



A T R I U M X

2025 Prospectus

February 27 - March 1, 2025
Orlando, Florida

How is **ATRIUMX** Different?

1

It isn't just a conference; it's a dynamic, collaborative experience where you can connect directly with forward-thinking pharmacy owners and decision-makers.

2

This event empowers participants to co-create the agenda, ensuring every session delivers actionable insights that matter most.

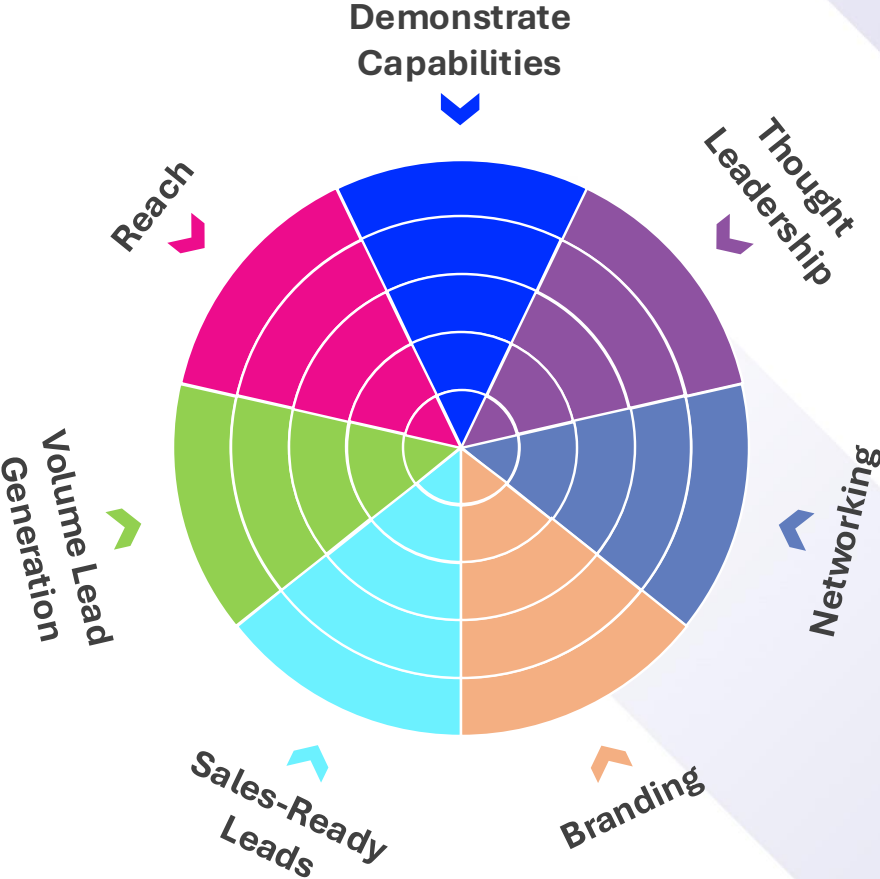
3

That's why we're reimagining our exhibitor program to go beyond traditional trade show tactics and creating meaningful value for both attendees and exhibitors.

Unlock Exhibitor **Impact**

The **Exhibitor Impact Chart** is a tool designed to help exhibitors align their sponsorship decisions based on their unique objectives. As you decide how to support ATRIUMX look for this impact chart to help you identify the opportunities that best support your organizations goals.

Exhibitor Impact Chart




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Why We Created **ATRIUMX**

Driven by a Compelling Question



Why do so many events stay the same when markets and attendee expectations have changed so much over the years?

After nearly a decade on the independent pharmacy conference circuit, Nicolette Mathey, founder and CEO of Atrium24 and Dotti pharmacy CRM software, saw the need for a new approach to events. Through years of connection and conversation, one thing became clear: the best programs are built by listening to what attendees actually want.

So, ATRIUMX was built around what matters most to **attendees**:

- Interactive Workshops and Peer Learning
- Opportunities for Meaningful Networking
- Access to the Latest Industry Trends

For exhibitors, this means an engaged, motivated audience eager to explore new ideas and solutions. ATRIUMX isn't just a conference; it's a dynamic, collaborative experience where you can connect directly with forward-thinking pharmacy owners and decision-makers.

