Tour stop for 15 years, was designed by noted golf course architect Jay Morrish and PGA Tour professional Tom Weiskopf. In 2016, *San Antonio Express News* readers voted the La Cantera Resort Golf Course the best course in San Antonio.

The Palmer Course at La Cantera — built in 2001 — was designed by the legendary Arnold Palmer and was voted the #8 golf course in Texas by *Golf Magazine* in 2016. This 6,926-yard, par 71 masterpiece winds through the Hill Country and offers the ultimate test of ability for even the most skilled player.

Whichever course you play, the scenery and the golf are spectacular!



PLEASE DIRECT ALL  
GOLF QUESTIONS  
TO RYAN GEVARA:  
956-245-7971 OR  
RGEVARA@APRX.ORG

# EXHIBITOR GUIDELINES

## REGISTRATION & PAYMENT

All exhibitors are required to register online at [http://apex\\_exhibits.eventbrite.com](http://apex_exhibits.eventbrite.com) and pay at that time, unless paying by check. An invoice can be requested at time of registration. If paying by check, mail check within 10 days. Any registrations received without payment will be held for 14 business days for receipt of check payment, after which the registration will be cancelled if payment is not received. *Exhibit space must be paid for in full by Sept. 1, 2021.*

## EXHIBITOR SELECTION & FLOOR PLAN

American Pharmacies reserves the right to reject any exhibitor application. Booth assignments are made solely by APRx, and we make every effort to ensure that competing exhibitors are not close to one another. The exhibit hall layout is subject to change. APRx reserves the right to increase or decrease the number of booths.

## CANCELLATION & REFUNDS

Date of Cancellation	Refund
Through July 10, 2021:	100%
July 11- Aug. 10, 2021:	50%
Aug. 11-31:	25%

*If the exhibit is cancelled due to forces beyond control of American Pharmacies, fees will be refunded in full, LESS processing fees, and APRx will have no further liability.*

## NO-SHOW POLICY

Exhibitors that do not occupy or set up their booth space by 4 p.m. on Sept. 10, 2021, will be considered no-shows. At that time, APRx reserves the right to resell or reassign the booth space. **Refunds are not provided for no-shows.**

## BOOTH SET-UP & TEAR-DOWN

Exhibitors must set up and tear down their booths during scheduled hours. Booths should be set up and operational by 3:30 p.m. on Friday, Sept. 10, 2021. Tear-down of booths should not begin until after 2:15 p.m. on Sept. 11, 2021, and must be completed by 5:00 p.m. All portable materials should be removed from the booth by 3:30 p.m.

## EXHIBITOR SERVICES

J&S Audio Visual is the provider of all exhibitor services for APEX 2020. Exhibitors may order electricity, Internet access and booth furnishings from J&S. **Your J&S representative is Enrique Espinosa: [enriquee@jsav.com](mailto:enriquee@jsav.com).**

Shipping is handled by UPS on-site: 210-558-2476  
<https://locations.theupsstore.com/tx/san-antonio/16641-la-cantera-pkwy> | [store6637@theupsstore.com](mailto:store6637@theupsstore.com)

## EXHIBIT SPACE & MARKETING

Exhibits, sales presentations and demonstrations should not obstruct neighboring exhibits, impede the flow of traffic through the exhibit area or create noise levels that intrude on neighboring exhibitors. Advertising and promotional materials must be contained within the exhibitor's booth space. Materials may not be distributed for companies that are not registered as exhibitors. *Absolutely no promotional activities or conversations will be permitted in the educational rooms immediately prior to, during or after any continuing education session.*

## EXHIBITOR BADGES

All exhibitors are expected to wear the official 2021 APEX badge at the trade show or any other APEX function. Each exhibiting company will receive a minimum of two badges with its registration. Extra badges may be purchased for \$100 online through Sept. 6, 2021, or on-site for \$150 after that date. Each exhibiting company certifies that its registered attendees are authorized representatives of the company.

## HOLD HARMLESS CLAUSE

American Pharmacies assumes no responsibility for damage to, loss of, or theft of property of exhibitor, or exhibitor's agents, employees or guests. Exhibitor assumes all responsibility and liability for losses, damage and claims arising from injury, or damage to exhibitor's displays, equipment, and other property brought into the hotel, and shall indemnify and hold harmless American Pharmacies from any losses, damages and claims.

## PRINT DEADLINES

Each exhibitor is expected to provide a high-resolution logo, company description and a one-page 8.5" x 11" ad insert for use in conference materials no later than Sept. 1, 2021. Acceptable logo formats include .EPS, .AI, .PDF or a high-resolution (300 dpi or greater) .JPEG or .PNG. Ads should be in .PDF format. Descriptions are limited to 120 words. *APRx cannot guarantee that logos, descriptions or ad inserts will be included in materials if received after the print deadline of Sept. 1, 2021.*

## RIGHT TO REVISE GUIDELINES

American Pharmacies reserves the right to make changes to these Guidelines. Any matters not specifically covered above are subject to decision by APRx at its sole discretion. APRx will notify exhibitors of any changes, amendments or additions to these guidelines.