

DISTRIBUTION STRATEGY

# State Association Playbook

RETAIL MY MEDS

National Expansion Strategy | Independent  
Pharmacy Associations | 2026 Roadmap



## Executive Summary

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RetailMyMeds' sponsorship of the West Virginia Independent Pharmacy Association (WVIPA) has established a proven model: a direct, credibility-building relationship with a state association whose members are independent pharmacy owners — the exact decision-makers who need the platform. The WVIPA relationship demonstrates that state association sponsorship provides access to a concentrated, pre-qualified audience at a fraction of the cost of direct-to-pharmacy sales outreach. The question is no longer whether this model works, but how fast it can be replicated. There are **50 state pharmacy associations** in the United States, plus several independent-pharmacy-specific associations that mirror the WVIPA model directly. This playbook identifies the **top 10 states by independent pharmacy density**, maps their associations, convention calendars, sponsorship pricing, and key contacts. The strategy is straightforward: replicate the WVIPA relationship nationally, starting with the states where independent pharmacies represent the highest share of the retail market — and where the pain of PBM reimbursement compression, MFP cash flow gaps, and pharmacy closures is most acute.<sup>1</sup> Targets **2–3 new state sponsorships** by April 2026. By year-end, the goal is **10+ state associations** plus a national presence at the NCPA Annual Convention. At **\$275/month** per pharmacy (**\$3,300/year**), a total 2026 sponsorship investment of approximately **\$40,000** breaks even with just **13 pharmacy signups** across all events — and positions RetailMyMeds as a recognized partner of the independent pharmacy community nationwide.

## The WVIPA Model

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### WEST VIRGINIA INDEPENDENT PHARMACY ASSOCIATION (WVIPA)

**Executive Director:** Matt Walker    **Founded:** 2016    **Phone:** 304-654-4214

**WV Independent Pharmacies:** **187** of 466 total (**40.1%**)

**Current Sponsors:** 7 — GRX Marketing, Kelestan Pharmacy Supplies, Mutual Drug, RetailMyMeds, NCPA, Marshall University School of Pharmacy, WV Pharmacists Association

## Sponsor Structure

Flat sponsor structure — no tiered system. Sponsors receive logo placement on the sponsors page, company description, and a link to their website.

## Model Characteristics

WVIPA is a small, advocacy-focused association founded in 2016. Its tight-knit membership of independent pharmacy owners provides direct access to decision-makers — owners, not employees. Sponsorship cost is modest (estimated \$1,000–\$3,000 based on organization size). WVIPA does not hold a formal annual trade show or convention; it operates primarily as an advocacy and networking organization. This is the model to replicate.

## Priority States

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### North Dakota — North Dakota Pharmacists Association (NDPhA)

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|-------------------------------|--|
| <b>Website</b>                | <a href="https://www.nodakpharmacy.net/">https://www.nodakpharmacy.net/</a>  |
| <b>Contact</b>                | Mike Schwab, Executive VP ( <a href="mailto:mschwab@nodakpharmacy.net">mschwab@nodakpharmacy.net</a> )   |
| <b>Phone</b>                  | (701) 258-4968   |
| <b>Independent Pharmacies</b> | <b>140 (82.4% of retail)</b>   |
| <b>Convention</b>             | April 16–18, 2026 — Grand Oasis Hotel, Minot, ND   |
| <b>Sponsorship</b>            | Not published online. Contact Jesse Johnson ( <a href="mailto:jjohnson@nodakpharmacy.net">jjohnson@nodakpharmacy.net</a> ) for sponsorship opportunities. 141st Convention theme: “Empowering Patient Care.” 10+ CE hours, student scholarship auction. Corporate membership: \$750. |
| <b>Recommended Entry</b>      | Contact immediately — convention is April 16–18. Estimated cost: \$1,000–\$2,500 for exhibitor or sponsor package. Highest independent pharmacy density in the nation (82.4%) makes this the single best analog to the WVIPA model.  |

