



ATTRIUM X

2026 Prospectus

MARCH 5 - MARCH 7, 2026
Rosen Plaza, Orlando, Florida

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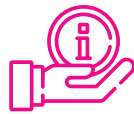
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Unlocking Exhibitor **Impact**

The **Unlocking Exhibitor Impact** framework highlights key focus areas for exhibitors to maximize their influence and achieve measurable results. Use this guide to align your sponsorship strategy with the unique opportunities **ATRIUMX provides**:



Volume Lead Generation



Demonstrate Capabilities



Thought Leadership



Networking



Branding



Reach

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 with peers who've successfully tackled them. 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.

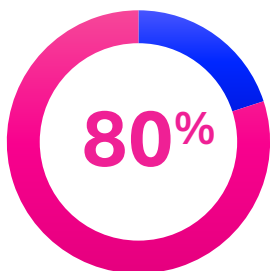


Network of Pharmacy Owners & Leaders

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.

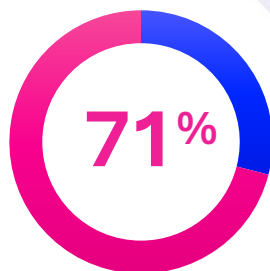
Maximize ROI in a New Era of Events

As event expectations evolve, in-person events continue to deliver exceptional value for exhibitors. These statistics reveal why live engagement is the key to maximizing ROI.



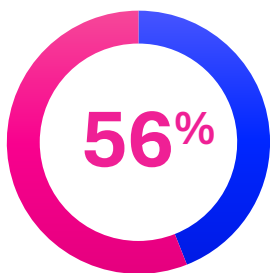
80% Attendees Trust In-Person Events Most

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



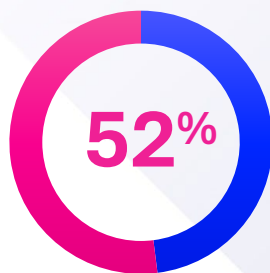
71% Trust Grows Through Live Brand Interactions

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




56% Hands-On Interaction is a Top Priority

Attendees prefer participatory activities or hands-on interaction during in-person events.



52% Networking is a Key Driver

Attendees want networking events where they can discuss specific challenges with others in their industry.



Exhibitor Expectations

➤ 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.

How It Works

ATRIUMX

Thursday, March 5, 2026

Set the Stage for Connection

Begin with a warm welcome and interactive activities to spark connections. In Discovery Sessions, you'll share your challenges and goals. The agenda for the rest of the event is crafted from your input and finalized during the welcome reception.

Friday, March 6, 2026

Engage in Peer-Led Learning

Follow a personalized agenda of peer-led sessions, workshops, and focused problem-solving. Discover practical solutions, connect with others, and explore hand-selected exhibitors.

Saturday, March 7, 2026

Reflect, Recharge and Plan Your Next Steps

End with a closing keynote and collaborative sessions to solidify your takeaways. Leave with actionable insights, fresh ideas, and a clear plan to drive change in your pharmacy.

How It Works

Exhibitors

Thursday, March 5, 2026

Set the Stage for Visibility

While exhibitors won't participate directly in the Discovery Sessions, the topics and challenges identified by attendees will serve as a guide to align your solutions with their needs. During the Exhibitor Welcome Reception, connect with attendees as they vote on session topics, sparking conversations that set the tone for meaningful engagement.

Friday, March 6, 2026

Showcase and Connect

Contribute thought leadership, educational, or informational value to workshops and sessions with attendee and facilitator approval. For closed sessions, the event team will facilitate connections between attendees and relevant exhibitors. Build trust, demonstrate your expertise, and engage with decision-makers throughout the day.

Saturday, March 7, 2026

Turn Connections Into Action

Engage in collaborative sessions focused on actionable next steps. Gather insights, refine your approach, and solidify relationships built during the event. Leave a lasting impression and position your brand as a trusted partner.

Exhibit Like You Mean It at **ATRIUMX**

At AtriumX, we're also working to redefine 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.

Exhibit Like You Mean It at **ATRIUMX**

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.

By actively engaging with attendees, tailoring your approach, and leveraging the resources at your disposal, you can maximize your impact and achieve measurable ROI.

