

2024

EXHIBITOR PROSPECTUS



Pharmacy Society
of Wisconsin



Our Vision

At PSW, we collaborate with healthcare teams to improve medication use, health of Wisconsinites, and transform pharmacy practice.

Our Mission

Provide a unified voice, resources, and leadership to advance the pharmacy profession and improve the quality of medication use in Wisconsin.

About Our Members

Membership Type

Pharmacists	60%
Students	12%
Technicians	24%
Retired	2%
Associate	2%

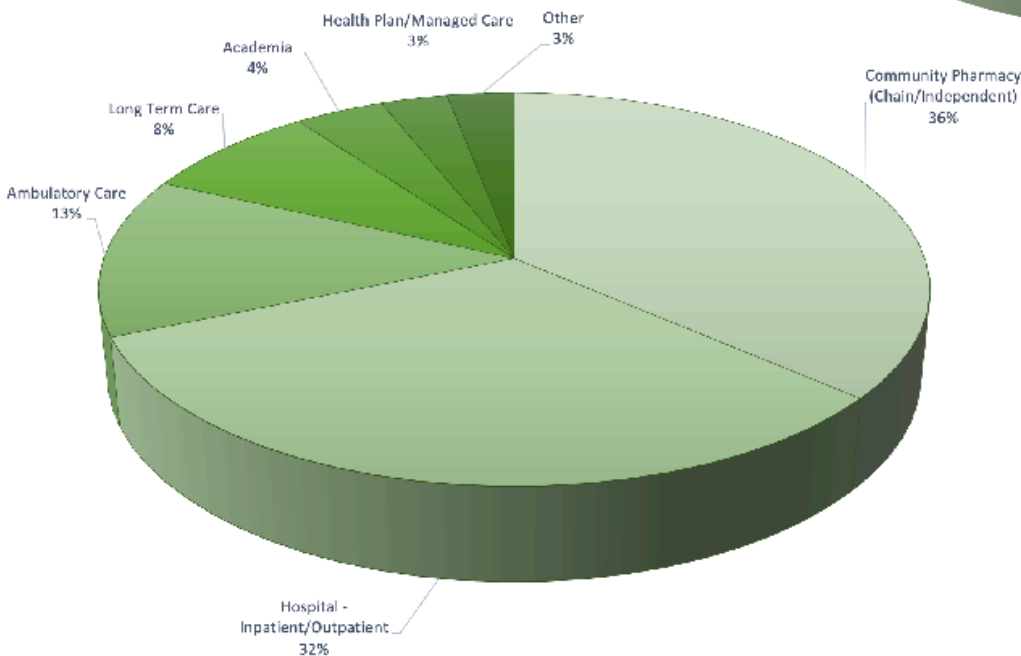
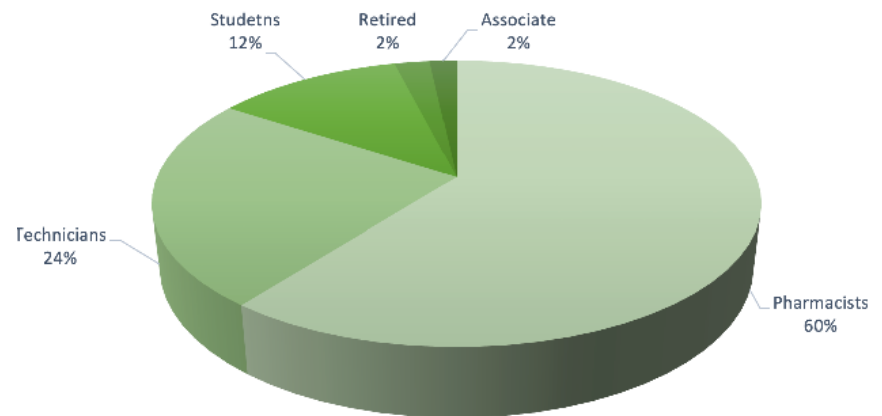
Practice Areas

Community Pharmacy (Chain/Independent)	36%
Hospital - Inpatient/Outpatient	32%
Ambulatory Clinic	14%
Long Term Care	8%
Academia	4%
Health Plan/Managed Care	3%
Other	3%

Our Story

With “One Voice, One Vision” on January 1, 1998 Wisconsin successfully united all pharmacists, pharmacy technicians and student pharmacists within one advocating organization. The Pharmacy Society of Wisconsin has championed the cause of helping pharmacists deliver the best care for their patients. Today, with more than 4,500 members statewide, PSW is THE professional organization pharmacists, pharmacy technicians and student pharmacists join to further their careers, advance the standing of pharmacists and improve the care of patients in Wisconsin.