### Montana — Montana Pharmacy Association (MPA)

|                               |  |
|-------------------------------|--|
| <b>Website</b>                | <a href="https://www.rxmt.org/">https://www.rxmt.org/</a>  |
| <b>Contact</b>                | Contact via website ( <a href="http://rxmt.org">rxmt.org</a> (contact form))   |
| <b>Phone</b>                  | 406-449-3843   |
| <b>Independent Pharmacies</b> | <b>136 (59.4% of retail)</b>   |
| <b>Convention</b>             | NW Pharmacy Convention, June 2026 (joint event) — Coeur d'Alene, ID  |
| <b>Sponsorship</b>            | Not published online. Contact directly. MPA holds a Winter CE Conference (January — already passed for 2026), a joint NW Pharmacy Convention (June), and a Fall meeting (typically Missoula). Board meets 3–4 times per year. Key lobbyist: Tony King. |
| <b>Recommended Entry</b>      | Target the NW Pharmacy Convention (June 2026) or plan for the Winter CE Conference in January 2027. Rural state with high reliance on independents. Estimated cost: \$1,000–\$2,500.   |

## South Dakota — South Dakota Pharmacists Association (SDPhA)

|                               |  |
|-------------------------------|--|
| <b>Website</b>                | <a href="https://www.sdpha.org/">https://www.sdpha.org/</a>  |
| <b>Contact</b>                | Amanda Bacon, Executive Director ( <a href="mailto:sdpha.org">sdpha.org</a> (contact via website))   |
| <b>Phone</b>                  | Via website  |
| <b>Independent Pharmacies</b> | <b>104 (56.5% of retail)</b>   |
| <b>Convention</b>             | September 2026 (estimated) — TBD (likely Deadwood, SD)   |
| <b>Sponsorship</b>            | Published tiers (2025 pricing, likely similar for 2026): Diamond Premier: \$15,000+; Diamond: \$10,000; Platinum: \$7,500; Gold: \$5,000; Silver: \$2,500; Welcome Reception Sponsor: \$3,000; Breakfast Sponsor: \$2,000; Networking Break: \$250/hour; Script Sessions (Reverse Expo): \$400/slot; Exhibitor (Friend of Pharmacy): \$1,000 (member) / \$1,200 (non-member). Prospectus: <a href="http://sdpha.org/annual-convention/exhibitor-sponsor-information">sdpha.org/annual-convention/exhibitor-sponsor-information</a> |
| <b>Recommended Entry</b>      | Silver sponsorship (\$2,500) provides meaningful visibility at a small-state convention. Exhibitor booth (\$1,000–\$1,200) is a lower-cost alternative. Attendance: ~150 pharmacists, students, and technicians.   |

## Oklahoma — Oklahoma Pharmacists Association (OPhA)

|                               |   |
|-------------------------------|---|
| <b>Website</b>                | <a href="https://opha.com/">https://opha.com/</a>   |
| <b>Contact</b>                | Contact via website ( <a href="http://opha.com">opha.com</a> (contact form))  |
| <b>Phone</b>                  | (580) 279-0156  |
| <b>Independent Pharmacies</b> | <b>481 (56.6% of retail)</b>  |
| <b>Convention</b>             | August 14–15, 2026 — Hard Rock Hotel & Casino, Catoosa, OK  |
| <b>Sponsorship</b>            | Published tiers: Presenting Sponsor (taken — AlignRx); Welcome Reception Sponsor (taken — McKesson); Cocktail Hour Sponsor: \$5,000; Diamond: \$5,000 (4 registrations, booth, recognition); Gold: \$2,000 (2 registrations, recognition); Silver: \$1,000 (1 registration, recognition); Awards Sponsor: \$2,500; Survey Sponsor: \$750; Exhibit Booth: \$2,250 (vendors) / \$525 (educators). Par 3 Golf Tournament, Welcome Reception, Awards Dinner included. |
| <b>Recommended Entry</b>      | Silver (\$1,000) or Gold (\$2,000) + Exhibit Booth (\$2,250). Total: \$1,000–\$4,250. Large independent base (481 pharmacies) makes Oklahoma a high-value target despite the mid-range density percentage.  |

