

*This inaugural, must-attend event is unlike any other national conference, bringing all impacted parties together to address the prescription drug abuse epidemic. Conference programming is designed to convey a synergistic approach to include: prevention, education, treatment, law enforcement, health care providers, advocates, human resources among other impacted parties.*

UNBIASED. INFORMATIVE. DATA DRIVEN.  
SOLUTIONS

**National Summit on Rx Drug Abuse** · April 10 – 12, 2012 · Walt Disney Swan Resort · Orlando, FL

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2012 SPONSORSHIP GUIDE

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*"We cannot afford to ignore the fast-growing drug problem in America. It impacts everything from medical expenses to workforce viability and it requires a multi-faceted approach with support, from not only state and national leaders, but also leaders on the ground in our rural and urban communities."*

- Congressman Harold "Hal" Rogers,  
5th Congressional District, Kentucky

[www.RxDrugSummit.org](http://www.RxDrugSummit.org)

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**SOLUTIONS**

Operation UNITE will host a National Summit on Rx Drug Abuse Tuesday, April 10th through Thursday, April 12th, 2012, at the Walt Disney World Swan Resort in Orlando, Florida.

Diversion of prescription medications from their legitimate medical uses has become an epidemic that requires a coordinated national discussion. The Summit will provide attendees an opportunity to learn from state and national leaders, law enforcement officials, medical professionals, advocates, treatment experts, educators and others who are finding success in battling this epidemic. We invite you to become a National Summit on Rx Drug Abuse Sponsor.

### **Who Will Attend the Rx Summit?**

- Federal and state legislators and policy makers
- Federal and state executive leaders
- Pharmacists
- Healthcare practitioners with prescription privileges
- Certified substance abuse counselors and recovery specialists
- Law enforcement personnel
- Treatment facility managers
- Advocates, families, and patients working to increase awareness and effect change
- Pharmaceutical executives
- Prominent academicians and researchers
- Government officials tasked with regulatory oversight
- Suppliers of prescription monitoring technologies
- School administrators and educators
- Insurance executives and investigators

### **Why Exhibit at the Summit?**

By exhibiting at the *National Summit on Rx Drug Abuse* you will have an opportunity to:

- Interface with decision makers across the nation
- Introduce products
- Highlight services
- Demonstrate expertise
- Signify cause commitment
- Brand your organization or association

### **The following are the general benefits that are available exclusively to companies who sponsor the 2012 National Summit on Rx Drug Abuse.**

- Logo recognition on each promotional email
- Logo recognition on each print ad
- Logo recognition on each direct mail piece
- Logo recognition on event website
- Logo recognition in Show Directory
- Recognition from Stage

### **Booth Pricing: \$3,000 per each 8'X10' space**

Booth Includes:

Pipe and drape

6' draped table

2 chairs

Waste basket

One time pre-show booth cleaning

One 7"X44" identification sign

Carpet

Online profile

**More information is available online at [www.RxDrugSummit.org](http://www.RxDrugSummit.org),  
or contact Sarah Centimole at [scentimole@centertech.com](mailto:scentimole@centertech.com) or 866-678-6483**

## Sponsorship Levels

A limited number of opportunities are available to organizations that believe in the purpose of the National Summit on Rx Drug Abuse. All sponsors will need to sign "The Summit's Purpose" in order to sponsor this event.

### Strategic Partners Sponsors: \$25,000

- Five full conference attendee passes
- Lead sponsor position
- Full page ad in Show Directory
- Logo Recognition in Show Directory
- Logo Recognition in each direct mail piece
- Logo Recognition on event website
- Logo Recognition on each promotional email
- Logo Recognition in each print ad
- Exclusive on-site signage program throughout Event
- Recognition from Stage
- Pre-event access to attendee list
- 50 word description on event website
- 50 word description in Show Directory
- Distribute one promotional item in each conference bag
- Additional Conference attendee passes at 50% off

### Event Sponsors: \$10,000

- Three attendee passes with early access to the Expo Hall
- Half-page ad in Show Directory
- Logo Recognition in Show Directory
- Logo Recognition in each direct mail piece
- Logo Recognition on event website
- Logo Recognition on each promotional email
- Logo Recognition in each print ad
- Exclusive on-site signage program throughout Event
- Recognition from Stage
- Pre-event access to attendee list
- 30 word description on event website
- 30 word description in Show Directory
- Additional Conference attendee passes at 25% off

### Supporting Sponsors: \$5,000

- One attendee pass
- Early access to the Expo Hall
- Logo Recognition in Show Directory
- Basic listing in Show Directory
- Logo Recognition in each direct mail piece
- Logo Recognition on event website
- Logo Recognition on each promotional email
- Logo Recognition in each print ad
- Recognition from Stage
- Pre-event access to attendee list
- Additional Conference attendee passes at 10% off

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## 2012 Exclusive Sponsorship Opportunities

### Hotel Room Keycards

*Exclusive Sponsorship - \$2,500 (plus production costs)*

On average, hotel guests look at their guest room keycard no less than 10 times a day, making the keycard the No. 1 advertising tool in the hotel. What better way to reach your target audience? Build attendees' awareness of your company with this effective sponsorship.

### Lanyards & Conference Bags

*Exclusive Sponsorship - \$2,500 (each) or \$4,000 (combined), (plus costs)*

These sponsorships always go fast! Achieve ultimate impact at the National Summit on Rx Drug Abuse with your logo on each attendee lanyard and conference bag.

### Event Reception

*\$10,000 (plus costs)*

Here's a celebration everyone will want to be a part of! After a day of networking, leave a memorable impression by sponsoring the most-attended National Summit on Rx Drug Abuse event.

### Show Directory

*Full-page Ad \$2,500    Half-page Ad    \$1,500*

*Premium Profile \$500    Basic Listing    \$300*

The 2012 National Summit on Rx Drug Abuse Show Directory is the source for all information relevant to the event.

### Sponsored Suites

*Only Four Available - \$1,000 (plus costs)*

Host an event on the first evening and invite your target audience without even leaving the hotel. What better way to impact your target audience than hosting them in your private suite.

### Bag Insert

*Sponsorship - \$1,000*

Each and every National Summit on Rx Drug Abuse attendee receives a conference bag at registration. This sponsorship gives you the opportunity to put your information directly in front of your target audience.

### Focus Groups

*Only Five Available - \$7,500 (plus costs)*

Utilize your participation in the National Summit on Rx Drug Abuse to glean valuable research information through a focus group tailored to your company's needs. There is no better way to elicit a broad spectrum of ideas, opinions and experiences on prescription drug abuse than to engage professionals from across the country.

### Media Room

*Sponsorship - \$1,500 (plus costs)*

Be host to the industry's influential media. Press will use this designated space to conduct interviews and take a break between conference sessions. Refreshments provided for their enjoyment.

Have an idea not listed here? We are happy to offer a custom marketing plan for your company. Call us with your suggestions.

Your presence signifies a firm commitment to meaningful dialogue and cooperation in addressing the prescription drug abuse epidemic in our country. Through this type of collaboration, our work can be more impactful.

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