First rate education, networking opportunities, business solutions, inspirational stories and finding ways to make a difference is what the PSW is all about. PSW is designed so that its members can work together, help one another, and advance the pharmacy profession with the singular purpose of enhancing the lives of people in Wisconsin.



EXHIBITS AND SPONSORSHIP



Exhibit and Sponsorship Opportunities

CONFERENCE ADVERTISING & SPONSORSHIP

Exhibitors are invited to sponsor a program, session, or event at our conferences and events throughout the year. A full list of sponsorship and advertising opportunities for conferences can be found on page 5. For additional questions, contact Megan Grant at mgrant@pswi.org.

EXHIBIT THEATER

The exhibit theater is a industry-sponsored program held during the **Educational Conference** and **Annual Meeting**. The sponsor is solely responsible for the content of the program. Continuing education may not be associated with the program. PSW will provide marketing information to potential registrants about the schedule and venue location.

EXHIBIT

Exhibit at the **Educational Conference** and/or **Annual Meeting** to reach pharmacy professionals in attendance at the conference. A registration form for exhibits can be found on page 6. If you need a Letter of Request to participate or a W9, please reach out to Megan Grant at mgrant@pswi.org. Companies can also register online - [here](#).

REVERSE EXHIBITS

A reversal of the traditional tradeshow format gets you a one-on-one meeting with key pharmacy leaders! A registration form for the Reverse Expo can be found on page 7. The Reverse Expo is held at the **Educational Conference** and **Annual Meeting**.

VIRTUAL LUNCH & LEARN

This is a 1-hour or half-hour time slot over the lunch hour where industry can sponsor a virtual talk. The sponsor is responsible for securing a speaker. PSW will provide advertising and a call-in line (if desired). Continuing education may not be associated with the program.

WISCONSIN PHARMACY RESIDENCY CONFERENCE (WPRC)

The Wisconsin Pharmacy Residency Conference (WPRC) is held concurrently with the PSW Educational Conference. Residents have the opportunity to present a Platform Presentation and provides networking opportunities for residency directors, preceptors, and residents.

PSW PARTNERSHIP OPPORTUNITIES

The **Platinum Partnership** opportunity is exclusive to one company and is on a first-come, first serve basis. This package is \$20,000 (valued at \$25,000). Platinum Partner benefits include:

- Recognition as a Platinum Partner at the Educational Conference and Annual Meeting
- One ad in the Educational Conference & Annual Meeting app
- One two-page ad in *The Journal* issue of your choice
- One ad in Fast Facts per month for eight months
- One Exhibit Theater at the Educational Conference or Annual Meeting
- Reverse Expo Registration at the Educational Conference and Annual Meeting
- Two complimentary PSW conference registrations (one Educational Conference and one Annual Meeting)
- Exhibit booths at the Educational Conference and Annual Meeting.
- Sponsorship of one additional event of your choice at the Educational Conference or Annual Meeting

The **Gold Partnership** may be purchased by more than one company and is \$10,000 (valued at \$15,000) and includes:

- Recognition as a Gold Partner at the Educational Conference or Annual Meeting
- One ad in the Educational Conference or Annual Meeting app
- One-page ad in *The Journal* issue of your choice
- Reverse Expo Registration at the Educational Conference and Annual Meeting
- One complimentary PSW conference registration (Educational Conference OR Annual Meeting)
- Exhibit booth at the Educational Conference OR Annual Meeting.

Contact Megan Grant at mgrant@pswi.org for additional materials and pricing on partnership, exhibit, and sponsorship opportunities.