Join us in redefining what a conference can be—an experience shaped by the people it serves, where engagement drives meaningful outcomes.



Why Pharmacy Owners Are Attending **ATRIUMX**



Cutting-Edge, Peer-Driven Insights

Pharmacy owners face shared challenges, and this conference provides a unique opportunity to connect and learn from peers. By collaborating in a supportive community, participants gain proven strategies and solutions to address obstacles more effectively than going it alone.



Interactive Sessions for Immediate Impact

Forget passive presentations with vague takeaways. This event empowers participants to co-create the agenda, ensuring every session delivers actionable insights that matter most. The interactive format equips attendees with practical strategies they can implement right away, driving meaningful results.

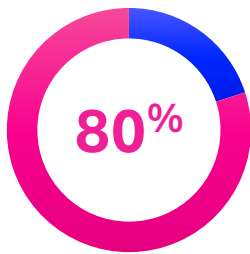


Network of Pharmacy Owners & Leaders

This first-come, first-served event draws pharmacy owners and industry leaders who are committed to growth and transformation. Exhibitors gain access to a highly engaged audience, fostering meaningful connections that lead to shared insights, sustainable solutions, and lasting success.

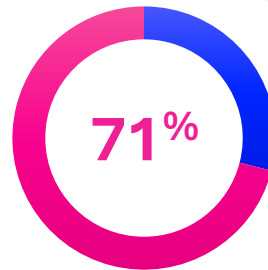
Maximize ROI in a New Era of Events

Respondents to the 2024 Freeman Trends Report emphasized the value of live engagement, citing trust, networking, and hands-on interaction as top priorities for maximizing ROI at in-person events.



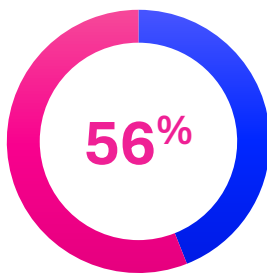
80% Say They Trust In-Person Events Most

Freeman's 2024 survey shows that 80% of respondents say in-person events are the most trusted marketing channel.



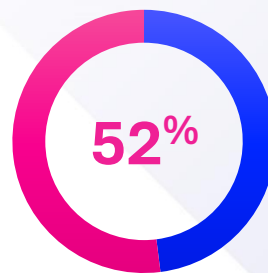
71% Say That Trust Grows With Live Brand Interactions

Younger generations say trust in a brand increases after a live event interaction, and 85% say trust is critical for purchase.



56% Say Hands-On Interaction is a Top Priority

Attendees prefer participatory activities as well as hands-on interaction during live events.



52% Say That Networking is a Key Decision Driver

Attendees want networking events where they can discuss specific challenges with others

Exhibitor **Expectations**

The goal for ATRIUMX is to cultivate genuine connection, learning, and impact. That's why we're reimagining our exhibitor program to go beyond traditional trade show tactics and create meaningful value for both attendees and exhibitors. By aligning with these expectations, you'll maximize your success and contribute to an unforgettable event experience.

➤ **Create Value for Attendees**

Prioritize meaningful interactions over hard sales tactics.

➤ **Be Accessible and Engaged**

Be present at your booth and proactive in discussions.

➤ **Leverage Provided Resources**

Use the marketing toolkit and event insights to prepare.

➤ **Adhere to Event Guidelines**

Follow setup, breakdown, and participation protocols.

➤ **Collaborate with the Event Team**

Work with ATRIUMX staff to optimize your visibility and engagement.

➤ **Commit to Sharing Outcomes and Results**

Help us continually improve by sharing feedback on your experience.

How It Works

Attendee Experience

Thursday, February 27th, 2025

Set the Stage for Connection

We kick-off with a warm welcome and interactive activities to spark connection. In Discovery Sessions, attendees will share their challenges and goals for the event and the final event agenda is created through participatory voting during the welcome reception.

