



THE FORUM FOR DTC THOUGHT LEADERS

SPONSORSHIP &
EXHIBITOR
MENU

DTC NATIONAL CONFERENCE

April 19-21 2016

Sheraton
Boston, MA

FEATURING ALL NEW SPONSORSHIPS
AND EXHIBITOR PACKAGES



GOLD SPONSORSHIPS (\$25,000+)

SILVER SPONSORSHIPS (\$17,500+)

BRONZE SPONSORSHIPS (\$7,000+)

EXHIBIT BOOTHS

A LA CARTE MENU





CONFERENCE CO-SPONSORSHIP

Unparalleled exclusive opportunity for your brand to have premier exposure and industry leading status as an underwriting partner/main sponsor of the DTC National. This package puts you center-stage throughout the conference and excludes your competitors from the same presence level.

\$35,000

- Category exclusivity for type of business
- (1) Exhibit Booth with preferential site selection
- (2) Pieces of signage in conference common area
- Choice of (8) Items from A La Carte Menu
- (2) Weeks Early Delegate List Access
- Automatic upgrade of any Regular Pass to Gold Pass
- Listing on DTC Conference Website and in Conference Guide
- 50% off additional A La Carte Purchases (Excluding passes)
- 25% off passes



ADVERTISING AWARDS SPONSORSHIP

Exclusive sponsorship of the DTC Advertising Awards.

\$35,000

SOLD OUT

Opportunity to address attendees at the start of the awards

Opportunity for signage, material distribution, and thematic elements during party (supplied by sponsor)

(1) Exhibit Booth with preferential site selection

Choice of (8) Items from A La Carte Menu

(2) Weeks Early Delegate List Access

Automatic upgrade of any Regular Pass to Gold Pass

Listing on DTC Conference Website and in Conference Guide

50% off additional A La Carte Purchases (Excluding passes)

25% off passes



TOP MARKETERS/ HALL OF FAME SPONSORSHIP

*Exclusive sponsorship of the DTC Top Marketers/
Hall of Fame Awards.*

\$35,000

SOLD OUT

Opportunity to address attendees at the start of the awards

Opportunity for signage, material distribution, and thematic elements during party (supplied by sponsor)

(1) Exhibit Booth with preferential site selection

Choice of (8) Items from A La Carte Menu

(2) Weeks Early Delegate List Access

Automatic upgrade of any Regular Pass to Gold Pass

Listing on DTC Conference Website and in Conference Guide

50% off additional A La Carte Purchases (Excluding passes)

25% off passes



COCKTAIL PARTY SPONSORSHIP

\$25,000

Be the host of the party! Exclusive sponsorship of the official conference cocktail party, open to all attendees and speakers. This fun networking event located in the conference exhibit hall is a perfect opportunity to make a splash – plan a custom drink, raffle off a prize or theme the music. We will work with you to help you to maximize the great branding value this package promises.

Opportunity to address attendees at the start of the party (<2 minutes)

Opportunity for signage, material distribution, and thematic elements during party (supplied by sponsor)

(1) Piece of signage in common area (provided by sponsor)

Choice of (6) Items from A La Carte Menu

(1) Exhibit Booth with preferential site selection

(2) Weeks Early Delegate List Access

Automatic upgrade of any Regular Pass to Gold Pass

Listing on DTC Conference Website and in Conference Guide

50% off additional A La Carte Purchases (Excluding passes)

25% off passes

Event Preview

http://eventmobi.com/dtcnational20



MENU

Event Feed ▼



LOGIN



DIGITAL SPONSORSHIP

This package includes sponsorship of the conference WiFi, which every attendee utilizes, and allows you to customize the code to help promote your brand. It also includes the conference app, which attendees should constantly be checking for conference information, and will see your company's logo as they use the app. Lastly, it includes the conference Twitter Wall, where we display all tweets related to the conference and allows your company to get exclusive branding around the conference buzz.

\$25,000

Sponsorship of DTC National Conference App

Sponsorship of Twitter Wall displaying conference tweets during party

Choice of (6) Items from A La Carte Menu

50% off exhibit booth

(2) Weeks Early Delegate List Access

Automatic upgrade of any Regular Pass to Gold Pass

Listing on DTC Conference Website and in Conference Guide

50% off additional A La Carte Purchases (Excluding passes)

25% off passes



REGISTRATION SPONSORSHIP

Be where the attendees all check in. This sponsorship allows you to be one of the first things people see when they arrive by having signage and materials at our registration desk. It also allows you to keep visibility throughout the conference by having your logo on the lanyard that every attendee wears in a highly visible place.

