

Engage Virtually. Connect Directly. Influence Powerfully.
Insight from the Industry – A TPA Virtual Engagement Opportunity

The Tennessee Pharmacists Association (TPA) is proud to offer *Insight from the Industry*—a valuable virtual opportunity for healthcare industry partners to engage directly with our diverse and statewide network of pharmacy professionals. With more than 2,600 members—including influential leaders and key decision-makers—TPA provides a trusted platform for sharing innovations, promoting products and services, and strengthening professional relationships.

Building on our longstanding sponsorship, exhibition, and advertising opportunities, *Insight from the Industry* was created in response to the evolving need for flexible, digital outreach. These virtual, one-hour sessions allow your organization to connect with TPA members from all pharmacy practice settings, including community and health-system pharmacies, managed care, long-term care, compounding, academia, and more.

Why Participate?

These sessions are designed to:

- Increase awareness of your brand, service, or therapeutic area
- Reach targeted audiences across a broad spectrum of pharmacy professionals
- Provide a cost-effective solution for maintaining strong industry engagement

What TPA Provides:

- One dedicated promotional email to all TPA members one week before the event
- Event listing in *TPA 10 for Tenn* or *Society News*, depending on timing
- Promotion via TPA's Facebook, X, Instagram, TikTok, and LinkedIn channels

What Industry Partners Provide:

- A virtual platform for a 1-hour (non-CE) live session
- Event planning and delivery, including time for Q&A
- Event title, description, and registration details submitted at least two weeks in advance

Scheduling: Sessions are offered monthly. Dates and times are flexible to meet your goals and optimize attendance. We ask for at least three weeks' lead time when booking.

Investment:

- \$2,500 for a 1-hour live session (partner provides platform and admin)
- \$3,000 if TPA hosts and manages the virtual platform and session logistics

Let's Collaborate!

To explore *Insight from the Industry* or to discuss custom partnership ideas, contact: Anthony Pudlo, CEO at Anthony@TNPharm.org.