LEADERSHIP CONFERENCE

The Decker-Temple Leadership Pharmacy Conference, a new practitioner leadership conference, takes place at the Eagle Ridge Inn and Resort near Galena, Illinois annually in August. The conference, combining professional and social functions over three days, provides an unequalled opportunity for pharmacists relatively new to their profession to develop skills that enable both personal and professional growth. We invite all partners to support this conference.

ADDED BONUS:

Any of the options on this page will also be recognized in the conference recap issue of *The Journal* at no additional cost.



Pharmacy Society of Wisconsin
 701 Heartland Trail, Madison, WI 53717
 Phone: 608-827-9200 Fax: 608-827-9292
www.pswi.org info@pswi.org
 Questions on Marketing with PSW?
 Contact Megan Grant, mgrant@pswi.org

2024 PSW Sponsorship Opportunities

PSW Tax ID # 39-0714490

PLATINUM PARTNERSHIP

GOLD PARTNERSHIP

PSW EDUCATIONAL CONFERENCE

- Exhibit Booth.....\$1,200
- Reverse Expo.....\$2,000
- Exhibit Theater.....\$5,000
- App Sponsor.....\$1,000
- Reception Sponsor.....\$1,000
- Break Sponsor.....\$1,000
- WiFi Sponsor.....\$2,000
- Poster Session Sponsor.....\$3,000
- Wisconsin Pharmacy Residency Conference (WPRC) Sponsor.....\$5,000

PSW ANNUAL MEETING

- Exhibit Booth.....\$1,200
- Reverse Expo.....\$2,000
- Exhibit Theater.....\$5,000
- App Sponsor.....\$1,000
- Welcome Reception.....\$1,000
- Break Sponsor.....\$1,000
- WiFi Sponsor.....\$2,000
- Friday Lunch Sponsor.....\$2,000
- Friday Night Party.....\$2,500
- Past Presidents' Dinner Sponsor.....\$2,500
- Saturday Night President's Reception.....\$2,500
- Poster Session Sponsor.....\$3,000
- Saturday Night Awards Banquet.....\$3,000

LEADERSHIP CONFERENCE

- Conference Sponsor.....\$5,000

Net Amount Due \$ _____

Company Name: _____

Contact Person: _____

Address: _____

Address2: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

METHOD OF PAYMENT

- Check payment to PSW Visa MasterCard American Express

Card Number: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Expiration Date: _____ CVV Code: _____

Signature: _____

Please return a copy of this form to:

Megan Grant, Pharmacy Society of Wisconsin
 701 Heartland Tr., Madison, WI 53717
 fax 608.827.9292 email to mgrant@pswi.org

2024 PSW Conference Exhibits

PSW Tax ID # 39-0714490

REGISTER ONLINE! PSW NOW OFFERS ONLINE REGISTRATION FOR EXHIBITORS

Visit www.pswi.org/Exhibits to register your booth(s)

2024 Educational Conference

Cost: **\$1,200**
Location: Monona Terrace Convention Center
Madison, WI
Date: April 16, 2024
Exhibit Time: **4:30 - 6:30 pm***

2024 Annual Meeting

Cost: **\$1,200**
Location: Kalahari Convention Center
Wisconsin Dells, WI
Date: August 23, 2024
Exhibit Time: **11:30 am - 3:30 pm***

NET AMOUNT DUE

Net Amount Due \$ _____

Company Name: _____

Division: _____

Contact Person: _____

Address: _____

Address2: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Rep1 Name: _____ Rep1 Email: _____

Rep2 Name: _____ Rep2 Email: _____

Additional Rep Name (3rd): (\$30 extra fee) _____

Electricity: (\$75 extra) _____

Competitors: _____

Signature: _____

Please return a copy of this form to:

Megan Grant, Pharmacy Society of Wisconsin
701 Heartland Tr., Madison, WI 53717
fax 608.827.9292 email to mgrant@pswi.org

These meetings will bring together pharmacy practitioners from all facets of pharmacy practice in the State of Wisconsin. Both conferences are open to all commercial supporters. The exhibit booths will be located outside the meeting room where the program is taking place and include an 8' x 10' booth, 8ft table, two chairs, and signage. Your company will also be recognized in the PSW event app for the conference and highlighted in the Journal of the Pharmacy Society of Wisconsin as a supporter.