\$25,000

SOLD OUT

(2) Signs at Registration

Choice of materials at registration (including but not limited to a one sheet, a promotional item, or a tablecloth. Costs paid for by sponsor)

Logo on name badge lanyard

Choice of (6) Items from A La Carte Menu

50% off exhibit booth

(2) Weeks Early Delegate List Access

Automatic upgrade of any Regular Pass to Gold Pass

Listing on DTC Conference Website and in Conference Guide

50% off additional A La Carte Purchases (Excluding passes)

25% off passes



TEAM
★ **GAME DAY** ★
Ph+ CML

living with
Ph+ CML

SEATBACK COVERS SPONSORSHIP

For the first time sponsors will be given a presence in the General Session by having their logo on all attendee seats. This high impact sponsorship will be visible throughout sessions and is sure to get the attention of everyone in the room.

\$24,000

SOLD OUT

Choice of (5) Items from A La Carte Menu

50% off exhibit booth

(2) Weeks Early Delegate List Access

Automatic upgrade of any Regular Pass to Gold Pass

Listing on DTC Conference Website and in Conference Guide

50% off additional A La Carte Purchases (Excluding passes)

25% off passes



ATTENDEE WORK ROOM SPONSORSHIP

Give attendees a quiet place to work between sessions. This sponsorship will give sponsor exclusive use of Ballroom A in the Back Bay ballroom space (approximately 2300 square feet). This space will be furnished with rounds, power strips, and a small charging station, as well as four iPads and one wireless printer. Sponsor will also be given 3 double sided 6'X3' standing banner signs for use throughout the space. Sponsor may put out unlimited signage, material distribution, and more thematic elements such as computers, iPads, etc. at their own expense in this area as well. Sponsor is welcome to unlimited branding in this area at their own expense, pending hotel and DTC Perspectives approval.

\$24,000

- Opportunity for signage, material distribution, and thematic elements in work room (supplied by sponsor)
- Choice of (5) Items from A La Carte Menu
- 50% off exhibit booth
- (2) Weeks Early Delegate List Access
- Automatic upgrade of any Regular Pass to Gold Pass
- Listing on DTC Conference Website and in Conference Guide
- 50% off additional A La Carte Purchases (Excluding passes)
- 25% off passes



ESCALATOR AREA/ ELEVATOR SPONSORSHIP

Get noticed by attendees as they make their way to/from the conference space. Sponsorship includes elevator decals on all the elevator doors on meeting space level as well as two decals, approximately 20'X2' to be placed on the glass areas surrounding the escalators) as well as use of the table behind the escalator area for information drop, charging station, etc. Sponsor is welcome to unlimited branding in this area at their own expense, pending hotel and DTC Perspectives approval. No other sponsors will be having materials in the same immediate area.

\$24,000

SOLD OUT

Choice of (5) Items from A La Carte Menu

50% off exhibit booth

(2) Weeks Early Delegate List Access

Automatic upgrade of any Regular Pass to Gold Pass

Listing on DTC Conference Website and in Conference Guide

50% off additional A La Carte Purchases (Excluding passes)

25% off passes



FOYER SPONSORSHIP

Get noticed by attendees as they enter/exhibit the exhibit hall. Sponsorship includes 8 floor decals (approximately 4'x4') to be placed throughout the foyer, eight decals (approximately 2'x3') for two of the poles in the foyer, 3 double sided 6'X3' standing banner signs, and use of the table behind entrance C for information drop, charging station, etc. Sponsor will be allowed unlimited additional floor decals, easel or other freestanding signs, and pillar signs/decals (at their own expense) in their area, pending hotel and DTC Perspectives approval. No other sponsors will be having materials in the same immediate area.

\$24,000

SOLD OUT

Choice of (5) Items from A La Carte Menu

50% off exhibit booth

(2) Weeks Early Delegate List Access

Automatic upgrade of any Regular Pass to Gold Pass

Listing on DTC Conference Website and in Conference Guide

50% off additional A La Carte Purchases (Excluding passes)

25% off passes



INFORMATION KIOSK

With this sponsorship, your company will get a co-branded info kiosk, where attendees will be instructed to ask all their questions and a DTC Perspectives Inc. team member will always be stationed. He/she will help attendees with everything from storing their coats or luggage to recommending local shopping or restaurants to assisting with dinner/entertainment reservations or any other issues DTC National attendees may have. This kiosk will also contain many of our continually requested items, such as attendee lists and agendas, plus any branded items your company wants to provide (available at sponsors expense).