Interactive Engagement

Leverage the tools provided to maximize your presence and build meaningful connections:

- Use the Exhibitor Marketing Toolkit to connect with attendees before, during, and after the event.
- Create a lead capture form to follow up with attendees effectively.
- Bring real-world examples or "how-to" insights that align with attendee challenges

Pro Tips for Success

- Arrive early and rehearse your messaging to ensure you're ready to stand out.
- Focus on attendee pain points to craft a tailored, solution-driven pitch.
- Strategically use giveaways to attract booth traffic and drive follow-ups.
- Plan your post-event strategy with insights from the Event ROI Calculator to nurture leads and measure success.

Smarter Sponsorships at **ATRIUMX**

PREMIER EVENT SPONSORSHIP

Custom starting at \$50,000

- 20'x20' booth in prime location
- Up to three (3) exhibitor badges
- AtriumX Exhibit Like You Mean it Marketing Kit
- Wi-Fi Access
- Swag Bag Inclusion
- Thought Leadership Opportunity (Custom stage time)
- Pre & Post Event Email Highlight

AVAILABLE

~~3~~ 2

GOLD EVENT SPONSORSHIP

\$25,000

- 10'x10' booth in prime location
- Up to three (3) exhibitor badges
- AtriumX Exhibit Like You Mean it Marketing Kit
- Swag Bag Inclusion
- Thought Leadership Opportunity (Custom stage time)
- Pre & Post Event Email Highlight

AVAILABLE

3

Smarter Sponsorships at **ATRIUMX**

SILVER EVENT SPONSORSHIP

\$7,500

- 10'x10' booth in prime location
- Up to three (3) exhibitor badges
- AtriumX Exhibit Like You Mean it Marketing Kit
- Pre & Post Event Email Highlight

AVAILABLE

~~14~~ 12

BRONZE EVENT SPONSORSHIP

\$5,500

- 6' table top in prime location
- Up to three (3) exhibitor badges
- AtriumX Exhibit Like You Mean it Marketing Kit

AVAILABLE

~~14~~ 13

Additional Sponsorships **ATRIUMX**

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
One (1)
Available

Branded Swag Bags

our 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
Four (4)
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

Branded Charging Station

Power up your brand and every attendee and turn a simple convenience into a dynamic marketing tool, with a branded charging station.

\$5,000
One (1)
Available

~~Badge Lanyards SOLD~~

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

\$2,500
One (1)
Available

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**

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**

ATRIUMX 2026 Venue

 **Rosen Plaza Hotel 9700** International Drive Orlando, FL 32819

TRAVEL & NEARBY ATTRACTIONS



Orlando International Airport – MCO
12 miles • ~17 minutes



Universal Orlando Resort

- 5 min drive
- Universal Studios, Islands of Adventure, CityWalk



SeaWorld Orlando

- 10 min drive
- Marine shows, rides, and exhibits



Pointe Orlando

- Directly across the street
- Dining, shopping, and nightlife



Walt Disney World Resort

- 15 min drive
- Magic Kingdom, EPCOT, Hollywood Studios, Animal Kingdom



Schedule

ATRIUMX

THURSDAY, MARCH 5, 2026

- 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, MARCH 6, 2026

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

SATURDAY, MARCH 7, 2026

- General Session Begins 8:30 AM
- General Session Ends 11:30 AM
- Exhibitor Move Out 8:30 AM – 5:00 PM

SUBJECT TO CHANGE

MORE INFO ON SPECIFIC EXHIBIT HOURS COMING SOON



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

Phone

Email

Signature

Sponsorship Level

Total payment: \$

Payment Schedule:

- 50% due upon signing
- 25% due October 1, 2025
- 25% due January 15, 2026



Email completed form to:
conference@atrium24.io



You'll then receive a
payment invoice via email

Exhibitor Terms and Conditions

By securing an exhibitor booth at the 2026 AtriumX conference, you agree to comply with all event rules and conditions and acknowledge that you have read, understood, and accepted the terms outlined below.