Friday, February 28th, 2025

Engage in Peer-Led Learning

Attendees dive into a personalized agenda of peer-led sessions. Day two focuses on uncovering solutions, discussing ideas, and exploring resources and support from hand-selected exhibitors.

Saturday, March 1st, 2025

Reflect, Recharge and Plan Your Next Steps

The event wraps up with a closing keynote and collaborative sessions designed to reinforce key learnings. The final day ensures attendees leave with actionable insights, fresh ideas, and a clear plan to drive change in your pharmacy.

How It Works

Exhibitor Experience

Thursday, February 27th, 2025

Set the Stage for Visibility

The topics identified by attendees during Discovery Sessions will serve as a guide to align your solutions with their needs. During the Welcome Reception, connect with attendees as they vote on session topics in an experience designed for meaningful engagement.

Friday, February 28th, 2025

Showcase and Connect

Exhibitors will have the opportunity to contribute to and participate in peer-led sessions with approval. For closed sessions, the event team will appropriate connections. Our programming is designed to build trust, facilitate and showcase expertise.

Saturday, March 1st, 2025

Turn Connections into Action

Strengthen the relationships you've built by collaborating with attendees to transform insights into practical solutions. This is your opportunity to leave a memorable impact by offering clear, actionable value that supports their goals.

Exhibit Like You Mean It

Marketing Kit

We're also working to improve the exhibitor experience. Gone are the days of passive booth setups and one-size-fits-all sponsorships. Instead, we empower exhibitors to engage meaningfully with attendees through innovative tools and opportunities that maximize visibility, connections, and ROI.

Every Exhibitor Receives:

- **Digital Conference Guide Listing:** Featured prominently at the event and on the website for 10 months.
- **Digital Press Kit:** Includes a customizable press release, social media assets, and email templates to amplify your presence.
- **Event ROI Calculator:** Track and measure the success of your investment.
- **Swag Bag Placement:** Opportunity to include a flyer or small giveaway in participant swag bags.
- **30-Second Silent Commercial:** Captivate attendees with a featured video segment.
- **Social Media Highlight:** Boost your exposure through dedicated event social media promotion.
- **Content Framework Access:** Gain insights into topics surfaced during the day-one discovery sessions to align your messaging throughout the year.
- **Pre-Conference Webinar Series:** Join us for a bi-weekly webinar series designed to provide updates, insights and guidance for a successful event.



Exhibit Like You Mean It

Exhibitor Impact Chart

The tools and resources provided to every exhibitor are designed to help you stand out and make meaningful connections. But tools alone don't guarantee success—it's how you use them that makes the difference.

➤ Digital Conference Guide

- Webinar
- Reach
- Branding
- Demonstrate Capabilities

➤ Digital Press Kit

- Reach
- Branding

➤ Event ROI Calculator

- Sales-Ready Leads (Tracking)

➤ Swag Bag Placement

- Demonstrate Capabilities
- Branding
- Reach

➤ Pre-Conference Webinar Series

- Demonstrate Capabilities
- Networking

➤ 30-Second Silent Commercial

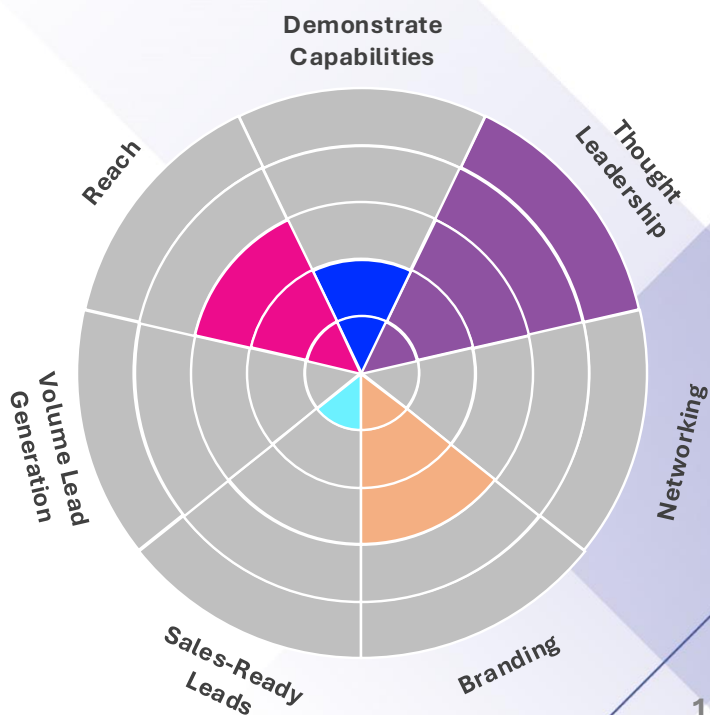
- Demonstrate Capabilities
- Reach
- Branding