\$24,000

Choice of (5) Items from A La Carte Menu

(1) 10'x8' or 12'x6' Kiosk Set up Outside the Exhibit Hall

(2) Weeks Early Delegate List Access

Automatic upgrade of any Regular Pass to Gold Pass

Listing on DTC Conference Website and in Conference Guide

50% off additional A La Carte Purchases (Excluding passes)

25% off passes



LIBERTY BALLROOM GENERAL SESSION SPONSORSHIP

Get noticed by attendees as they exit the general session. Sponsorship includes decals to be placed on the backs of the general session doors, with two single sided standing banners, to be placed in the foyer area where all guests will exit the general session. No other sponsors will be having materials in the same immediate area. Note this sponsorship will only take place during the general sessions and easel signs and decals may be removed during awards ceremonies.

\$24,000

Choice of (5) Items from A La Carte Menu

50% off exhibit booth

(2) Weeks Early Delegate List Access

Automatic upgrade of any Regular Pass to Gold Pass

Listing on DTC Conference Website and in Conference Guide

50% off additional A La Carte Purchases (Excluding passes)

25% off passes



TOTEBAG/ PORTFOLIO SPONSORSHIP

Be the exclusive sponsor of all major conference materials. This sponsorship allows you to be the totebag sponsor, which all attendees are given and carry around the entire event, as well as on the conference portfolios, which are distributed in each totebag.

\$17,500

SOLD OUT

Logo on each totebag and portfolio, distributed to every attendee
(basic cost paid by DTC Perspectives, upgraded costs paid by sponsor)

Choice of (5) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



GENERAL SESSION/ AFTER PARTY SPONSORSHIP

Get noticed by attendees in the general session. Sponsorship includes 8 floor decals to be placed on the floor of Independence Ballroom, with 2 single-sided standing banners, to be placed in this area during the general session. Sponsor will be allowed unlimited additional floor decals, easel or other freestanding signs, and pillar signs/decals (at their own expense) in their area, pending hotel and DTC Perspectives approval. Sponsor will also have exclusive use of this prime space following the awards ceremonies for any After Party they wish to throw, as well as mention of the after of the after party in conference sponsorship materials.

\$15,000

Choice of (4) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



BATHROOM SPONSORSHIP

Get noticed by attendees as they go to make phone calls and use the restrooms. Sponsorship includes 2 decals to be placed on the backs of the bathroom doors, with two single-sided standing banners to be placed near the entrance area to the bathroom, as well as other unlimited decals on mirrors and stalls (at sponsors expense). Sponsor is welcome to unlimited branding in this area at their own expense, pending hotel and DTC Perspectives approval. No other sponsors will be having materials in the same immediate area.

\$15,000

SOLD OUT

Choice of (4) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



BACK BAY FOYER SPONSORSHIP

Get noticed by attendees as go to and from Copley Place. Sponsorship includes 4 decals to be placed on the foyer floor, with two single sided standing banners, to be placed in the foyer area where attendees will walk by. Will also receive a digital sign on the big digital board overlooking this space. No other sponsors will be having materials in the same immediate area.

\$10,000

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



HEADSHOT BOOTH SPONSORSHIP

Smile! This sponsorship lets you give attendees something everyone needs – a professional headshot. DTC Perspectives will provide a photo booth where attendees can come during breaks and parties to have professional or fun photos taken. During breaks, you will have a plain white backdrop to take photos for Linked In and professional use and during the cocktail party we invite you to hang a branded backdrop, use props and take fun photos. A great way to meet and interact with attendees.

\$15,000

SOLD OUT

Choice of (4) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



APRIL 7-9
WASHINGTON, DC

DTC NATIONAL

CONFERENCE GUIDE

CONFERENCE GUIDE SPONSORSHIP

The DTC National Conference Experience Guide will be the at-conference guide and will add brand value to all attendees upon conference check-in. The guide will feature the conference agenda, the exhibitor/sponsor info, the speaker bios and content assembled by the DTC Perspectives editorial staff.

