



2020  
**SPONSORSHIP  
GUIDE**



# Sponsorship **levels**

With more than 3,000 independent pharmacies in attendance, Cardinal Health RBC 2020 is an opportunity to create awareness of and interest in your company. Align your business with an event steeped in quality, engagement, innovation and fun.

Sponsor levels are as follows:

**Platinum:** \$35,000+

**Gold:** \$15,000+

**Silver:** \$8,000+

<b>Sponsor recognition</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
Exhibitor mention during Opening Session	<b>Yes</b>		
Sponsor logo on signage outside trade show floor	<b>Yes</b>		
Sponsorship level signage at booth	<b>Yes</b>	<b>Yes</b>	
Short company description in RBC Exhibitor Guide (25 words)	<b>Yes</b>		
Reference in Program of Events	<b>Logo</b>	<b>Logo</b>	<b>Name</b>
Recognition on the RBC website	<b>Logo</b>	<b>Logo</b>	<b>Name</b>
Reference in the RBC Exhibitor Guide	<b>Full-page ad</b>	<b>Logo</b>	<b>Name</b>

\* All promotional material shall be approved by Cardinal Health. The placement, size and layout of sponsor's logo, signage, name and related advertisement shall be at the discretion of Cardinal Health.

Sponsorship level is based on total sponsorship/advertising dollars (example: sponsor can select two \$10,000 sponsorships/advertisements to become a gold-level sponsor). The unique benefits of each sponsorship level are listed above. Please review the opportunities outlined in this document to meet your desired level of sponsorship.

To participate as a sponsor or to inquire further, please contact your Cardinal Health group liaison listed below.

## Key contacts

### Tradeshow Floor Management

614.757.8249  
rbc@cardinalhealth.com

### Consumer Health

Jill Rorick  
614.757.3313  
jillrenee.rorick@cardinalhealth.com

### Technology & Services and Long-term Care

Nina Chhabria  
614.757.9078  
nina.chhabria@cardinalhealth.com

### Rx-Brand

Kristine Fidler  
614.757.8033  
kristine.fidler@cardinalhealth.com

### Rx-Generics

Amy Hooper & Ashley Dinan  
614.757.4117  
amy.hooper@cardinalhealth.com  
ashley.dinan@cardinalhealth.com

## Events & sessions

Cost	Sponsorship	Description	Recognition
\$30,000.00	<b>Friday Morning Session</b>	This new keynote session brings industry leaders to take a deeper dive into the legislation affecting attendees and their businesses. Attendees will also hear a presentation on the state of the industry.	Thank you announcement and on-screen logo during Opening Session; signage near exits, and VIP seating
\$50,000.00	<b>Opening Session and Keynote Speaker</b>	Kick off the show at the Opening Session on Thursday morning! The overall theme of RBC is introduced at this highly-attended event, which will conclude with the keynote speaker.	Thank you announcement and on-screen logo during Opening Session; signage near exits, and VIP seating
\$75,000.00	<b>Friday Night Celebration</b>	Friday night celebration is set to be an exciting and memorable event that exceeds the expectations of RBC participants. Attendees will come together to enjoy dinner, fun and entertainment.	Thank you announcement and on-screen logo during mainstage introduction, signage near exits, and VIP seating

## Food & beverage

Cost	Sponsorship	Description	Recognition
\$3,000.00	<b>Trade show floor refreshments, any day</b>	Throughout each day, food and beverages are provided on the trade show floor. Engage with prospects in a unique way! Attendees will see your business name when getting food and beverages.	Signage at refreshment stands
\$5,000.00	<b>Lunch buffet, any day</b>	Advertise in this high-traffic location for maximum exposure. Last year, over 6,800 individuals ate at our lunch buffets each day.	Signage at lunch buffet areas
\$5,000.00	<b>Water stations</b>	All attendees will receive a reusable water bottle that can be refilled from water stations throughout the event. Gain exposure to all attendees at this must-stop location.	Logo printed on water station signage

## Items

Cost	Sponsorship	Description	Recognition
\$8,000.00	<b>Coffee sleeves</b>	Put your message into your customer's hands - literally! This sponsorship is a great opportunity to get your company name and logo in front of RBC attendees. Nearly every event will offer a refreshment station where coffee will be served.	Logo on coffee sleeves and signage at coffee stations
\$20,000.00	<b>Registration conference bags</b>	Attendees won't miss your company's message with the reusable tote that will be handed out at registration to over 6,000 people. Attendees will use the bag daily as they walk the show floor and the tote will be a keepsake for all attendees.	Printed logo and/or company name (one screen print color)

\$25,000.00

## Customized lanyards

Reach every RBC attendee with customized lanyards featuring your logo! These lanyards are distributed to all RBC participants, who will be required to wear them as identification to enter the trade show floor, Continuing Education sessions and other RBC events.