## Nebraska — Nebraska Pharmacists Association (NPA)

|                               |  |
|-------------------------------|--|
| <b>Website</b>                | <a href="https://www.npharm.org/">https://www.npharm.org/</a>  |
| <b>Contact</b>                | Haley Pertzborn, CEO ( <a href="mailto:haley.pertzborn@npharm.org">haley.pertzborn@npharm.org</a> )  |
| <b>Phone</b>                  | (402) 420-1500   |
| <b>Independent Pharmacies</b> | <b>237 (55.2% of retail)</b>   |
| <b>Convention</b>             | TBD for 2026 — TBD   |
| <b>Sponsorship</b>            | Not published online. Contact CEO Haley Pertzborn directly at <a href="mailto:haley.pertzborn@npharm.org">haley.pertzborn@npharm.org</a> or (402) 420-1500. Founded 1881. Address: 6221 S 58th Street, Suite A, Lincoln, NE 68516. |
| <b>Recommended Entry</b>      | Contact Haley Pertzborn for 2026 convention dates and sponsorship opportunities. Estimated cost: \$1,000–\$3,000. Rural Midwest state with strong independent pharmacy tradition.  |

## Mississippi — Mississippi Independent Pharmacies Association (MIPA) & Mississippi Pharmacists Association (MPhA)

|                               |  |
|-------------------------------|--|
| <b>Website</b>                | <a href="https://mipa.ms/">https://mipa.ms/</a> & <a href="https://www.mspharm.org/">https://www.mspharm.org/</a>  |
| <b>Contact</b>                | MIPA: Contact via website; MPhA: Contact via website (MIPA: <a href="http://mipa.ms">mipa.ms</a> ; MPhA: <a href="mailto:info@mspharm.org">info@mspharm.org</a> )  |
| <b>Phone</b>                  | MIPA: (601) 957-0007; MPhA: (601) 981-0416   |
| <b>Independent Pharmacies</b> | <b>423 (55.1% of retail)</b>   |
| <b>Convention</b>             | MPhA 155th Annual Convention — TBD; MIPA Annual Convention — TBD — TBD (Jackson, MS area)  |
| <b>Sponsorship</b>            | Neither association publishes pricing online. MIPA (4209 Lakeland Drive Suite 399, Flowood, MS 39232) is the higher-priority target — it serves exclusively independent pharmacies, mirroring the WVIPA model. MPhA publishes the quarterly <i>Mississippi Pharmacist</i> journal (CE credits). Contact both directly. |
| <b>Recommended Entry</b>      | Prioritize MIPA as the closer WVIPA analog (independent-pharmacy-only). Estimated cost: \$1,000–\$3,000. MPhA's broader membership offers additional reach if budget allows.   |

## Kansas — Kansas Pharmacists Association (KPhA)

|                               |   |
|-------------------------------|---|
| <b>Website</b>                | <a href="https://www.ksrx.org/">https://www.ksrx.org/</a>   |
| <b>Contact</b>                | Contact via website ( <a href="https://www.ksrx.org">ksrx.org</a> (contact form))   |
| <b>Phone</b>                  | Via website   |
| <b>Independent Pharmacies</b> | <b>306 (51.9% of retail)</b>  |
| <b>Convention</b>             | August 26–30, 2026 — Drury Plaza Hotel Broadview, Wichita, KS   |
| <b>Sponsorship</b>            | Sponsor/vendor registration opened January 15, 2026. Details available at <a href="https://www.ksrx.org/events/annual">ksrx.org/events/annual</a> . <b>Registration is open now</b> — time-sensitive. |
| <b>Recommended Entry</b>      | Register now while vendor slots are available. Estimated cost: \$1,000–\$2,500. Visit <a href="https://www.ksrx.org/events/annual">ksrx.org/events/annual</a> for the current prospectus.             |

## Kentucky — Kentucky Pharmacists Association (KPhA)

|                               |  |
|-------------------------------|--|
| <b>Website</b>                | <a href="https://www.kphanet.org/">https://www.kphanet.org/</a>  |
| <b>Contact</b>                | Ben Mudd, Executive Director ( <a href="https://www.kphanet.org">kphanet.org</a> (contact via website))  |
| <b>Phone</b>                  | Via website  |
| <b>Independent Pharmacies</b> | <b>493 (49.2% of retail)</b>   |
| <b>Convention</b>             | June 19–22, 2026 — Galt House Hotel, Louisville, KY  |
| <b>Sponsorship</b>            | Not published online. Contact Ben Mudd directly. Geographic neighbor to West Virginia — natural expansion market. Matt Walker (WVIPA) may have existing connections.   |
| <b>Recommended Entry</b>      | Leverage WV proximity and the existing WVIPA relationship. Contact Ben Mudd for sponsorship tiers. Estimated cost: \$2,000–\$5,000. Large independent base (493 pharmacies) justifies a meaningful investment. |