\$15,000

SOLD OUT

Back and inside front cover ads and company logo on the cover

Option for up to (4) pages of advertorial in the Guide

Choice of (4) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



BOTTLED WATER SPONSORSHIP

Exclusive full color logo on each bottle of water, distributed to all attendees every morning

\$12,500

SOLD OUT

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



HAND SANITIZING STATION SPONSORSHIP

Hand sanitizing stations gives sponsor visibility and functionality throughout the conference. These useful stations will grab attendees' attention and will have an ad for your company on them. Includes 3 stations around conference.

\$12,500

SOLD OUT

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



PENS/NOTEPAD SPONSORSHIP

Logo on pens/notepads, which will be refreshed for all attendees every morning (cost of items paid for by sponsor)

\$12,500

SOLD OUT

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



TESTIMONIAL BOOTH SPONSORSHIP

Give attendees a good reason to talk to you! Here you can interview attendees in front of your company's branded backdrop. Offering a small reward for a short conversation is a great way to meet attendees and have brand exposure in DTC Perspectives marketing materials. DTC Perspectives will provide the questions. Step and repeat banner with your logo included.

\$10,000

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



PRIVATE MEETING SPACE SPONSORSHIP

This sponsorship allows you exclusive sponsorship of the area near the general session for attendees to work, take meetings, have private refreshments, print boarding passes, and do other quiet work during the event. Allow companies to take company meetings or use it as a private quiet work space when sessions are ongoing. Room (approximately 2300 square feet) will be set up with a boardroom table and chairs, 2 iPads, plus some power strips, as well as a small screen and projector (if needed). Unlimited branding allowed in the space (at sponsor's expense). Space can be reserved for exclusive use.

\$10,000

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



BREAKFAST SPONSORSHIP

This sponsorship allows you to have your brand logo displayed at all of our conference breakfasts. This includes signage in the exhibit hall, custom menus, thematic elements, etc.

\$10,000

Opportunity for signage, material distribution, and thematic elements during breakfast (supplied by sponsor)

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



NETWORKING BREAK SPONSORSHIP

This sponsorship allows you to have your brand logo displayed at all of our conference breaks. This includes signage in the exhibit hall, custom menus, thematic elements, etc.

\$10,000

Opportunity for signage, material distribution, and thematic elements during breaks (supplied by sponsor)

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



DAY 2 LUNCHEON SPONSORSHIP

Be the sponsor of the lunch on the second day of the event. This is an exclusive sponsorship that allows you to promote your brand during the lunch, as well as give a short speech to the luncheon attendees.

\$10,000

SOLD OUT

Opportunity to address attendees at the start of the party (<2 minutes)

Opportunity for signage, material distribution, and thematic elements during lunch (supplied by sponsor)

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



ROOM KEYCARD SPONSORSHIP

Greet attendees upon check-in at the hotel with a branded room key card. Key cards are one item everyone keeps on them throughout the conference and something everyone looks at when entering their room. Using your company logo on key cards extends your brand outside of the conference room and gives everyone a reason to remember you!

\$10,000

SOLD OUT

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



COFFEE SPONSORSHIP

This sponsorship lets you be the sponsor of coffee at the conference. Coffee is kept full throughout the conference and placed in a highly visible location, visited repeatedly by attendees. Sponsor will receive 1 sign by each coffee station.

\$10,000

SOLD OUT

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes

AGENDA

nda

ER 5, 2015

m - 9:45 am



Engagement in the Post-ACA World

able Care Act (ACA) is an enormous piece of socio-economic engineering which far beyond extending healthcare coverage. The avowed intention of the Act is to "merge" mergers between hospital groups and between insurance plans and that the payer should merge with the provider industry. The physician-patient relationship is changing in-patient relationships [...]



ON - SEGMEDICA.COM

More info

m - 10:30 am

Ballroom 1

izing Big Data to Know How, When, and Where to Engage with



CONFERENCE MATERIALS SPONSORSHIP

Your logo on each printed page of attendee list and logo on online agenda page

\$10,000

SOLD OUT

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



Healthmonitornetwork

APRIL 7-9 | JW MARRIOTT, WASHINGTON DC | DTCPERSPECTIVES.COM

DTC NATIONAL PHOTOS SPONSORSHIP

For the first time, you can sponsor all of the DTC National photos! Each year, hundreds of photos are taken at the DTC National by the DTC Perspectives staff and are used in marketing materials, posted online and throughout social media. You have the opportunity to be the exclusive photo sponsor, which will put your company's logo in the corner of each photo. These will be seen throughout the year both online and offline, extending the life of your sponsorship. Additionally, the photographer during the conference will be clearly marked with your branding.