**Times subject to change.*

2024 PSW Conference Exhibits

PSW Tax ID # 39-0714490

2024 Spring Reverse Expo

Cost: **\$2,000**
Location: Monona Terrace Convention Center
Date: April 16, 2024
Time: 9:00 - 10:30 am*

2024 Fall Reverse Expo

Cost: **\$2,000**
Location: La Crosse Center
Date: August 25, 2024
Time: 9:00 - 10:30 am*

NET AMOUNT DUE

Net Amount Due \$ _____

Company Name: _____

Division: _____

Contact Person: _____

Address: _____

Address2: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Rep1 Name: _____ Rep1 Email: _____

Rep2 Name: _____ Rep2 Email: _____

Signature: _____

Please return a copy of this form to:

Megan Grant, Pharmacy Society of Wisconsin
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fax 608.827.9292 email to mgrant@pswi.org

By participating in the Reverse Exhibitor Program, your company will meet one-on-one with pharmacist members of PSW who have key roles in the medication decision-making process for their organizations. The Reverse Exhibit is exactly what the name suggests: a reversal of the traditional tradeshow format. The key PSW decision-makers will host a table while vendors will move around the room. Approximately every 10 minutes, vendors will move to the next table, giving each company a chance to talk with every pharmacist attending. The purpose of the session is to provide you with the opportunity to present product and company information directly to key decision-makers with whom you may not otherwise get facetime.

We are in the process of inviting pharmacist participants that you will be meeting with during the session and will have specific information soon. We will provide you with an itinerary listing the participating pharmacists and their practice sites. Space limits us to provide this Reverse Exhibit Program to the first 12 companies committing to the \$2000 Reverse Exhibit fee.

**Times subject to change.*

ADVERTISING





The Journal

of the Pharmacy Society of Wisconsin

READERSHIP

The Journal is an exclusive benefit of the Pharmacy Society of Wisconsin and is distributed to PSW's over 4500 members. JPSW is also posted online and is open-access to non-members. PSW members practice in independent community pharmacies, chain pharmacies, long term care pharmacies, hospitals, clinics, home infusion pharmacies, industry, and academia. Our subscribers include pharmacists, vendors, students, and persons and institutions with a special interest in pharmacy.

ADVERTISEMENT SPECIFICATIONS

Ad size: 8 1/2" x 11"
 Formats accepted: Digital PDF Files

Layout and typesetting services are available for an additional cost. All artwork will be destroyed after one year unless requested in writing to be returned.

FREQUENCY AND DEADLINES

The Journal is published bimonthly, six times a year by the Pharmacy Society of Wisconsin. We try to accommodate all requests, but ask that you submit your ad by the submission deadlines to guarantee placement. Insertion orders, contracts and materials are due on these dates.

Issue	Publication Date	Contract Deadline	Ad Deadline
Jan/Feb	Jan 1	Nov 15	Dec 1
March/April	March 1	Jan 15	Feb 1
May/June	May 1	March 15	Apr 1
July/Aug	July 1	May 15	June 1
Sept/Oct	Sept 1	July 15	Aug 1
Nov/Dec	Nov 1	Sept 15	Oct 1

AGENCY COMMISSION AND TERMS

The publisher reserves the right to reject any and all advertising copy submitted, with or without cause. The publisher's liability for misprinting or failure to insert such advertising shall be limited to the refund of the payment made for each insertion. Position of advertising is at the sole discretion of the publisher.

PAYMENT INFORMATION

All payments owed for the issue last billed are to be paid in full within 30 days after invoicing. Advertisers/agents shall accrue a penalty of 2% of their balance for each month payment is outstanding by more than 60 days from invoice. No commission shall be paid on accounts past due more than 60 days from invoice. Advertisers/agents withdrawing advertisements upon signed insertion order date of publication shall pay 50% of the gross amount owed. The advertiser is responsible for ads not paid by its agency after sixty days.