**Iowa — Iowa Pharmacy Association (IPA)**

|                               |   |
|-------------------------------|---|
| <b>Website</b>                | <a href="https://www.iarx.org/">https://www.iarx.org/</a>   |
| <b>Contact</b>                | Kate Gainer, PharmD, CEO/EVP (kstaiert@iarx.org) (Kellie Staiert, Sponsorship))   |
| <b>Phone</b>                  | 515-270-0713  |
| <b>Independent Pharmacies</b> | <b>350 (48.9% of retail)</b>  |
| <b>Convention</b>             | June 11–12, 2026 — Coralville, IA   |
| <b>Sponsorship</b>            | Platinum Innovator: \$5,000 (1 available). Additional tiers available in 2026 Sponsorship Prospectus: <a href="https://iarx.org/files/2026%20SOC%20Symposium%20Sponsorship.pdf">iarx.org/files/2026%20SOC%20Symposium%20Sponsorship.pdf</a> . Founded 1880. Contact Kellie Staiert (kstaiert@iarx.org) for full prospectus. |
| <b>Recommended Entry</b>      | Contact Kellie Staiert for the full sponsorship prospectus. Estimated cost: \$2,500–\$5,000. Rural Midwest state with strong independent pharmacy presence.   |

**Alabama — Alabama Pharmacy Association (APA)**

|                               |   |
|-------------------------------|---|
| <b>Website</b>                | <a href="https://www.aparx.org/">https://www.aparx.org/</a>   |
| <b>Contact</b>                | Danielle Cole (aparx.org (contact via website))   |
| <b>Phone</b>                  | 334-271-4222  |
| <b>Independent Pharmacies</b> | <b>583 (47.4% of retail)</b>  |
| <b>Convention</b>             | June 7–10, 2026 (145th Convention & Trade Show) — TBD   |
| <b>Sponsorship</b>            | Sponsorship details available at <a href="https://aparx.org/page/43">aparx.org/page/43</a> . Also holds a Mid-Winter Conference annually (February). Contact Danielle Cole for current pricing. |
| <b>Recommended Entry</b>      | Contact Danielle Cole for the 145th Convention sponsorship prospectus. Estimated cost: \$1,000–\$3,000. Highest absolute independent pharmacy count (583) among the priority states.            |

**Louisiana — Louisiana Independent Pharmacies Association (LIPA)**

|                               |  |
|-------------------------------|--|
| <b>Website</b>                | <a href="https://www.lipa.org/">https://www.lipa.org/</a>  |
| <b>Contact</b>                | Contact via website ( <a href="mailto:kennedy@lipa.org">kennedy@lipa.org</a> )   |
| <b>Phone</b>                  | (225) 308-2030   |
| <b>Independent Pharmacies</b> | <b>512 (50.5% of retail)</b>   |
| <b>Convention</b>             | TBD — TBD  |
| <b>Sponsorship</b>            | Not published online. LIPA (543 Spanish Town Road, Baton Rouge, LA 70802) serves exclusively independent pharmacies — a direct analog to WVIPA and MIPA. Founded 2001. Contact via <a href="mailto:kennedy@lipa.org">kennedy@lipa.org</a> or (225) 308-2030. |
| <b>Recommended Entry</b>      | High-priority WVIPA analog (independent-pharmacy-only association). Contact for 2026 event calendar and sponsorship options. Estimated cost: \$1,000–\$3,000. Large state independent count (512) with a focused membership base.                            |

**Tennessee — Tennessee Pharmacists Association (TPA)**

|                               |  |
|-------------------------------|--|
| <b>Website</b>                | <a href="https://tnpharm.org/">https://tnpharm.org/</a>  |
| <b>Contact</b>                | Emerald Johnson, Sponsorship Contact ( <a href="mailto:emerald@tnpharm.org">emerald@tnpharm.org</a> )  |
| <b>Phone</b>                  | 615-256-3023   |
| <b>Independent Pharmacies</b> | <b>530 (37.2% of retail)</b>   |
| <b>Convention</b>             | July 9–11, 2026 (Summer Meeting) — Renaissance Shoals Resort, Florence, AL   |
| <b>Sponsorship</b>            | Exhibitor Pricing: Winter Meeting booth: \$1,600; Summer Meeting booth: \$1,200; Residency Showcase: \$500. Full 2026 Partnership Prospectus (13 pages, detailed tiers) available at: <a href="https://tnpharm.org/wp-content/uploads/2026-Partnership-Prospectus.pdf">tnpharm.org/wp-content/uploads/2026-Partnership-Prospectus.pdf</a> . Also holds Pharmacy Day on the Hill (February — advocacy). |
| <b>Recommended Entry</b>      | Summer Meeting exhibitor booth (\$1,200) is the most accessible entry point. Contact Emerald Johnson for the full partnership prospectus. Lower independent percentage (37.2%) but a large absolute count (530) and detailed sponsorship infrastructure.   |