\$10,000

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes

ContextMedia
Health

Point-of-Care. Done Better.

[Conferences](#) ▾ [Speak](#) [Sponsor](#) [Awards](#) ▾ [Contribute](#) ▾ [Advertise](#) ▾


PRE- CONFERENCE SPONSORSHIP

Logo/Ad in all email communications sent in 2016 prior to 2016 DTC National.

\$10,000

SOLD OUT

Sidebar Banner on DTC Perspectives.com from 1/1/2016 through event

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



**Be Seen by the Right
Pharma Brand Marketers**

Become a Sponsor Today

**Register Now for
the DTC National**

POST- CONFERENCE SPONSORSHIP

Logo/Ad in all email communications relating to 2016 DTC National sent after 2016 DTC National.

\$10,000

SOLD OUT

Banner on DTC Perspectives.com after event through 12/31/16

Banner Ad on 2016 DTC National conference materials sponsorship website where slides, videos, agenda, and list are hosted

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

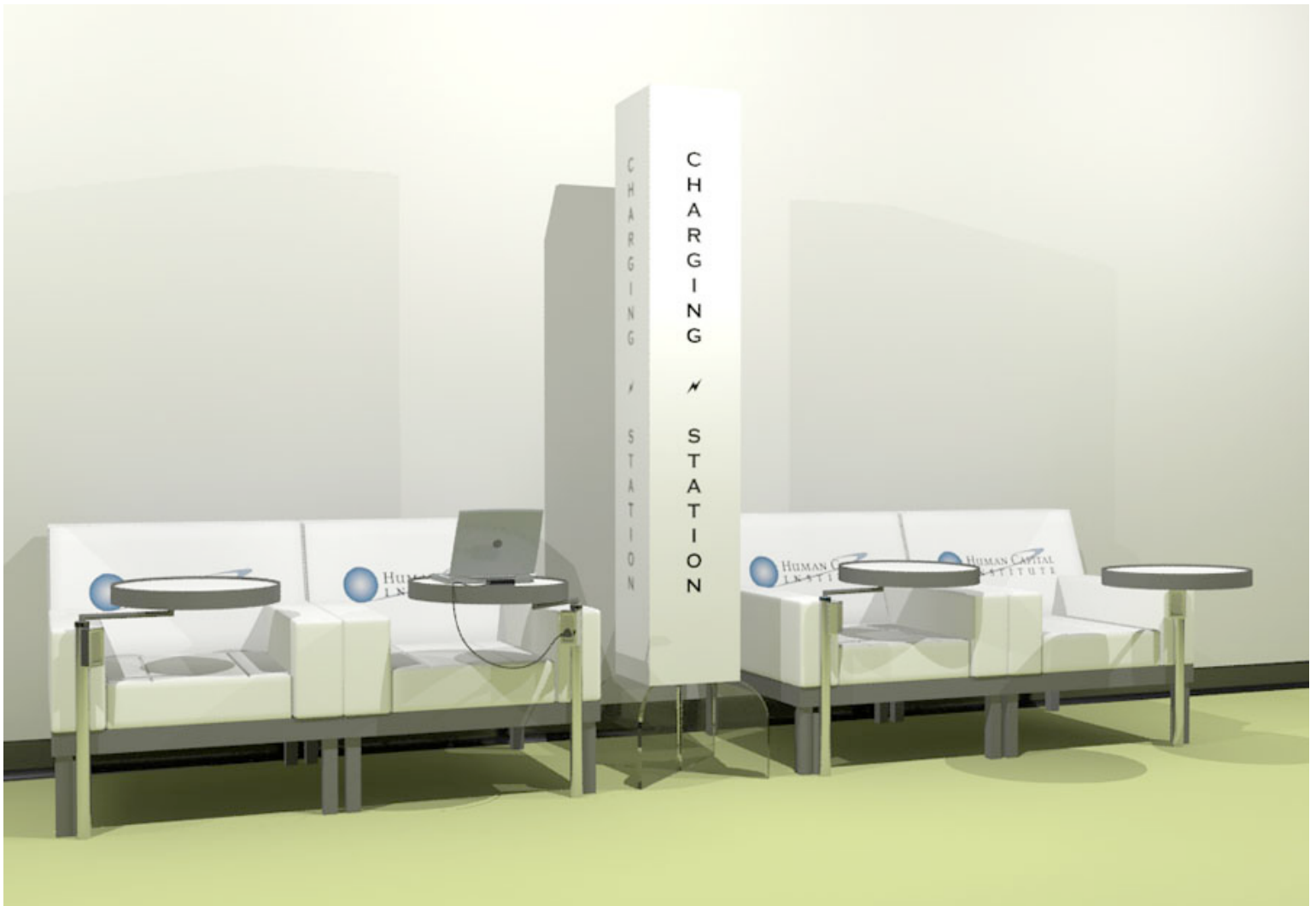
(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes



