# Better Together

## A Community of Pharmacy

June 24-27, 2027
Saratoga Hilton
Saratoga Springs

## Exhibitor Prospectus & Sponsorship Opportunities

www.pssny.org

# More time to connect.

## More value in every conversation.

Join the Pharmacists Society of the State of New York (PSSNY) for our **2027 Annual Convention, June 24–27 in Saratoga Springs.** Connect with pharmacy owners, pharmacists, students, educators and other members of New York's pharmacy community through exhibits, education and shared experiences.

**You spoke. We listened.** Based on exhibitor feedback, we have expanded networking opportunities, moved exhibit setup to Thursday afternoon and evening, and created one inclusive exhibitor price. Exhibitors can connect with attendees throughout Friday and Saturday, enjoy the convention's meals and social events, and participate in educational programming ownership. Sponsors align their brand with a society that is growing in influence and impact every year.

## Why Exhibit and Sponsor?

Build relationships with pharmacy owners and professionals, introduce products and services, reconnect with existing customers, and support the pharmacy profession. The convention brings exhibitors and attendees together around education, meals and networking.

### What Our 2026 Exhibitor and Sponsor Feedback Told Us

**Overall experience ..... 94%**

**Likelihood to recommend to others..... 89%**

**Quality of attendee interactions ..... 89%**

*Sponsor feedback: "We had so much fun"*

## You spoke. *We listened.*

| What We Heard | What's New in 2027 |
|---|---|
| **More Networking Time** | Exhibitor Access Across All of Friday and Saturday, with Meals and Social Events Included for Two Representatives. |
| **Earlier, Easier Setup** | Thursday Afternoon/ Evening exhibitor setup. |
| **More Visibility and Natural Traffic** | Meals in the Center of the Exhibit Room, with Booths Around the perimeter. |
| **A Simpler, Better-Value Package** | One $3,000 Inclusive Exhibitor Price for Two People. |
| **Time to Enjoy the Banquet** | Saturday Booth Breakdown at 5:00 P.M.; Exhibitors can then attend the Banquet. |

## Visibility. Access. Impact.

# Sponsorships

## New Featured Sponsorship Opportunities

### Friday High Roller Casino Reception Sponsor | $15,000

2 Available

Sponsor a three-hour cocktail and casino networking reception. The proposed casino entertainment package includes three hours of dealing, plus a half-hour setup and a half-hour breakdown, gaming cards and chips, and the following:

- 3 blackjack tables; 2 Texas Hold 'Em tables; 2 roulette tables; 1 craps table; 1 money wheel
- 9 dealers and a casino "cage" with attendant Red-carpet entrance with red velvet rope and stanchions
- Casino sign with 30 feet of black velvet drape, red sateen swag and valance
- 2 pairs of oversized dice props; 4 sculptured palms with feather toppers
- 4 tall cocktail tables with red-and-black spandex linens and casino centerpieces
- Prizes for guests to redeem using their chips

**This sponsorship INCLUDES one exhibitor booth; 2 attendees**

### Exclusive Parking Sponsor | $8,000

Only 1 Available

Help welcome attendees by covering convention parking. Sponsor recognition will appear at the parking ticket-validation station, placed at your exhibit booth.

**This sponsorship INCLUDES one exhibitor booth; 2 attendees**

### Floor Wayfinding Sponsor | $5,000

4 Available

Put your brand directly on the path to education. Branded static-cling floor decals will guide attendees toward their next continuing education (CE) session. Placement, quantity, dimensions, installation and venue approval are subject to confirmation.

*IMPORTANT: Sponsorships do NOT include an exhibitor booth or exhibitor registrations unless explicitly stated. All other sponsors who wish to exhibit must purchase the $3,000 exhibitor package separately.*

## Additional Sponsorship Opportunities

| Sponsorship | Cost |
|---|---|
| **Lanyard Sponsor**<br>4 AVAILABLE | **$750** |
| **Charging Station Sponsor**<br>4 AVAILABLE | **$1,500** |
| **Affiliate Meeting Sponsor**<br>2 AVAILABLE | **$1,500** |
| **Refreshment Break Sponsor**<br>3 AVAILABLE<br>Logo on Beverage Napkins | **$1,500** |
| **CE Sponsor**<br>10 AVAILABLE | **$2,500** |
| **Registration Sponsor**<br>4 AVAILABLE | **$2,500** |
| **Hotel Breakfast Sponsor**<br>3 AVAILABLE | **$3,000** |
| **Welcome Bag Sponsor**<br>2 AVAILABLE | **$3,000** |
| **Photobooth Sponsor**<br>2 AVAILABLE | **$3,000** |