## National Associations & Events

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### NCPA (NATIONAL COMMUNITY PHARMACISTS ASSOCIATION)

The key national association for independent pharmacy. Represents **19,400+** pharmacies.

NCPA is already a WVIPA sponsor — a reciprocal relationship exists.

**Key Events:** [‘event\_name’ : ‘MultipleLocationsConference’, ‘dates’ : ‘February18 – 21, 2026’, ‘location’ : ‘ClearwaterBeach, FL’, ‘notes’ : ‘Multi-storeowners; exhibitorspresent.’, ‘event\_name’ : ‘PharmacyOwnershipWorkshop’, ‘dates’ : ‘March21 – 22, 2026’, ‘location’ : ‘Flagship’, ‘notes’ : ‘Expo (Flagship)’, ‘dates’ : ‘October 3–6, 2026’, ‘location’ : ‘Kansas City, MO’, ‘notes’ : ‘Biggest opportunity of the year. Sponsorship brochure at ncpa.org/annual-convention. Exhibitor prospectus at ncpa.org/ac-exhibitors-and-sponsorship.’]

**Pricing:** Exhibitor and sponsorship pricing available in the 2026 prospectus. Estimated exhibitor cost: \$5,000–\$15,000 depending on tier.

## 2026 Conference Calendar

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| Date            | Event   | Location                  | Type              |
|-----------------|---|---------------------------|-------------------|
| Feb 13–15       | Alabama Pharmacy Mid-Winter Conference                          | Opelika, AL               | State             |
| Feb 18–21       | NCPA Multiple Locations Conference                              | Clearwater Beach, FL      | National          |
| Feb 20–22       | Pennsylvania Pharmacists Association Annual Conf                | Harrisburg, PA            | State             |
| Feb 25          | TN Pharmacy Day on the Hill                                     | Nashville, TN             | State/Advocacy    |
| Mar 21–22       | NCPA Pharmacy Ownership Workshop                                | Charlotte, NC             | National          |
| Mar 27–30       | APhA Annual Meeting   | Los Angeles, CA           | National          |
| Apr 15–16       | NCPA Congressional Pharmacy Fly-In                              | Washington, DC area       | National/Advocacy |
| Apr 16–18       | North Dakota Pharmacists Association Convention (HIGH PRIORITY) | Minot, ND                 | State             |
| Jun 7–10        | Alabama Pharmacy Association 145th Convention                   | TBD                       | State             |
| Jun 11–12       | Iowa Pharmacy Association Annual Meeting                        | Coralville, IA            | State             |
| Jun 18–21       | McKesson ideaShare (HIGH PRIORITY)                              | Denver, CO                | National/GPO      |
| Jun 19–22       | Kentucky Pharmacists Association Annual Meeting                 | Louisville, KY            | State             |
| Jul 9–11        | Tennessee Pharmacists Summer Meeting                            | Florence, AL              | State             |
| Jul 28 – Aug 1  | Good Neighbor Pharmacy ThoughtSpot                              | Orlando, FL               | National/GPO      |
| Aug 14–15       | Oklahoma Pharmacists Association Convention (HIGH PRIORITY)     | Catoosa, OK               | State             |
| Aug 26–30       | Kansas Pharmacists Association Annual Meeting                   | Wichita, KS               | State             |
| Sep 2026 (est.) | South Dakota Pharmacists Convention                             | TBD (likely Deadwood, SD) | State             |
| Sep 2026 (est.) | Mississippi Pharmacists Annual Convention                       | TBD                       | State             |
| Oct 3–6         | NCPA Annual Convention & Expo (FLAGSHIP)                        | Kansas City, MO           | National          |

