



# *ashp*<sup>®</sup> **MIDYEAR** 2018

*Clinical Meeting & Exhibition*

ANAHEIM CONVENTION CENTER  
ANAHEIM, CALIFORNIA • DECEMBER 2-6, 2018

## **SPONSORSHIP & MARKETING OPPORTUNITIES**

Leverage the investment you put into exhibiting by taking steps to help drive traffic to your booth. **Secure your sponsorship opportunity today!**

# STAND OUT IN THE CROWD

**If branding, lead generation, and market visibility are important to your organization, the sponsorship opportunities available at the ASHP Midyear Clinical Meeting & Exhibition are exactly what you need.**

**O**ver 20,000 pharmacy professionals will be exposed to your message. New this year, ASHP has developed sponsorship packages which include even more benefits and exposure! Choose from our menu of sponsorship packages and opportunities that will best support your objectives and budget as you develop strategies to drive traffic to your booth and engage with your customers.

## SPONSORSHIP PACKAGES AND OPPORTUNITIES INCLUDE:

Receive additional benefits when your sponsorship dollars reach the Diamond, Platinum, Gold or Silver level.

	<b>Diamond \$100,000</b>	<b>Platinum \$75,000</b>	<b>Gold \$50,000</b>	<b>Silver \$25,000</b>	<b>Other</b>
Insert in Attendee Meeting Bag (acknowledgement of the sponsorship)	●				
Premium Upgraded Exhibitor Listing	●	●			
Extended Upgraded Exhibitor Listing			●		
Floor Sticker in front of company booth recognizing your support	●	●	●	●	
Priority Points 10	●				
Priority Points 5		●			
Priority Points 2			●		
Priority Points 1				●	●
Company logo on ASHP Midyear Clinical Meeting website recognizing your support	●	●	●	●	●
Company logo in Exhibitor Yellow Pages	●	●	●	●	●
Thank you signage throughout the meeting in high traffic areas	●	●	●	●	●
Recognition in the Onsite Program Book	●	●	●	●	●
Recognition on the Attendee and Exhibitor Meeting Newsletter	●	●	●	●	●

# SPONSORSHIP OPPORTUNITIES

## DIAMOND

Choose one of these prime opportunities as a core benefit of your Diamond Level Sponsorship package.

### ASHP E-NEWS DAILY VIDEO BROADCAST

**\$100,000** (Exclusive Sponsorship)

Recognition: Corporate Only

**SOLD**

ASHP E-News offers daily video news broadcasts from the ASHP Midyear Clinical Meeting. Each day, an e-mail message with news highlights and links to the video broadcasts reaches over 30,000

ASHP members and meeting registrants. E-News provides information on all the important happenings and late-breaking news from the ASHP Midyear Clinical Meeting as well as in-depth interviews on timely topics with ASHP leaders and meeting presenters. The E-News sponsor's company and logo is featured prominently on the daily e-mail messages and on the E-News website with an appropriate acknowledgement of sponsorship. A total of six daily broadcasts are included. A sample may be viewed at [www.ashptv.com](http://www.ashptv.com).



### WEDNESDAY EVENING EVENT

**\$100,000** (Exclusive Sponsorship)

Recognition: Corporate Only

All meeting attendees will benefit from your hospitality and support of this closing event. Your company name and branding will be front and center as you play host for the evening to all ASHP participants.



## PLATINUM

Choose one of these prime opportunities as a core benefit of your Platinum Level Sponsorship package.

### SHUTTLE BUS CLINGS

**\$75,000** (2 Available) **\$125,000** (Exclusive)

**\$40,000** - Headrests (Exclusive)

Recognition: Corporate or Product

Shuttle bus branding puts you in front of thousands of meeting attendees as well as local professionals during their daily commute around the city. This is an unparalleled opportunity to get your company name in front of attendees first thing in the morning and again when they head out of the convention center at the end of the day. The sponsor will receive a 2' x 16' banner on the curb side of the shuttle pickup (estimated 30-35 buses) and drop off location at the convention center. Cost of production included.



### WATER BOTTLES

**\$75,000** (Exclusive Sponsorship)

Recognition: Corporate or Product

Put your company's logo or product on these recyclable bottles and contribute to the greening of ASHP meetings! These bottles will include your company logo/product and sponsored signage at the water station.





# SPONSORSHIP OPPORTUNITIES

## GOLD

Choose one of these prime opportunities as a core benefit of your Gold Level Sponsorship package.