CONTACT

Ads, contracts, insertion orders, payments, reproduction material and all other related communication should be addressed to:
 Megan Grant, Pharmacy Society of Wisconsin, 701 Heartland Tr., Madison, WI 53717; phone: 608-827-9200; fax: 608-827-9292; email: mgrant@pswi.org.

CLICK TRACKING

PSW can provide advertisers the opportunity to insert embedded links into their advertisement. Click tracking for all advertisements placed within The Journal is available upon request.

ADVERTISING RATE CARD


SIZE	Dimensions	1 Issue
4 Pages	8.5 inches X 11 inches per pg	\$1,500
3 Pages	8.5 inches X 11 inches per pg	\$1,200
2 Pages	8.5 inches X 11 inches per pg	\$900
Inside Cover	8.5 inches X 11 inches	\$800
Full Page	8.5 inches X 11 inches	\$500
Half Page	8.5 inches X 5.5 inches	\$250



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FastFacts

FastFacts is an e-newsletter that is sent to all active PSW members every Friday morning. This allows members to stay up-to-date on weekly statewide and national news that is relevant to the Wisconsin pharmacy profession.



FastFacts


One Voice. One Vision.

1 LEADERBOARD

A new Agency for Healthcare Research and Quality (AHRQ) data visualization, **Geographic Variation in Incident Slays for Five Leading Mental Disorders, 2016-2018**, provides new information on the top five mental disorders reported in 2016-2018 and allows users to compare national, state, and substate areas for 38 states.


The five leading mental disorders in the United States during 2016-2018 were depressive disorders, schizophrenia spectrum and other psychotic disorders, bipolar and related disorders, suicidal ideation or attempt or intentional self-harm, and trauma- and stressor-related disorders.

Click [here](#) to learn more.



2023 Co-Recipients of the PSW Interdisciplinary Care Partner Award - Chris Fletcher & ED MAT-Link Team


This year the PSW Board of Directors selected two deserving recipients for the **PSW Interdisciplinary Care Partner Award**.



Dr. Christopher Fletcher, Assistant Professor of Medicine, the UW Division of Hematology/Oncology Chief of Hematology, Chair of R&D Committee, Co-Chair of Hematology/Oncology Research Team, and the PHASER (Pharmacogenomic Testing for Veterans) Site Champion, has played an integral role in teaming up with the Associate Chief of Pharmacy to bring pharmacogenomics practice to the William S. Middleton Memorial Veterans Hospital in Madison. Dr. Fletcher has championed the PHASER program and enthusiastically supported the role of clinical pharmacist practitioners in being leaders in pharmacogenomic order testing and interpretation. He has continuously encouraged and highlighted pharmacist team members for their leadership in his hematology/oncology clinical practice and through the implementation of a pharmacogenomic program. Dr. Fletcher is a genuine, effective, and inspiring leader who has been unwavering in supporting pharmacist practice advancement.

Prosectort & the Medical College of Wisconsin (MCKW) Emergency Department Medication Assisted Treatment Link (ED MAT-Link), established in 2020, was born out of a shared ideology that opioid use disorder (OUD) is a chronic and treatable disease and not the result of a moral shortcoming. This led to the formation of a clinical team including pharmacists, psychiatrists, emergency medicine physicians, toxicologists, leadership from the Comprehensive Injury Center, social workers, informatics, and harm reduction experts to fill a glaring void in patient care specific to this population. PSW recognizes the entire team:

Medical College of Wisconsin
Jennifer Hernandez-Melior, PhD, MSW
Amy Zsasl, MD, MSCE
Mary Beth Alvarez, MD/MPH
Julie Ruth Owen, MD, MBA, FAPA
Nicole Fumo, MPH
Hannah Kosowatzki, BS
Matthew Chinn, MD



West Allis Fire Department
LT Christopher T. Williams, NRP-CP
AC Jason Snoch, NRP-CP

Community Medical Services
Cassidy Neffs, CPSS

PSW Technician Member Meet-Up Survey

The PSW Technician Section is seeking host a virtual PSW Technician Member Meet Up. Open to all pharmacy technician members, the meet-up will be an opportunity to gather monthly to discuss, connect, and network on various topics involving growth, conferences, engagement, and socialites.