## Sponsorship Pricing Patterns

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## Typical State Association Sponsorship Ranges

Based on data collected across multiple state associations, sponsorship pricing follows predictable patterns by state size:**Small States** (fewer than 200 independent pharmacies — ND, MT, SD): Top/Presenting tier: \$5,000–\$10,000; Gold/Diamond: \$2,000–\$5,000; Silver/Standard: \$1,000–\$2,500; Bronze/Basic: \$500–\$1,000; Exhibit Booth Only: \$500–\$1,200.**Medium States** (200–500 independent pharmacies — OK, NE, KS, IA): Top/Presenting: \$10,000–\$15,000; Gold/Diamond: \$5,000–\$10,000; Silver/Standard: \$2,500–\$5,000; Bronze/Basic: \$1,000–\$2,500; Exhibit Booth Only: \$1,000–\$2,250.**Large States** (500+ independent pharmacies — MS, KY, AL, LA, TN): Top/Presenting: \$15,000–\$25,000; Gold/Diamond: \$7,500–\$15,000; Silver/Standard: \$5,000–\$7,500; Bronze/Basic: \$2,500–\$5,000; Exhibit Booth Only: \$1,500–\$3,000.

## Confirmed Pricing Examples

**South Dakota (small state):** Diamond Premier: \$15,000; Diamond: \$10,000; Platinum: \$7,500; Gold: \$5,000; Silver: \$2,500; Exhibitor: \$1,000–\$1,200.**Oklahoma (medium state):** Cocktail Hour/Diamond: \$5,000; Gold: \$2,000; Silver: \$1,000; Exhibit Booth: \$2,250; Awards Sponsor: \$2,500.**Tennessee (medium state):** Exhibit Booth: \$1,200–\$1,600 per event. Full partnership tiers in 13-page prospectus.**Iowa:** Platinum Innovator: \$5,000 (limited). Additional tiers in prospectus.

## Recommended Budget per State Association

- **Entry-level presence:** \$1,000–\$2,500 (Silver/Bronze sponsorship)
- **Meaningful visibility:** \$2,500–\$5,000 (Gold + exhibit booth)
- **Leadership position:** \$5,000–\$10,000 (Top tier at small/medium state)
- **WVIPA-equivalent** (general sponsor, no trade show): Estimated \$1,000–\$3,000

## Outreach Phases

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### Phase 1: Immediate (February–April 2026)

**Goal:** Secure 2–3 new state association sponsorships

| Target                | Action  | Deadline                    | Est. Cost       |
|-----------------------|---|-----------------------------|-----------------|
| North Dakota (ND-PhA) | Contact Mike Schwab (mschwab@nodakpharmacy.net) for convention sponsorship  | ASAP — convention Apr 16–18 | \$1,000–\$2,500 |
| Kansas (KPhA)         | Vendor registration opened Jan 15; register now at <a href="http://ksrx.org/events/annual">ksrx.org/events/annual</a> | Open now                    | \$1,000–\$2,500 |
| NCPA Fly-In           | Attend/network at Congressional Pharmacy Fly-In (Apr 15–16)   | Registration deadline Apr 8 | Travel only     |

### Phase 2: Spring–Summer (May–August 2026)

**Goal:** Expand to 5+ total state associations

| Target             | Action  | Deadline             | Est. Cost       |
|--------------------|---|----------------------|-----------------|
| Oklahoma (OPhA)    | Silver (\$1,000) or Gold (\$2,000) sponsorship for convention                 | Convention Aug 14–15 | \$1,000–\$2,250 |
| Iowa (IPA)         | Contact Kellie Staiert (kstaiert@iarx.org) for annual meeting sponsorship     | Convention Jun 11–12 | \$2,500–\$5,000 |
| Kentucky (KPhA)    | Contact Ben Mudd; leverage WV proximity and WVIPA relationship                | Convention Jun 19–22 | \$2,000–\$5,000 |
| Alabama (APA)      | Contact Danielle Cole for 145th Convention sponsorship                        | Convention Jun 7–10  | \$1,000–\$3,000 |
| McKesson ideaShare | Explore exhibitor opportunity   | Jun 18–21            | \$3,000+        |
| Tennessee (TPA)    | Summer Meeting exhibitor booth; contact Emerald Johnson (emerald@tnpharm.org) | Jul 9–11             | \$1,200         |