➤ Social Media Highlight

- Reach
- Branding

➤ Content Framework Access

- Thought Leadership



Smarter Sponsorships at **ATRIUMX**

Premier Event Sponsorship

\$50,000

- 8'x8' booth in prime location
- Three (3) exhibitor badges
- Exhibit Like You Mean it Marketing Kit
- Thought Leadership Opportunity (30 Minute Limit)
- Pre & Post Event Email Highlight
- Wi-Fi Access

AVAILABLE

~~(2)~~ 1

Gold Event Sponsorship

\$25,000

- 8'x8' booth in prime location
- Three (3) exhibitor badges
- Exhibit Like You Mean it Marketing Kit
- Thought Leadership Opportunity (15 Minute Limit)
- Pre & Post Event Email Highlight
- Wi-Fi Access

AVAILABLE

~~(3)~~ 1

Smarter Sponsorships at **ATRIUMX**

Silver Event Sponsorship

\$6,550

- 8'x8' booth in prime location
- Two (2) exhibitor badges
- Exhibit Like You Mean it Marketing Kit
- Pre & Post Event Email Highlight
- Wi-Fi Access

AVAILABLE

~~5~~ 1

Bronze Event Sponsorship

\$4,600

- 6' table top in prime location
- Two (2) exhibitor badges
- Exhibit Like You Mean it Marketing Kit
- Wi-Fi Access

AVAILABLE

~~16~~ 15

Additional Sponsorships

Branding and Awareness

Welcome Reception

Kick off the conference by sponsoring the Welcome Reception, where attendees connect with each other and your brand.

~~\$25,000~~
SOLD OUT

Branded Swag Bags

Your logo travels far with reusable swag bags, keeping your brand in attendees' hands.

\$10,000
One (1)
Available

Breakfast Sponsorship

Fuel the day by sponsoring breakfast, with your brand front and center during the morning kickstart.

\$10,000
Two (2)
Available

Lunch Sponsorship

Be the midday highlight by sponsoring lunch, keeping your brand top of mind as attendees recharge.

\$12,000
Two (2)
Available

Break Sponsorship

Keep attendees energized with branded refreshment breaks where they pause and connect.

\$7,500
Three (3)
Available

Branded Reusable Cups

Put your brand in attendees' hands—literally—with eco-friendly, reusable cups featuring your logo at every beverage station.

\$7,500
One (1)
Available

Badge Lanyards

Ensure your brand is seen by every attendee, all day long, with branded badge lanyards worn throughout the conference.

~~\$2,500~~
SOLD OUT

Branded Pens

Stay top-of-mind by providing branded pens, a practical takeaway that attendees will use long after the event