This survey has been created to determine what day and time would work best for all those interested in attending. All interested members are encouraged to open the survey, using the link [HERE](#) and provide their opinion. Your input is important, so please share!

The Technician Section will use the information provided to select a day/time that works from most, and more information on how to register to attend will be available on the PSW website soon.

PSW Network

Connect. Collaborate. Advance.

Click here to Explore

Member Meet-Up Alert: Pain Stewardship Quarterly Meeting June 27

The PSW Pain Stewardship team will meet on Tuesday, June 27, at 2:00 pm. This quarter, the team will gather virtually to share ideas, strategies, and best practices in using xylazine. The team also wants to check in on your practice's initiatives, projects, and plans for the 2023-2024 residency year as you help guide resident learners in this unique practice area. The one-hour meeting leaves time for an open forum, which includes informal discussions and questions from those joining the call.

The call is open to all PSW members (including pharmacists, technicians, and students) interested in, curious about, or involved in caring for patients with pain. Come to listen, share, or collaborate; the level of involvement is totally up to you! Click [here](#) to access the meeting registration link.

Can't make it to the virtual meeting but have questions or want to engage in the discussion on pain management? Try the **PSW Network Pain Stewardship Group**. This open forum is open to all PSW Members to share ideas, post questions, and connect with other pharmacists, pharmacy students, and pharmacy technicians with a passion for patient care.

ForwardHealth Updates - July 2023

The most recent ForwardHealth Update, **July 2023 Preferred Drug List Changes and Other Pharmacy Policy Changes**, contains several changes effective 7/1. Notable changes include:

- The HIV/AIDS class will be added to the PSD as of 7/1. Based on analysis when considering adding the HIV/AIDS class, fewer than 3% of recent claims would have been for non-preferred products, and the legacy exemption policy (previously referred to as grandfathering) will allow nearly all of the non-preferred products members are currently prescribed to be continued for these members without prior authorization.
- Detail of the HIV/AIDS policy can be found on pages 4-7 of the ForwardHealth Update. Attachment C of the Update provides a list of all HIV/AIDS products by label name/dosage and their coverage.
- Effective 8/1, the etonogestrel/ethinyl estradiol vaginal ring, the generic of brand name NuvaRing, will become brand before generic (BAG) and require BAG ID.

Tick Season in Wisconsin: Stay Informed About Tickborne Diseases

Wisconsin is right in the midst of Tick Season, with ticks thriving in Wisconsin from May to November, and the deer tick being the predominant species. With increased tick bites, the risk for Lyme Disease, Anaplasmosis, and Babesiosis increases in Wisconsin. Lyme Disease is most widespread, with early symptoms including the signature "bullseye rash" (otherwise known as erythema migrans) alone or with additional symptoms such as fever, chills, malaise, fatigue, headache, myalgia, arthralgia, and lymphadenopathy. To stay up to date with the latest practices and understanding of tickborne diseases, and to be a resource to your patients, consult the CDC's reference manual: [Tickborne Diseases of the United States](#).

4 SPONSORED CONTENT

2 MID-LEADERBOARD

Special Advertising Section



Survey Exploring Wisconsin Pharmacist Perceptions on Contraception and Emergency Contraception Following the Overturn of Roe v. Wade

Researchers at the UW-Madison School of Pharmacy and Concordia University, Wisconsin School of Pharmacy would like to gain a better understanding of the impact the overturn of Roe v. Wade has had on reproductive healthcare services including access to and education about contraception and emergency contraception. We are currently looking for any Wisconsin community pharmacists who would be interested in completing a survey and potentially being interviewed. Results from the study will be used to develop interventions and resources at the state level to decrease barriers and support pharmacists in providing reproductive healthcare services.

The survey will take about 20 minutes for you to complete. If you choose to complete the survey, you may be entered to win one of eight \$25 Amazon e-gift cards. If you participate in a 30-minute follow-up interview, you will receive an additional \$30 Amazon e-gift card.

If you are interested in participating, click [here](#) for the survey.

For any questions about this study, please contact Dr. Marina Maes by email at m.marina.maes@wisc.edu, or by phone at (608) 265-6752.

