

NEOT GENERATION PHARMACIST™

Parata Pharmacy Times
Parata Puts You Out in Front.®

Pharmacy Times and Parata Systems present the Next-Generation Pharmacist™ awards, the leading national awards program honoring pharmacists, technicians and student pharmacists who embody the future vision of the industry, now in its third year.

This awards program presents numerous sponsorship opportunities. In addition to earning powerful visibility with the industry's best and brightest at the awards event, sponsors receive:

- Complimentary advertising in *Pharmacy Times* (170,000 readers monthly)
- Recognition on nextgenerationpharmacist.com and pharmacytimes.com
- Social media promotion and recognition on all program-related materials

The 2011 event attracted more than 300 nominations from 40 states, generating editorial coverage in five issues of *Pharmacy Times*, including a cover story featuring the program's top honoree—reaching a total audience of more than two million.

The 2012 event will be held on Monday, Oct. 15, at the San Diego Zoo, concurrent with the National Community Pharmacists Association annual convention.

Next-Generation Pharmacist is a trademark of Parata Systems, LLC.

Oct. 15, 2012
San Diego
Zoo



All sponsors are prominently recognized at the event.



Program coverage reaches more than 170,000 readers monthly.



The 2012 awards event will be held at the San Diego Zoo.

2012 SPONSORSHIP PACKAGES

VIP Cocktail Reception Sponsorship (Exclusive) - \$25,000

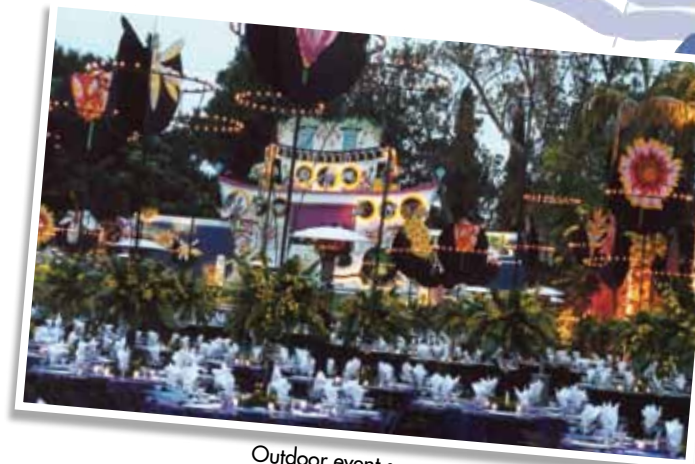
- Exclusive sponsorship of "Wild Cat" encounter during reception
- Logo on cocktail napkins distributed during reception and dessert
- Logo inclusion in monthly program ads in *Pharmacy Times* and on nextgenerationpharmacist.com
- Full-page, four-color ad in *Pharmacy Times*
- Recognition during opening remarks and on event program and signage
- Sponsor ribbon for attendees' badges
- Two tables (\$2,000 value)

Transportation Sponsorship (Exclusive) - \$10,000

- Exclusive sponsorship of private zoo tours with signage included inside of bus
- Video promo opportunity on buses taking guests to and from hotels to event
- Logo on water bottles distributed to guests during zoo tours
- Logo inclusion in monthly program ads in *Pharmacy Times* and on nextgenerationpharmacist.com
- Full-page, four-color ad in *Pharmacy Times*
- Recognition during opening remarks and on event program and signage
- Sponsor ribbon for attendees' badges
- One table (\$1,000 value)

Category Sponsorship (Exclusive per category; 10 categories to choose from) - \$10,000

- Category award presentation by company representative at gala
- Logo on category trophy and finalist plaques
- Logo inclusion in monthly program ads in *Pharmacy Times* and on nextgenerationpharmacist.com
- Full-page, four-color ad in *Pharmacy Times*
- Recognition during opening remarks and on event program and signage
- Sponsor ribbon for attendees' badges
- One table (\$1,000 value)



Outdoor event space at San Diego Zoo

2012 Categories

- Civic Leader of the Year
- Entrepreneur of the Year
- Future Pharmacist of the Year
- Lifetime Achievement
- Long-Term Care Pharmacist of the Year
- Military Pharmacist of the Year
- Patient Care Provider of the Year
- Rising Star of the Year
- Technician of the Year
- Technology Innovator of the Year

Sea Lion Demonstration Sponsorship (Exclusive) - \$7,500

- Exclusive sponsorship of Sea Lion show with branded signage
- Logo inclusion in monthly program ads in *Pharmacy Times* and on nextgenerationpharmacist.com
- Half-page, four-color ad in *Pharmacy Times*
- Recognition during opening remarks and on event program and signage
- Sponsor ribbon for attendees' badges
- One table (\$1,000 value)

Table Sponsorship - \$5,000

- Logo inclusion in monthly program ads in *Pharmacy Times* and on nextgenerationpharmacist.com
- Half-page, four-color ad in *Pharmacy Times*
- Recognition during opening remarks and on event program and signage
- Sponsor ribbon for attendees' badges
- One table (\$1,000 value)