\$2,500
One (1)
Available

Additional Sponsorships

Branding and Awareness

➤ Meal Sponsorships

- Reach
- Branding

➤ Break Sponsorships

- Reach
- Branding

➤ Welcome Reception

- Networking
- Branding
- Reach

➤ Branded Pens

- Reach
- Branding

➤ Branded Swag Bags

- Reach
- Branding

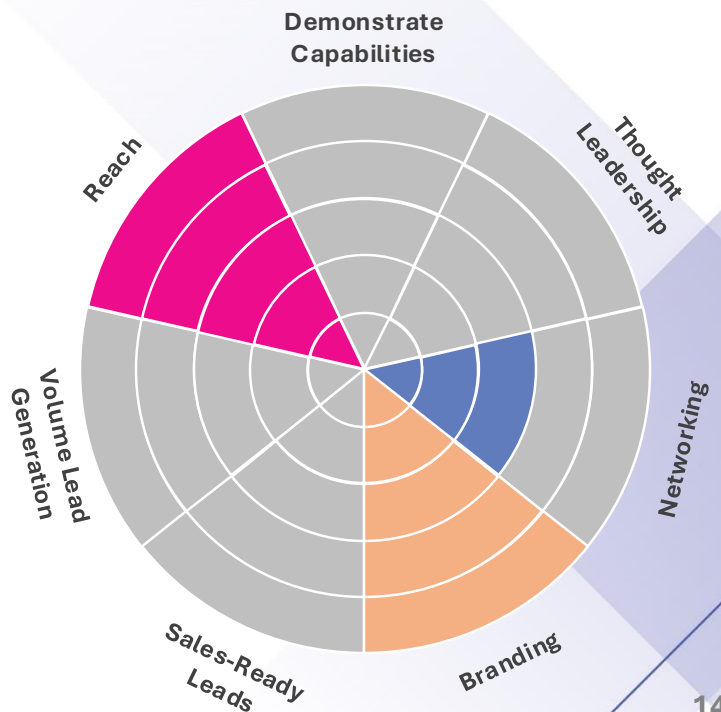
➤ Branded Reusable Cups

- Reach
- Branding

➤ Badge Lanyards

- Reach
- Branding

Exhibitor Impact Chart



Additional Sponsorships

Thought Leadership

ATRIUMX Panel Discussion

- This session allows the sponsor to moderate a panel of up to 3 end-user attendees and an additional exhibitor attendee as needed depending on the level of knowledge needed in the panel.
- Ideal for businesses who want to:
 - Demonstrate capabilities
 - Become a driving force in a topic that is shaping the industry
 - Position themselves as a thought leader
- ~~Two (2) Available~~ - **Only One Available**