3 FOOTER

PSW FastFacts

Make a regular impact on over 4,500 subscribers of the FastFacts eNewsletter.

AD SPOTS ARE EXTREMELY LIMITED, and will be secured first-come, first-served!

- 1

LEADERBOARD

600x150 px | **EXCLUSIVE**

\$8,995 Full Year/12 Months
- 2

MID-LEADERBOARD

600x150 px

\$6,995 Full Year/12 Months
- 3

FOOTER

600x150 px | **EXCLUSIVE**

\$4,995 Full Year/12 Months
- 4

SPONSORED CONTENT

Max 150 Words w/ 160x160 Image

\$4,995 Full Year/12 Months

For Details, Email Case Aldridge

Case@theassociationpartner.com

PSW Website



1 YOUR AD HERE

This section contains three cards with icons and text. The first card is titled 'EDUCATION' and describes CE courses. The second is 'ADVOCACY' and mentions legislative efforts. The third is 'RESOURCES' and lists various support materials. Each card has a 'Learn More' button at the bottom.



2 YOUR AD HERE

This section contains three distinct promotional areas. On the left is a card for 'WISCONSIN PHARMACY QUALITY COLLABORATIVE' with a 'Learn More' button. In the middle is a card for 'The Journal of the Pharmacy Society of Wisconsin' with a 'Learn More' button. On the right is a 'PSW Job Board' featuring a search bar and a list of job listings with details like location and employer.

3 YOUR AD HERE

Website Sponsorship Options
 Stay front and center with thousands of highly qualified industry professionals on the official PSW website. **PREMIUM** exposure options are limited and first-come, first-served!

- 1 **WEBSITE LEADERBOARD**
 728x90 px | **LIMITED TO ONLY 2 SPONSORS**
 \$4,995 Full Year/12 Months
- 2 **WEBSITE MID-LEADERBOARD**
 728x90 px | **LIMITED TO ONLY 2 SPONSORS**
 \$3,995 Full Year/12 Months
- 3 **WEBSITE FOOTER**
 728x90 px | **LIMITED TO ONLY 2 SPONSORS**
 \$3,995 Full Year/12 Months

For Details, Email Case Aldridge
 Case@theassociationpartner.com

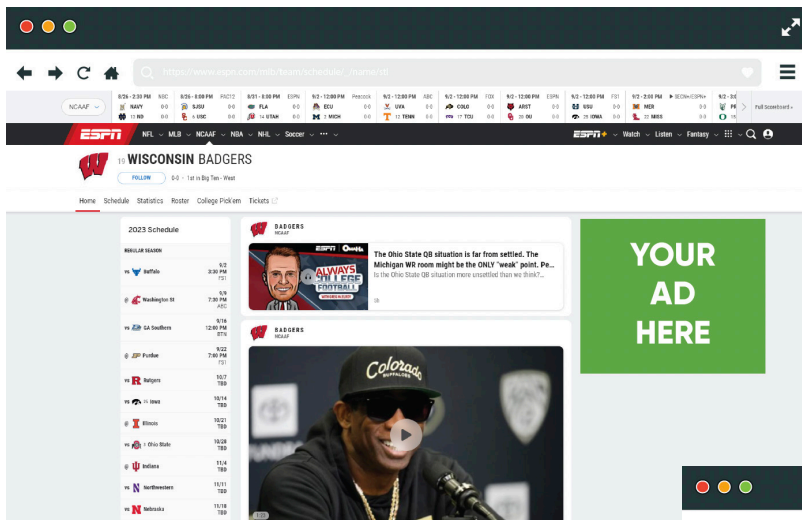
Websites Banners - PSW Retargeting



...AND THOUSANDS OF OTHER SITES THAT DISPLAY BANNERS!

For Details, Email Case Aldridge
Case@theassociationpartner.com

Your Ads Seen by PSW's Audience in a Real & Relevant Way in their Everyday Lives!



CHOOSE YOUR REACH

Annual Ad Views	Price: Annual
200,000 Views	\$7,495
100,000 Views	\$4,995
50,000 Views	\$2,995

Ad Sizes & Specs:
Please Submit All 4 Ad Sizes

