EXHIBITOR PROSPECTUS

Gaylord Palms Resort & Convention Center • Kissimmee, Florida
Meeting Dates: November 2-5, 2017 • Exhibit Dates: November 3-4

ascp.com/page/am17

BECOME AN EXHIBITOR!

703-631-6200 | ascpexhibits@spargoinc.com

The Largest Gathering of Consultant and Senior Care Pharmacists
Make New Connections at ASCP 2017

ESTABLISH NEW RELATIONSHIPS AND STRENGTHEN EXISTING ONES BY EXHIBITING

Presented by the American Society of Consultant Pharmacists, the ASCP Annual Meeting & Exhibition brings together top professionals from across the country specializing in providing pharmacy care to the geriatric population. This is your opportunity to make valuable contacts, develop relationships, and showcase your latest and greatest products and services used in the provision of care to the senior population.

WHY EXHIBIT?

• Offering innovative ideas and solutions to enhance the quality of care to the senior population, the ASCP exhibit hall is always a hit!
• Discover new clients and untapped business opportunities. More than 900 professional attendees representing 600+ organizations attend the Annual Meeting & Exhibition. Show them how important your services are to their business!
• Network on and off the show floor. Utilize the 6+ exclusive exhibition hours and special events taking place in the exhibit hall to educate attendees on your products and services and launch new products to a receptive audience.
• Build and/or re-position your brand and increase awareness for your company and generate sales leads.

Our exhibitors are the reason our attendees emerge with innovative ideas and solutions to improve their organization's productivity and enhance the quality of care for all older persons through the appropriate use of medication and the promotion of healthy aging. Don't miss out on promoting your products and services in November 2017!

“...we talked with 5 influential decision makers - some affiliated with multiple facilities - that could result in significant business opportunities for our firm.”
Jim Ward, President
H.L. Coshatt Company, Inc.

ATTENDEES ARE LOOKING FOR PRODUCTS AND SERVICES ALIGNED WITH:

- Automated Dispensing Systems
- Computer Systems and Software Consulting
- Data Entry
- Delivery Services
- Education Programs eMar
- Financial Services
- Forms for Pharmacy Consulting
- Generics
- Group Purchasing Organizations
- Home Health Care products
- Injectable Drug Delivery Products
- Infusion Products
- Insurance
- Medicare Part B and D Products
- Medication Carts
- Nutrition Planning
- Online Services/E-mail/Internet
- Packaging Equipment
- Pain and Wound Care Management
- Pharmaceuticals
- Publications
- Wholesale Distributers

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80% of consultant and senior care pharmacists' recommendations change prescribers' product decisions.
ASCP Attendees Come to See and Buy Your Solutions!

THE FACTS:

- 90% of 2016 attendees will return in 2017
- 69% of 2016 attendees have attended the Annual Meeting & Exhibition before
- 10:1 pharmacist to exhibiting company ratio
- 900+ Professional Attendees
- 1,200+ Total Attendees

Attendee Type

- 45% Consultant Pharmacist
- 5% Community Pharmacist
- 6% Hospital Pharmacist
- 6% Pharmacist "PAC" Executive Management Professional
- 1% Healthcare Professional
- 8% Academic/Professor
- 1% Researcher
- 11% Student
- 4% Executive Director/Director
- 2% Long Term Care Pharmacy Professional
- 2% Other Pharmacy Professional
- 6% Other

Practice Type

- 21% Independent/Self-Employed/Business Owner
- 17% Other
- 11% Consultant Pharmacist
- 10% Employee at Community or Retail Pharmacy
- 14% Employee at a Large Consulting Company
- 12% Academic or Researcher

Service Provided

*Multiple Selections may be Applicable

Practice Setting

*Multiple Selections may be Applicable

- 7% Hospitals
- 7% University
- 3% Adult Care Center
- 2% Home Care
- 1% Out Patient Surgery Center
- 5% PACE Program (Program of All-Inclusive Care for the Elderly)
- 21% Nursing Homes
- 5% Subacute Care
- 5% Hospice
- 8% Community Pharmacy
- 3% Consulting to Non-Institutional Patients
- 4% Mental Health Facility
- 2% Correctional Facility
- 5% Hospital-based LTC Facility
- 4% Residential Care/Boarding Home
- 16% Assisted Living Facility
- 7% Other

Approximately 10,000 baby boomers celebrate their 65th birthday each day.

Seniors represent 14.5% of the US population, about 1 in 7 Americans.

93% of older adults live within 5 miles of a pharmacy.

Nearly 70% of Americans are on at least one prescription drug, and more than 50% take two.
ABOUT ASCP
The American Society of Consultant Pharmacists (ASCP) is the only international professional society devoted to optimal medication management and improved health outcomes for all older persons. Founded in 1969, ASCP is a non-profit membership organization currently based in Alexandria, VA.

MISSION
The American Society of Consultant Pharmacists empowers pharmacists and other healthcare professionals to enhance quality of care for all older persons through the appropriate use of medication and the promotion of healthy aging.

VISION
The vision of the American Society of Consultant Pharmacists is optimal medication management and improved health outcomes for all older persons.

Important Information for Exhibitors

DATES & EXHIBITION HOURS
Friday, November 3
Exhibit Hours: 5:30 p.m. – 8:30 p.m.
Opening Night Reception: 7:30 p.m. – 8:30 p.m.

Saturday, November 4
Exhibit Hours: 10:15 a.m. – 11:45 a.m.
Morning Networking Power Break: 10:30 a.m. – 11:30 a.m.
Exhibit Hours: 3:45 p.m. – 5:15 p.m.
Afternoon Networking Power Break: 4:00 p.m. – 5:00 p.m.

EXHIBIT SPACE RENTAL FEES
Non-Partner: $ 44.00 per square foot
Platinum Level Partner: $ 34.00 per square foot
Gold Level Partner: $ 35.00 per square foot
Silver Level Partner: $ 37.00 per square foot
Bronze Level Partner: $ 40.00 per square foot
Corner booth fee: $ 150.00 per corner

EXHIBITOR HOUSING AND BOOTH PERSONNEL REGISTRATION
ASCP's official headquarters hotel is the Gaylord Palms Resort & Convention Center. The official ASCP hotel block will open July 2017. New this year! Earn an additional 10 priority points by booking housing through the ASCP Official Housing Center.

PROMOTIONAL OPPORTUNITIES
Stand out and make an impression to attendees at ASCP! Whether your goal is branding, lead generation, market visibility, or all three, you want to encourage attendees to stop by your booth. With this in mind, unique and engaging Promotional Opportunities have been designed to increase your exposure and help you meet or exceed your goals for the conference.

UPGRADED EXHIBITOR LISTINGS
Stand out on the ASCP 2017 website, program guide and mobile app by enhancing your exhibitor profile listing. Extended and Premium listing upgrades are available with longer company and product descriptions, press releases, product photos, corporate videos, and company logos.

CORPORATE PARTNERS PROGRAM
Special rates for exhibit space are one of the key benefits afforded ASCP Corporate Partners. For additional information on the ASCP Corporate Partner program or to become a partner, visit the ASCP Corporate Partnership webpage to learn more, or contact Debbie Furman, at dfurman@ascp.com, or 703-739-1300 ext. 146.

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View Additional Exhibitor Opportunities