## All Sponsorships Include

- Logo on Signage, Program, Web Site, Social Media, and Promotional Materials

IF YOU PURCHASE A SPONSORSHIP PRIOR TO JANUARY 1, 2027 YOU WILL BE FEATURED AT PSSNY'S MID-WINTER CONVENTION

**(2 DAY VIRTUAL CONVENTION WITH 150 ATTENDEES)**

**Be involved. Be engaged. Be part of PSSNY.**

# Sponsorships

## Specialty Sponsorships

| Sponsorship | Cost | Company Info at Registration Desk | Exhibit Booth | 45 Minute Program Exclusive | Premier Logo Placement | Banquet Tickets |
|---|---|---|---|---|---|---|
| **Cocktail Reception Sponsor** 4 AVAILABLE | $5,000 | ✣ | | | | 2 |
| **Program Sponsor** | $7,500 | ✣ | | | ✣ | 2 |
| **Networking Lunch Sponsor** | $10,000 | ✣ | | | ✣ | 4 |
| **Saturday Banquet and Awards Dinner** 5 AVAILABLE | $10,000 | ✣ | | | ✣ | 4 |
| **Product Theatre with Lunch** 2 AVAILABLE | $15,000 | ✣ | ✣ | ✣ | ✣ | 4 |

## Artwork and Recognition Requirements

Please submit a high-resolution company logo in .EPS, print-ready .PDF, or .PNG format. Vector artwork (.EPS or .PDF) is preferred for large-format signage. For .PNG files, provide a transparent background where possible and sufficient resolution for the intended printed size (typically 300 dpi at final size).

Include a full-color version and, if available, a one-color version. Convert fonts to outlines in vector files or embed fonts in PDFs. Do not send screenshots or low-resolution web logos.

Email artwork to melina.holler@pssny.org with subject line "PSSNY 2027 Convention Artwork – [Company Name]. PSSNY may request replacement files if artwork is unsuitable for production.

Recognition and placements are subject to sponsorship level and production deadlines;

Be involved. Be engaged. Be part of PSSNY.

# Exhibitor Information

## Exhibitor Package | $3,000

One inclusive price provides exhibit space and full convention access for TWO company representatives, including all convention meals, the banquet, the networking reception, and the opportunity to attend workshops and other convention programming, including Sunday sessions if desired.

- **Exhibit space includes one 6-foot table, draped table and two chairs.** *(subject to final venue confirmation).*
- **Thursday, June 24:** exhibitor setup in the afternoon/evening; exact access hours to be announced.
- **Friday, June 25 and Saturday, June 26:** full-day exhibit and networking opportunities; 7am-5pm.
- **Saturday, June 26: booth breakdown begins at 5:00 p.m. so representatives may attend the banquet.**
- **Sunday, June 27: optional attendance at convention programming; exhibits are not scheduled.**

Exhibitors may attend workshop sessions, subject to any session-specific capacity or registration requirements.

Exhibitors are responsible for booking and paying for their hotel accommodations.

**Exhibit Deadline: May 1, 2027**

## Why Should You Exhibit?

- Showcase new products
- Build your brand awareness
- Develop relationships with new customers
- Strengthen existing customer relationships
- Supports students and invests in the future
- Show your support for PSSNY
- Exhibitors not only promote valuable services, but also gain credibility as supporters of PSSNY
- Exhibiting at PSSNY events is a cost-effective way to reach pharmacists and students who are eager to buy or recommend your products and services

## Ready to Elevate Your Brand?

Reserve before May 1, 2027

**Register online: www.pssny.org/events**

**Questions?**
Email: executivedirector@pssny.org

**Follow us:**
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**Pharmacists Society of the State of New York**
**X: @ny_pharmacists • Instagram: @pssny**

### Exhibitor Logistics, Policies and Registration

- Exhibitors are responsible for their own hotel reservations.

**Exhibit Space:**

- Space allocation: first-come, first-served after payment, subject to final floor plan and availability.
- Secure valuables when unattended. Confirm whether the exhibit room will be locked after hours and any security arrangements. Keep aisles clear, follow fire and venue rules, and do not damage venue property. Have a representative at the booth during designated exhibit hours.

**Liability and Insurance:**

- Exhibitors assume full responsibility for any loss, injury, or damage arising from their participation.
- Exhibitors agree to hold PSSNY and Saratoga Hilton and Saratoga Springs City Center harmless from claims related to their exhibit, staff, or activities. This obligation shall not apply to the extent a claim results from the negligence or willful misconduct of a party seeking indemnification.
- Exhibitors and sponsors are responsible for maintaining appropriate insurance coverage for their participation. PSSNY is not responsible for the loss, theft, or damage of exhibitor or sponsor property.

**Security:**

- The Exhibit Hall may not be locked after hours.
- Exhibitors should cover displays or secure valuables when unattended.
- PSSNY strongly recommends a rider policy for additional protection.

### Cancellation & Refund Policy

- **Sponsorships:** All sponsorship commitments are non-refundable once confirmed and paid.
- **Exhibit Booths:** All exhibitor registrations are non-refundable once reserved and paid.
- **Transferability:** Sponsorships and exhibit booths are not transferable to another company, individual, or event.