Logo on lanyards

**SOLD!**

## Camp Cardinal Health

Cost	Sponsorship	Description	Recognition
\$1,000.00	<b>Camp Cardinal Health - products placed inside backpacks</b>	This sponsorship is a great way to offer a helping hand to more than 600 kids participating in Camp Cardinal Health! Your company can provide product to place inside the backpacks that are provided to each camp participant for use throughout the week. Product should be something useful for the week such as sunscreen, lip balm, sunglasses, hat, reusable water bottle, etc.	Logo and messaging on product
\$4,000.00	<b>Camp Cardinal Health T-shirt, any day (shared sponsorship)</b>	Camp Cardinal Health is a hugely successful event at RBC with more than 600 children of pharmacists participating. Add your logo to a T-shirt for kids participating in Camp Cardinal Health to wear to their activities. Joint sponsors will see their company name along with the one other sponsor, printed on the back of their shirts.	One-color logo on the back of the T-shirt
\$8,000.00	<b>Camp Cardinal Health T-shirt, any day (sole sponsorship)</b>	Camp Cardinal Health is a hugely successful event at RBC with more than 600 children of pharmacists participating. Add your logo to a T-shirt for kids participating in Camp Cardinal Health to wear to their activities. Single sponsors may print their marketing message and/or logo in one color on the back of the shirt.	Marketing message/sponsor logo printed in one color on the back of the T-shirt
\$8,000.00	<b>Camp Cardinal Health backpack</b>	Camp Cardinal Health is a hugely successful event with more than 600 children of pharmacists participating. Add your logo to the backpacks that are provided to each Camp Cardinal Health participant for use throughout the trade show.	Logo on the backpack

# Advertising/ Promotional

Cost	Sponsorship	Description	Recognition
\$4,000.00	<b>RBC Exhibitor Guide ad</b>	This full-page ad allows exhibitors the opportunity to promote RBC specials in the Exhibitor Guide, which will be available to all customer attendees. Company will design the advertisement and send to Cardinal Health for approval.	Full-page ad
\$5,000.00	<b>RBC mobile app push notification</b>	Everyone's attached to their smart phones, so get their attention easily using the event mobile app!	You choose the specific time and date you want your message delivered. Link your notification to a website or document. (2 push notifications included)
\$5,000.00	<b>In-room commercial</b>	Reach attendees in their hotel rooms with a video message that will broadcast on the hotel convention channel.	In-room commercial will play in all hotel rooms that are in the RBC Denver customer hotel room block.
\$5,000.00	<b>Mobile app banner ad</b>	Attendees will see your attention-getting marketing message each time they use the event mobile app.	Banner ad
\$5,000.00	<b>Pre-RBC attendee email blast</b>	Exhibitors have the opportunity to include information about their company and event-specific promotions in an email blast that will be sent to attendees prior to the event. This special preview will be capped at five (5) sponsors.	Company name and message will be included in the email blast
\$7,000.00	<b>RBC Exhibitor Guide ad - inside front cover</b>	This full-page ad allows exhibitors the opportunity to promote RBC specials in the Exhibitor Guide, which will be distributed to all customer attendees. Company will design the advertisement and send to Cardinal Health for approval.	Full-page ad
\$7,000.00	<b>RBC Exhibitor Guide ad - inside back cover</b>	This full-page ad allows exhibitors the opportunity to promote RBC specials in the Exhibitor Guide, which will be distributed to all customer attendees. Company will design the advertisement and send to Cardinal Health for approval.	Full-page ad
\$7,000.00	<b>RBC Program of Events ad - inside cover</b>	Get your message to all attendees with a full-page color ad inside the RBC Program of Events. One of the most useful materials distributed at RBC, the Program of Events booklet contains the "who, what, when and where" for the entire event!	Full-page color ad inside the cover of the Program of Events
\$10,000.00	<b>RBC Exhibitor Guide ad - back cover</b>	This full-page ad allows exhibitors the opportunity to promote RBC specials in the Exhibitor Guide, which will be distributed to all customer attendees. Company will design the advertisement and send to Cardinal Health for approval.	Full-page ad

## Advertising/ Promotional (cont...)

Cost	Sponsorship	Description	Recognition
\$15,000.00	<b>RBC website banner ad</b>	RBC marketing materials always refer participants to the RBC website for the most up-to-date information. Your company will be featured as the official sponsor of the RBC website on the homepage.	Sponsor logo on <a href="#">RBC homepage</a> with link to company website or promo flyer
\$15,000.00	<b>RBC Program of Events - back cover ad</b>	Get your message to all attendees with a full-page color ad inside the RBC Program of Events. One of the most useful materials distributed at RBC, the Program of Events contains the "who, what, when and where" for the entire event!	Full-page ad on the back cover of the Program of Events

## Areas

Cost	Sponsorship	Description	Recognition
\$2,500.00	<b>Order reporting stations</b>	Reporting stations will be available to all attendees to print or email their Consumer Health order reports.	Logo signage in the reporting station locations
\$10,000.00	<b>Charging stations (in the NEW Connections Cafe)</b>	Charging stations for electronic devices will be available to RBC participants as they form connections with key vendors. The charging station area will feature your company logo.	Signage with sponsor logo will be placed at each charging station location
\$12,000.00	<b>Escalator clings</b>	Have your logo and message in high-traffic escalators within the Colorado Convention Center.	Escalator clings located in high-traffic RBC areas within the Colorado Convention Center.
\$12,000.00	<b>Charging station lounge</b>	Charging stations for electronic devices will be available to RBC participants. The charging station lounge area in the Colorado Convention Center will feature your company logo.	A backdrop logo/graphic behind the charging station lounge area
\$15,000.00	<b>Stairway clings/decals</b>	Have your logo right under the feet of attendees as they walk up the main stairs in the Colorado Convention Center. This decal will cover the entire staircase to form an illusionary marketing piece!	Logo design on staircase in high-traffic area of RBC. Near main entrance of the Colorado Convention Center.
TBD	<b>Create your own sponsorship</b>	Have your own idea? Custom create your own? Build your own opportunity and become a sponsor.	



For RBC sponsorship opportunities, please contact your Cardinal Health group liaison.

## FOLLOW US ON SOCIAL MEDIA

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 @CardinalHealth

 <https://www.linkedin.com/company/cardinal-health/>

**#RBC2020**

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Cardinal Health  
7000 Cardinal Place  
Dublin, Ohio 43017