CHARGING STATION SPONSORSHIP

Conferences are busy, both on-site and back at the office, so attendees need their devices charged throughout the day. Provide attendees a place to charge their phones, tablets or laptops while at the event with a branded charging station. Your branded station will stand out during the conference and attendees will remember who gave them the power!

\$10,000

Choice of (3) Items from A La Carte Menu

25% off exhibit booth

(1) Week Early Delegate List Access

Automatic upgrade of any Regular Pass to Silver Pass or Upgrade to Gold Pass for \$200 per Pass

Listing on DTC Conference Website and in Conference Guide

25% off additional A La Carte Purchases (Excluding passes)

10% off passes

BRONZE SPONSORSHIPS

AGENCY SUPPORTING SPONSORSHIP

- (2) Gold Passes or (1) Table at either Awards Dinner
- (1) Full Page Ad in DTC Perspectives Magazine and 1 Email blast
- 10% off any A la Carte item
- 25% off any Exhibit Booth
- Listing on DTC Conference Website and in Conference Guide
- 10% off Additional Conference Passes

\$7,000

SUPPORTING SPONSORSHIP

- Any (3) A la Carte items
- 10% off any additional A la Carte item (Excluding passes)
- 10% off any exhibit booth
- Listing on DTC Conference Website and in Conference Guide

\$7,000

ASSOCIATE SPONSORSHIP

- Any (2) A la Carte items
- 10% off any additional A la Carte item (Excluding passes)
- 10% off any exhibit booth
- Listing on DTC Conference Website and in Conference Guide

\$7,500

EXHIBITOR MENU

We offer a wide variety of exhibit booth options including a double exhibit booth, single exhibit booth, and the most economical option, the tabletop.

TABLETOP

- 6'x2.5' tabletop exhibit space
- Listing on DTC Conference Website and in Conference Guide
- Choice of (1) item from A la Carte Menu
- 10% off Additional A la Carte Purchases (Excluding passes)



\$4,995

SINGLE BOOTH

- 10'x8' exhibit space
- Listing on DTC Conference Website and in Conference Guide
- Choice of (1) Gold Pass or (2) Exhibit Only Passes
- 25% off Additional A la Carte Purchases (Excluding passes)
- 10% off conference passes
- Automatic Upgrade of any Regular pass to Gold Pass



\$5,995

DOUBLE BOOTH

- 20'x8' or 16'x10' exhibit space
- Listing on DTC Conference Website and in Conference Guide
- Choice of (3) items from A la Carte Menu
- 50% off Additional A la Carte Purchases (Excluding passes)
- 25% off conference passes
- Automatic Upgrade of any Regular pass to Gold Pass



\$10,995

A LA CARTE MENU

1

DESK DROP

(\$2000/SILVER & GOLD SPONSORS ONLY)- Ability to drop (1) promotional item at the desk of attendees. Item must be approved by DTC Perspectives Inc. and may not conflict with any other sponsored item.



2

TOTEBAG INSERT

(\$2000)- Ability to drop (1) promotional item in the totebag of attendees. Item must be approved by DTC Perspectives Inc. and may not conflict with any other sponsored item.

3

FLOOR DECAL

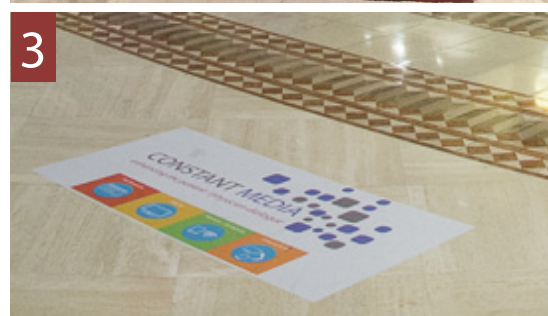
(\$1500/GOLD SPONSORS ONLY)-(1) 4'x4' logo decal on the floor of the conference lobby area.