### Phase 3: Fall (September–December 2026)

**Goal:** Establish national presence + additional states

| Target                 | Action                                    | Deadline | Est. Cost        |
|------------------------|---|----------|------------------|
| NCPA Annual Convention | Exhibitor + sponsorship at flagship event | Oct 3–6  | \$5,000–\$15,000 |

| Target                | Action   | Deadline        | Est. Cost       |
|-----------------------|--|-----------------|-----------------|
| South Dakota (SD-PhA) | Silver sponsorship at convention                     | Sep 2026 (est.) | \$2,500         |
| Mississippi (MIPA)    | Contact for convention sponsorship                   | TBD             | \$1,000–\$3,000 |
| Nebraska (NPA)        | Contact Haley Pertzborn (haley.pertzborn@npharm.org) | TBD             | \$1,000–\$3,000 |

#### Phase 4: 2027 Planning (Q4 2026)

**Goal:** Lock in sponsorships for the 2027 calendar year

| Target             | Action  | Deadline         | Est. Cost       |
|--------------------|---|------------------|-----------------|
| Montana (MPA)      | Winter CE Conference sponsorship (January 2027)       | Q4 2026 outreach | \$1,000–\$2,500 |
| Louisiana (LIPA)   | Independent pharmacy association partnership for 2027 | Q4 2026 outreach | \$1,000–\$3,000 |
| Pennsylvania (PPA) | Annual conference sponsorship (Feb 2027)              | Q4 2026 outreach | \$2,000–\$5,000 |
| GNP ThoughtSpot    | Jul 2027 exhibitor application                        | Q4 2026 outreach | \$3,000+        |

## ROI Framework

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### Revenue per Pharmacy

At **\$275/month** per pharmacy, each signup generates **\$3,300/year** in recurring revenue. State association sponsorships place RetailMyMeds in front of concentrated audiences of independent pharmacy owners — the exact decision-makers who control purchasing. The ROI math is straightforward:

### Return by Sponsorship Level

- **\$1,000 sponsorship** that yields **1 signup** = \$3,300/year (**3.3x ROI**). Break-even in **4 months**.
- **\$2,500 sponsorship** that yields **1 signup** = \$3,300/year (**1.3x ROI**). Break-even in **10 months**. Yields **3 signups** = \$9,900/year (**4.0x ROI**).
- **\$5,000 sponsorship** that yields **2 signups** = \$6,600/year (**1.3x ROI**). Break-even in **10 months**. Yields **5 signups** = \$16,500/year (**3.3x ROI**).
- **\$10,000 sponsorship** that yields **4 signups** = \$13,200/year (**1.3x ROI**). Break-even in **10 months**. Yields **10 signups** = \$33,000/year (**3.3x ROI**).
- **NCPA Annual Convention** (\$5,000–\$15,000) that yields **10 signups** = \$33,000/year (**2.2x–6.6x ROI**).

### Total 2026 Investment Model

- 10 state associations at avg \$2,500 = \$25,000
- 1 national event (NCPA) at \$10,000 = \$10,000
- 1 GPO/wholesale event at \$5,000 = \$5,000
- **Total estimated budget: ~\$40,000**
- **Break-even: 13 pharmacy signups** across all events ( $\$3,300 \times 13 = \$42,900$ )

pharmacy that signs up through a state association sponsorship generates recurring revenue for the life of the subscription. The sponsorship cost is a one-time investment; the revenue compounds annually. A pharmacy retained for 3 years at \$275/month generates **\$9,900** in lifetime value — making even a single-signup sponsorship highly profitable over time.

## Outreach Email Template

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**TEMPLATE**

**Subject:** RetailMyMeds — Sponsorship Inquiry for [Association Name][Name],name is [Your Name] with RetailMyMeds, an independent pharmacy profitability platform currently sponsoring the West Virginia Independent Pharmacy Association. We help independent pharmacies redirect under-reimbursed prescriptions through a coordinated fulfillment model, recovering margin on brand, specialty, and select generic drugs that are currently net-negative.'re looking to expand our support of independent pharmacy associations and would love to learn about sponsorship and exhibitor opportunities with [Association Name] for 2026, including:

- Available sponsorship tiers and pricing
- Exhibitor opportunities at your annual convention
- Newsletter or journal advertising availability
- Any other partnership opportunities

is used by independent pharmacies across the country at \$275/month, and we believe your members would benefit from learning how to recover lost profit on problematic prescriptions.you have time for a brief call this week?regards,