These terms and conditions govern your participation as an exhibitor at the 2026 AtriumX conference. By registering as an exhibitor, you ("Exhibitor" or "You") agree to abide by this agreement and accept that the sole control of AtriumX rests with Atrium24. Exhibitors understand that Atrium24 holds the final and binding authority in interpreting this agreement, as well as making decisions regarding eligibility and participation in this event. AtriumX is a private business event, and Atrium24 reserves the right to monitor and control exhibitor registration and attendance. Atrium24, in its sole discretion, may deny registration or attendance to any individual or entity.

EXHIBITOR BADGES

Exhibitors are required to wear their AtriumX badge at all times while attending the conference. Exhibitors must pick up their own badge from onsite AtriumX registration. To collect a badge, all registration fees must be paid in full.

- Only the Exhibitor can use their designated badge. The badge may not be shared, sold, donated, or otherwise transferred.
- Atrium24 reserves the right to revoke any badge that is used improperly. If a badge is revoked, the Exhibitor will not receive any refund or compensation.
- If an Exhibitor loses their badge, they must notify Atrium24 staff immediately. Atrium24 may issue a replacement badge at its discretion. A fee up to the onsite registration fee may apply for badge reprints.

HOTEL ROOM RESERVATIONS

- Atrium24 will provide a link to book hotel rooms at the event hotel.
- Exhibitors are responsible for making their own hotel and travel arrangements.
- Hotel reservations are available on a first-come, first-served basis and are subject to early sell-out. Atrium24 recommends booking your room as soon as you receive your AtriumX registration confirmation email.
- Atrium24 cannot guarantee a discounted rate at the hotel, and changes to hotel reservations must be made directly with Atrium24 staff.
- Exhibitors must comply with the hotel's deposit and cancellation policies.

EXHIBITOR CONDUCT

Atrium24 reserves the right to remove any exhibitor from the event if Atrium24, in its sole discretion, determines that their behavior or participation disrupts the event or hinders the experience of other attendees. Additionally, any exhibitor will be removed immediately for the following:

1. Offensive or disruptive behavior or language
2. Sharing AtriumX content with competitors
3. Sharing or transferring their registration to another person
4. Failure to adhere to the rules and regulations of Atrium24 or the event hotel
5. Disregarding instructions given by Atrium24 or event hotel staff

PHOTOGRAPHY/VIDEO/AUDIO CONSENT

By attending AtriumX, the Exhibitor consents to the recording of their images, voice, likeness, and/or presentation in any medium, including but not limited to video, audio, and photography. Atrium24 reserves the right to use such recordings for promotional or any other purposes without prior notice or compensation to the Exhibitor.

CONFIDENTIALITY

Exhibitors acknowledge that AtriumX may provide access to certain confidential information related to Atrium24's business operations, such as program offerings, sales data, pricing, strategies, and future developments ("Confidential Information"). Exhibitors agree to:

- Protect Atrium24's Confidential Information with at least the same degree of care as their own confidential information.
- Not use, disclose, or share this information with third parties.
- Return or destroy all copies of Confidential Information upon Atrium24's request.

Confidential Information does not include information already known to the recipient or information that becomes publicly available through no breach of this agreement.

LIABILITY WAIVER

By participating in the AtriumX conference, Exhibitors agree to release, indemnify, and hold harmless Atrium24, its sponsors, venue, and all associated parties, including their officers, directors, employees, and agents, from any liability for damages, losses, injuries, or claims arising out of or in connection with their participation in the event, whether caused by negligence, breach of contract, or otherwise.

FORCE MAJEURE

Atrium24 will not be held liable for any delays or failure to fulfill their obligations under these terms and conditions if such delays or failures are caused by events beyond their reasonable control, including but not limited to natural disasters, strikes, pandemics, or other unforeseen circumstances.

AMENDMENT TO TERMS AND CONDITIONS

Atrium24 reserves the right to amend these terms and conditions at any time, at its sole discretion, and without prior notice. Any such changes will be binding on the Exhibitor and will be posted on the event webpage.

MISCELLANEOUS

This agreement is governed by the laws of the State of Florida, excluding its conflict of law provisions. Any disputes relating to this agreement will be exclusively handled in Pinellas County, Florida. This agreement supersedes all prior agreements and understandings between the parties with respect to the subject matter hereof. If any provision is found unenforceable in any jurisdiction, it will be ineffective to the extent of such prohibition without invalidating the rest of the agreement. Neither party may assign this agreement without the prior written consent of the other.



ATRIUM X