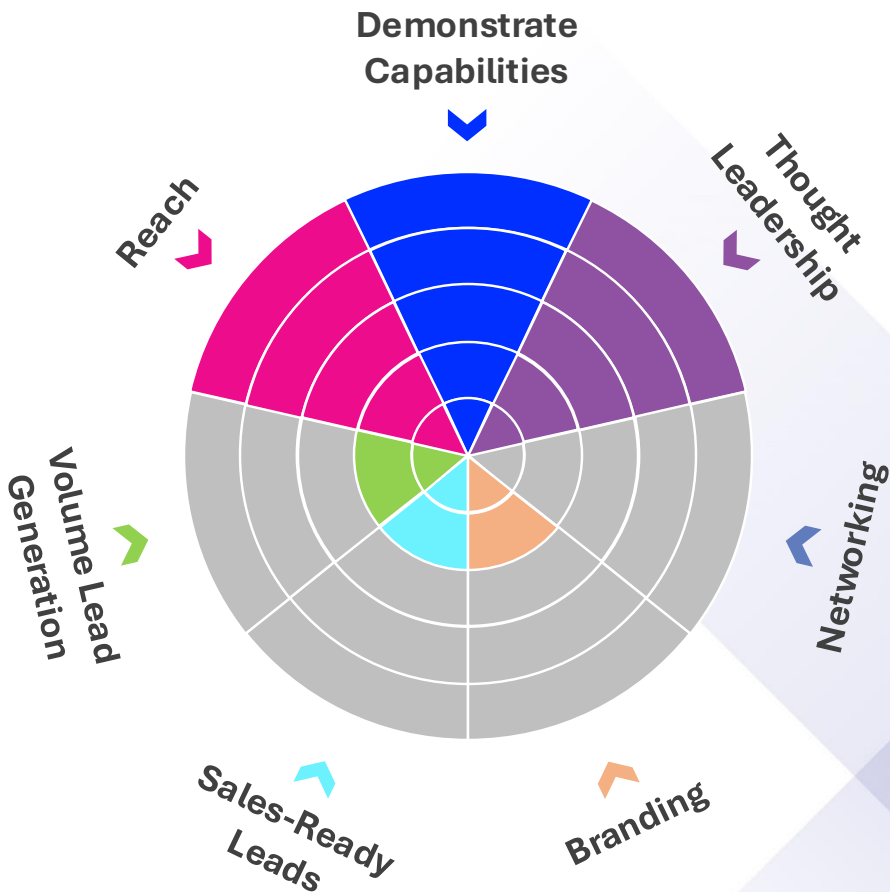
ATRIUMX Use Case Showcase

- Quick, 15 minute opportunity to highlight a specific case study for one of your specific products or services. Designed to raise awareness around a specific offering without having to prepare a full presentation
- Ideal for businesses who:
 - Have strong case studies with qualitative and quantitative data
 - Want to highlight the impact and outcomes of a product or service
 - Are market leaders who want to maintain their lead in the industry
- ~~Two (2) Available~~ **SOLD OUT**

Additional Sponsorships

Thought Leadership

- Demonstrate capabilities
- Become a driving force in a topic that is shaping the industry
- Position themselves as a thought leader
- Have strong case studies with qualitative and quantitative data
- Want to highlight the impact and outcomes of a product or service
- Are market leaders who want to maintain their lead in the industry



2025 Venue **ATRIUMX**

AMENITIES

- Sandy beach and zero entry lagoon-style pools
- Spa and IV Lounge offering full-service salon
- Unmatched entertainment daily and nightly
- State-of-the-art 24-hour fitness center
- Coconut Telegraph 24-hour business center
- Concierge service, including theme park planning
- Daily Resort activities for adults & children



RESORT AMENITIES INCLUDE

- Complimentary shuttle service to Disney, Universal and SeaWorld
- Complimentary welcome cocktail upon arrival
- Shuttle transportation service around the resort
- Oversized rooms and suites all with private balconies, relaxing views and rain showers
- Unlimited local and toll-free calls
- In-room private safe



DINING OPTIONS

Salty Rim Bar & Grill: Enjoy savory snacks and your favorite beverages poolside



Euphoria Fish House: Upscale dining with an island-inspired seafood menu and live entertainment.

Provisions Marketplace: All your grab-and-go needs including snacks, sandwiches and coffee.