4

PROJECTED LOGO

(\$2500)/ GOLD SPONSORS ONLY)-Your logo projected onto the wall in the main conference foyer.



5

SPEAKER INTRO

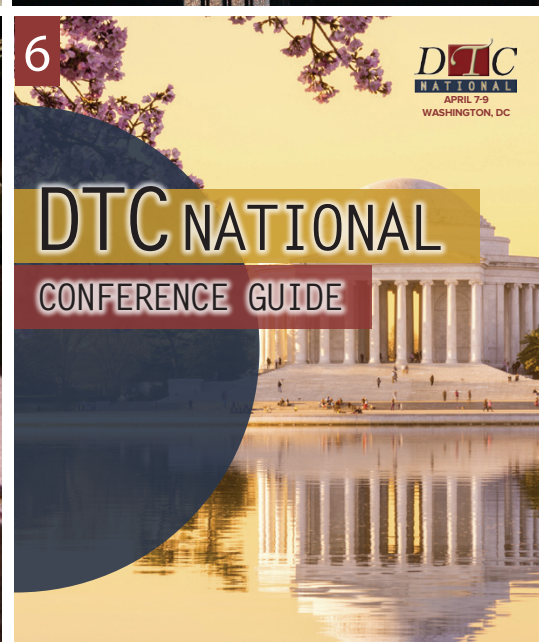
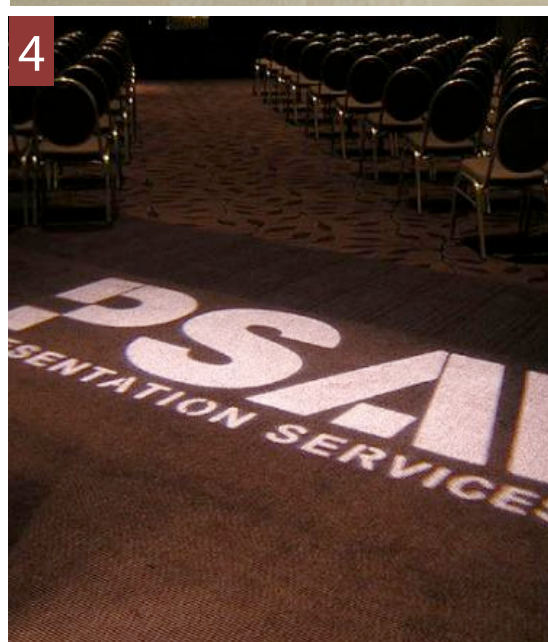
(\$2500/SILVER & GOLD SPONSORS ONLY)- Ability to intro a speaker during the general session Intro is limited to two minutes. Maximum 1 per company. Selection order depends on contracting date.



6

AD IN DTC GUIDE/ MAGAZINE

(\$2500)- 1 Full page color ad to appear in at conference guide/magazine Distribution maybe hard copy, electronic, or a combination thereof.



A LA CARTE MENU

7 BANNER AD

(\$1500)- Banner Ad to appear on www.dtcperspectives.com. Dates ad will be posted depends on availability.

8 NEWSLETTER AD

(\$1500)- Banner Ad to appear in 2 issues of the monthly *DTC In Focus* e-newsletter, emailed to approximately 10,000 people in and around the pharma marketing space. Dates ad will be posted depends on availability.

9 EARLY LIST ACCESS

(\$1500)- Access to the attendee list with full contact info 2 weeks before the conference.

10 REGULAR PASS

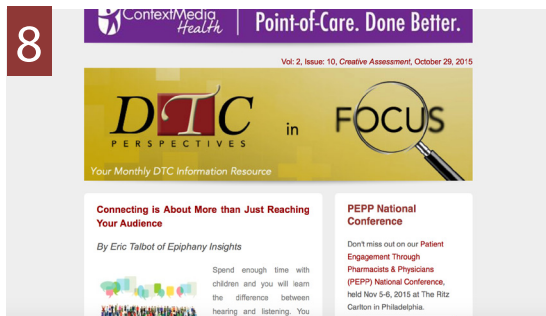
(\$2395)-One Regular DTC
National Conference Pass

11 (2) EXHIBITOR PASSES

(\$2395)-Two Exhibitor Only
DTC National Conference
Passes

12 (2) ONE DAY PASSES

(\$3190)-Two One Day DTC
National Conference Passes

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