

**AUGUST 1-3, 2011**

Gaylord Palms  
Orlando, Florida

# Retail Clinician Education Congress



The **Retail Clinician Education Congress** is a three-day educational and networking forum designed specifically for NPs, PAs, retail pharmacists and health and hospital systems working in the retail health environment. The forum brings together practitioners from across the country to fine tune their skills, while earning CE credits and learning about the latest products and services the industry has to offer.

- ▶ Connect with pharmacists & health system executive leadership
- ▶ Build Relationships Through Private Appointments with Key Retail Clinic Executives
- ▶ Gain Exposure to this healthcare audience through the Retail Clinician Education Congress Exhibit Hall
- ▶ Meet Industry Leaders through our Prestigious Clinician Awards for Retail Excellence (CARE)

## 2011 Sponsorship Opportunities Include...

- ▶ Promotional Luncheon Symposium (Only 2 Available)
- ▶ Exclusive CARE Reception & Awards Sponsorship
- ▶ Keynote Session
- ▶ Exhibition Sponsorship
- ▶ Content Session Tracks


Plus, gain premium exposure through the following additional branding opportunities:



**Meeting Room Accessories**  
\$10,000




**USB Drive with presentations**  
\$5,000




**Educational Session Grant**  
\$7,500



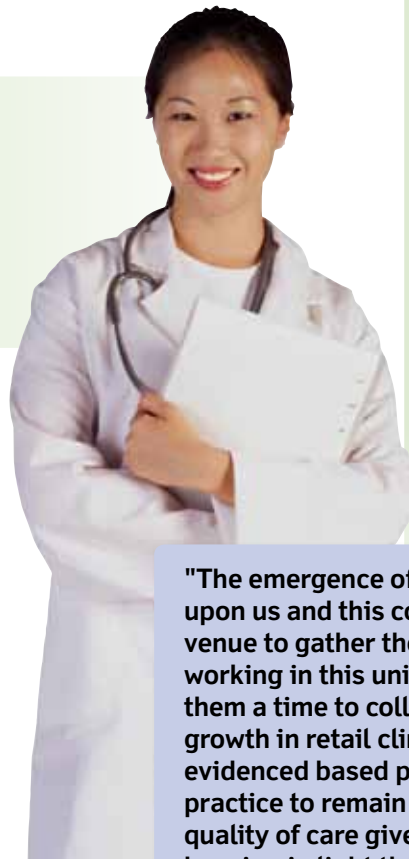
**Exclusive Conference Bag**  
\$10,000



**Conference Badge Holder**  
\$10,000



**Breakfast**  
\$20,000



"The emergence of retail clinics remains upon us and this conference is a great venue to gather those clinicians specifically working in this unique setting. It gives them a time to collaborate, hear of the growth in retail clinic scope and best evidenced based practice our clinics practice to remain to have the highest quality of care given to our patients with keeping in light the changes and challenges in the future of health care"

Janet J Teske, DNP  
Manager of Aurora QuickCare FAAN, FAANP

## Contact Your Rep Today!

Wayne Bennett	Publisher	(212) 756-5157	wbennett@LF.com
Catherine Stephany	Midwest/West	(312) 645-5081	cstephan@LF.com
Mary Fagnano	West	(323) 860-6308	mfagnano@LF.com
Mike Shaw	Area Manager	(212) 756-5134	mshaw@LF.com

## 2011 Retail Clinician Board of Advisors

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**dsn** Pharmacy  
Practice

DRUG STORE NEWS  
**RETAIL**  
**Clinician**



In 2010, Executives from top retail clinics participated in more than 200 one-on-one meetings with 18 sponsor companies over the course of 3 days!

*In 2010 over 450 NP Attendees Heard from Convenient Care Pioneers and Experts Including:*



**Lt. Col. Corina Barrow,**  
Army Nurse Corps.,  
Special Advisor to Sen.  
Dan Inouye, D-HI



**Margaret Fitzgerald**  
DNP, FNP-BC, NP-C,  
FAANP, CSP,  
Certified FNP



**Wendy L. Wright**  
MS, RN, ARNP, FNP,  
FAANP

## 2011 Educational Topics Will Include:

### NP Track

- *Billing & Coding to Maximize Profits*
- *Marketing & Promoting Your Practice*
- *CEO Panel*
- *Enhancing Patient Communication*
- *Identifying Warning Signs During Routine Patient Encounters*
- *Respiratory Conditions (Asthma, Upper & Lower Respiratory Tract Infections)*
- *Sprains & Strains (including sports injuries)*

### NP & Pharmacist Track

- *Working Together to Improve Health Outcomes*
- *New Drug Update*
- *Pediatric Pharmacology & Special Dosing Considerations*
- *Implications of OTC Dosing & Drug Interactions*
- *Hypertension Update*
- *Diabetes Management*

### Healthcare Systems Track

- *Workforce/Policy*
- *Payer Issues/Opportunities*
- *CEO Panel*
- *Understanding the Retail Clinic model*

“I was very pleased to have a conference tailored toward issues in my specialty of retail health. I learned a lot that will help me improve my practice and care for my patients.”

— Stephanie Combs  
MinuteClinic, Sanford, FL

## Previous Sponsors Included:



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# Retail Clinician Education Congress

Presented by:

DRUG STORE NEWS  
**Retail**  
**Clinician**



## SPONSORSHIP CONTRACT

Mail or fax with payment to: Rita Ruzalski • c/o Drug Store News • 425 Park Avenue New York, NY • 10022  
Tel: 212-756-5268 Fax: 212-756-5270

### I. COMPANY INFORMATION

COMPANY \_\_\_\_\_

NAME \_\_\_\_\_

TITLE \_\_\_\_\_ JOB FUNCTION \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

### II. SPONSORSHIP LEVELS (Check One)

- ~~ADVISORY BOARD DINNER \$18,500~~ **SOLD**
- LUNCHEON SYMPOSIUM \$18,500
- CARE RECEPTION & AWARDS \$18,500
- KEYNOTE SESSION \$18,500
- EXHIBIT \$10,000
- CONTENT SESSION \$15,000

### III. ADDITIONAL BRANDING OPPORTUNITIES

- BREAK SPONSOR: \_\_\_ Exclusive (\$20,000) \_\_\_ Single (\$8,500)
- EDUCATIONAL SESSION GRANT \$7,500
- BREAKFAST \$20,000
- CONFERENCE BAG \$10,000
- CONFERENCE BADGE HOLDER \$10,000
- ~~MEETING ROOM ACCESSORIES \$10,000~~ **SOLD**
- USB DRIVE \$5,000

### IV. ADVERTISING OPPORTUNITIES

- FULL-PAGE AD IN *Drug Store News* \_\_\_\_\_
- FULL-PAGE AD IN *Retail Clinician* \_\_\_\_\_

### V. PAYMENT TERMS AND SIGNATURE

- 50% OF TOTAL FEE MUST ACCOMPANY ALL CONTRACTS SUBMITTED BEFORE MAY 2, 2011
- 100% MUST ACCOMPANY ALL CONTRACTS SUBMITTED AFTER JUNE 3, 2011

**Sponsorship Opportunities Available – Contact Your Rep Today!**

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