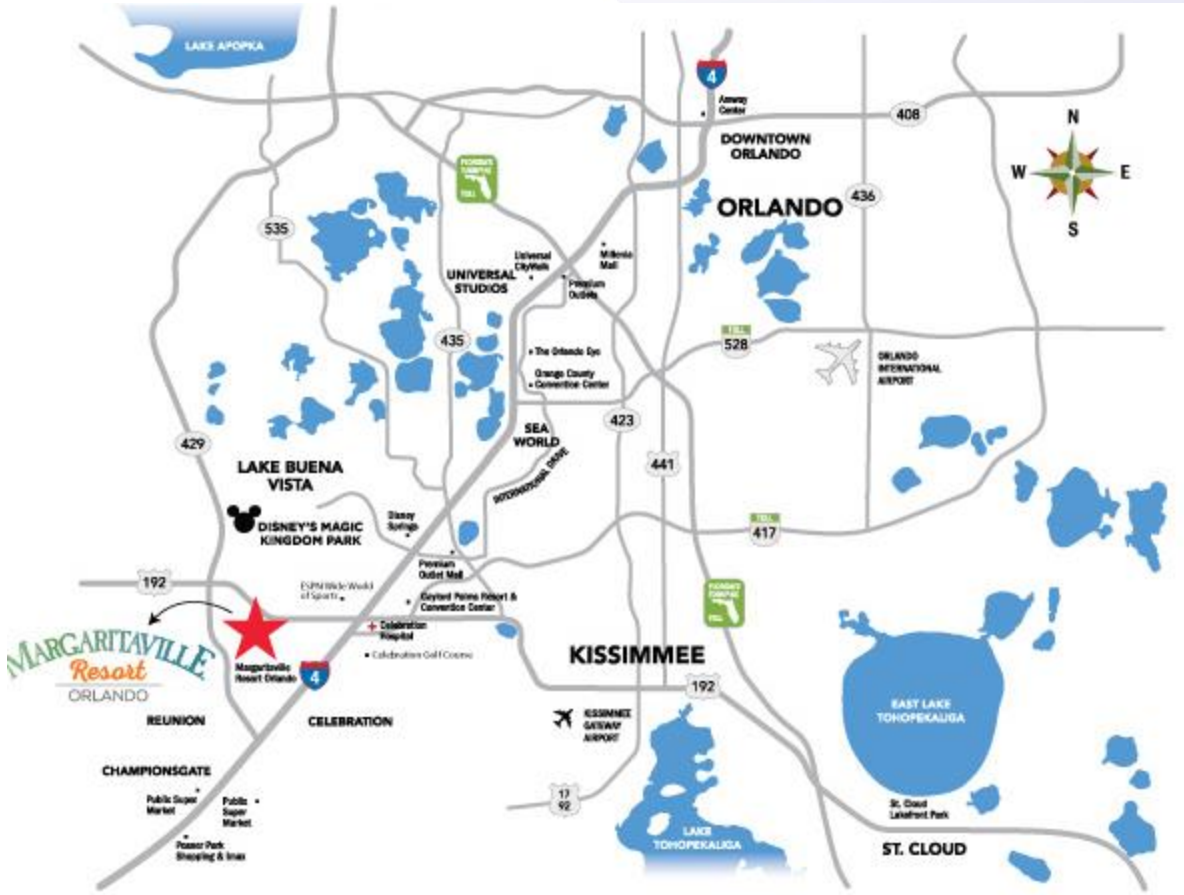
PROMENADE AT SUNSET WALK

A nearby array of colorful dining experiences, including a dine-in movie theater, candy, coffee, ice cream shops and much more

ISLAND H2O WATER PARK

Get your splash on at Orlando's most immersive and technologically-advanced water park, just steps away from the resort.

2025 Venue **ATRIUMX**



DISTANCE FROM

AIRPORTS:

Orlando International Airport – 24 Minutes
Kissimmee Gateway Airport - 25 Minutes

GOLF COURSES:

Celebration Golf Club
12 Minutes

MAJOR THEME PARKS AND ATTRACTIONS:

ESPN Wide World of Sports - 11 Minutes
Disney's Magic Kingdom Park - 13 Minutes
SeaWorld - 15 Minutes
Universal - 18 Minutes
Animal Kingdom - 10 Minutes

Orange County Golf Club
13 Minutes

Falcon's Fire Golf Club
14 Minutes

Schedule

ATRIUMX

Thursday, February 27th, 2025

- Exhibitor Move In 8:00 AM-2:00 PM
 - Doors Open 2:30 PM
 - General Session Begins 3:30 PM
 - Welcome Reception 6:00 – 8:00 PM
-

Friday, February 28th, 2025

- General Session Begins 8:30 AM
 - General Session Ends 5:00 PM
-

Saturday, March 1st, 2025

- General Session Begins 8:30 AM
- General Session Ends 1:30
- Exhibitor Move Out 2:00 PM – 5:00 PM

**MORE INFO ON SPECIFIC EXHIBIT HOURS
COMING SOON**

ATRIUMX

Exhibitor Application Form

List the company name, address, and telephone number as you would like it to appear in the program distributed at ATRIUMX.

Company name

Address

City

State

ZIP Code

Contact name

Email

Telephone

Add-On Sponsorship Information

Full payment for the conference booth must be received by Jan. 15th.
No refunds after Jan. 15th.

Total payment: \$

Charge credit card:

VISA

MC

AX

DIS

Name on card

Card #

Exp

Signature

CVV



CONTACT US

conference@atrium24.io