[Your Name]  
RetailMyMeds  
[www.retailmymeds.com](http://www.retailmymeds.com)

## Key Contacts

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| State                 | Contact             | Title               | Email / Phone                               |
|-----------------------|---------------------|---------------------|---|
| WVIPA (West Virginia) | Matt Walker         | Executive Director  | 304-654-4214                                |
| North Dakota (ND-PhA) | Mike Schwab         | Executive VP        | mschwab@nodakpharmacy.net                   |
| North Dakota (ND-PhA) | Jesse Johnson       | Admin Assistant     | jjohnson@nodakpharmacy.net                  |
| Nebraska (NPA)        | Haley Pertzborn     | CEO                 | haley.pertzborn@npharm.org / (402) 420-1500 |
| Kentucky (KPhA)       | Ben Mudd            | Executive Director  | kphanet.org                                 |
| Iowa (IPA)            | Kate Gainer, PharmD | CEO/EVP             | iarx.org / 515-270-0713                     |
| Iowa (IPA)            | Kellie Staiert      | Sponsorship Contact | kstaiert@iarx.org                           |
| Oklahoma (OPhA)       | —                   | —                   | opha.com / (580) 279-0156                   |
| South Dakota (SD-PhA) | Amanda Bacon        | Executive Director  | sdpha.org                                   |
| Mississippi (MIPA)    | —                   | —                   | (601) 957-0007 / mipa.ms                    |
| Mississippi (MPhA)    | —                   | —                   | info@mspharm.org / (601) 981-0416           |
| Alabama (APA)         | Danielle Cole       | Contact             | aparx.org / 334-271-4222                    |
| Tennessee (TPA)       | Emerald Johnson     | Sponsorship Contact | emerald@tnpharm.org                         |
| Montana (MPA)         | —                   | —                   | rxmt.org / 406-449-3843                     |
| Kansas (KPhA)         | —                   | —                   | ksrx.org                                    |
| Louisiana (LIPA)      | —                   | —                   | kennedy@lipa.org / (225) 308-2030           |
| Pennsylvania (PPA)    | —                   | —                   | papharmacists.com / (717) 234-6151          |
| NCPA (National)       | —                   | —                   | ncpa.org                                    |

## Sources

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8. North Dakota Pharmacists Association Events. [nodakpharmacy.net/events](http://nodakpharmacy.net/events)
9. Montana Pharmacy Association. [rxmt.org](http://rxmt.org)
10. South Dakota Pharmacists Association, Exhibitor/Sponsor Information. [sdpha.org/annual-convention/exhibitor-sponsor-information](http://sdpha.org/annual-convention/exhibitor-sponsor-information)
11. Oklahoma Pharmacists Association Convention. [opha.com/annual-convention/](http://opha.com/annual-convention/)
12. Mississippi Independent Pharmacies Association. [mipa.ms](http://mipa.ms)
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14. Kansas Pharmacists Association Annual Meeting. [ksrx.org/events/annual](http://ksrx.org/events/annual)
15. Kentucky Pharmacists Association. [kphanet.org](http://kphanet.org)
16. Iowa Pharmacy Association. [iarx.org](http://iarx.org)
17. Iowa 2026 SOC Symposium Sponsorship Prospectus. [iarx.org/files/2026%20SOC%20Symposium%20Sponsorship.pdf](http://iarx.org/files/2026%20SOC%20Symposium%20Sponsorship.pdf)
18. Nebraska Pharmacists Association. [npharm.org](http://npharm.org)
19. Alabama Pharmacy Association Convention & Trade Show. [aparx.org/page/43](http://aparx.org/page/43)
20. Louisiana Independent Pharmacies Association. [lipa.org](http://lipa.org)
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29. Good Neighbor Pharmacy ThoughtSpot 2026. [wearegnp.com/thoughtspot2026](http://wearegnp.com/thoughtspot2026)
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This state association replication playbook was prepared using publicly available data from state pharmacy association websites, NCPA resources, convention prospectuses, and industry directories. It is intended for internal strategic use by RetailMyMeds leadership.

**Prepared For** Arica Collins, PharmD — RetailMyMeds

**Prepared By** Matthew Scott

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