### WI-FI ACCESS AT THE ORLANDO COUNTY CONVENTION CENTER

**\$60,000** (Exclusive Sponsorship)  
Recognition: Corporate or Product

**SOLD**

Your support allows attendees to enjoy free wireless Internet throughout the meeting space and foyer area (does not include exhibit halls). Your corporate name and logo will appear on the onsite signage recognizing your support of this much valued service.



### COLUMN WRAPS

**\$55,000** (Exclusive Sponsorship)  
(Co-sponsorships Available)

Advertise your company on column wraps in prominent locations. Sponsor wrap will cover four designated columns in high traffic public areas of the convention center.



### ESCALATOR CLINGS

**\$55,000** (Exclusive Sponsorship)  
(Co-sponsorships Available)  
Recognition: Corporate or Product

**SOLD**

Ensure attendees are aware of your presence at the meeting by securing one of these prime locations for visibility. Sponsorship includes production of the runners, installation and removal.



### HOTEL KEY CARDS

**\$55,000** (Exclusive Sponsorship)

**SOLD**

Make a first impression as attendees arrive in Anaheim! Customized hotel key cards with your personalized design will be distributed to meeting attendees upon check in at the hotels. And, they'll continue to see your branding throughout the meeting dates as they access their hotel rooms.



### LANYARDS

**\$55,000** (Exclusive Sponsorship)

**SOLD**

Meeting participants will help to generate visibility for your company as they travel throughout the convention center and host hotels wearing the lanyards with your company name on them. Distributed at registration, you'll reach attendees early as they check in for the meeting.



### MOBILE APP

**\$55,000** (Exclusive Sponsorship)  
Recognition: Corporate or Product

Capture the attention of attendees before, during and after the meeting by sponsoring the Mobile App. Attendees will access programming, exhibits and logistical information through the Mobile App. Each time an attendee launches the app your company logo will appear on the home page.



### MEETING & ACTIVITY PLANNER

**\$50,000** (Exclusive Sponsorship)  
Recognition: Corporate or Product

**SOLD**

Distributed in the official meeting bag to every attendee, the Meeting & Activity Planner is the printed program provided for the Midyear Clinical Meeting & Exhibition. The program contains information for all educational aspects of the meeting, including the schedule of events, session listings, meeting room locations and more. As the sponsor, you will receive prominent recognition by receiving ad space on the back and inside front covers as well as a 2-page spread within the booklet.



[View The Midyear 2013 Meeting & Activities Planner](#)

**RIGHT OF FIRST REFUSAL PROVIDED TO INCUMBENT SPONSORS THROUGH FEBRUARY 1, 2018.**

# SPONSORSHIP OPPORTUNITIES

## GOLD

### MEETING REGISTRATION BAGS

**\$50,000** (Exclusive Sponsorship)

Recognition: Corporate or Product

This is an exceptional opportunity to ensure your company's corporate or product branding is seen everywhere as attendees carry these bags throughout the convention center. Attendees will use these totes onsite and back in their workplace ensuring your branding will endure beyond the 4 day event. Sponsor will receive one complimentary insert inside the registration bag (subject to ASHP approval).



### RECHARGING STATIONS

**\$50,000** (Exclusive Sponsorship)

Support the popular charging stations placed in high traffic areas within the convention center and capture the attention of the attendees while they are tapping into your power source. Price includes print signage and electrical power on six recharging stations.



### AISLE SIGNS

**\$40,000** (Exclusive Sponsorship)

(Co-sponsorships Available)

Recognition: Corporate or Product

Your logo will be displayed on all aisle signs within the exhibit hall ensuring that attendees see your branding as they navigate from one aisle to the next. Sponsorship includes two aisle signs per aisle in the exhibit hall, the production, installation and removal of all aisle signs.



**SOLD**

## SILVER

Choose one of these prime opportunities as a core benefit of your Silver Level Sponsorship package.

### CONFERENCE PENS

**\$35,000** (Exclusive Sponsorship)

Recognition: Corporate or Product

Everyone will be searching for a pen while attending the conference. You will get in the hands of all attendees with your logo on the official ASHP Conference Pens that will be handed out at registration and inserted in all meeting registration bags. Sponsors is responsible for the cost of the pens and production.



### RELAXATION STATION

**\$30,000** (Exclusive Sponsorship)

Recognition: Corporate or Product

Draw attendees to your booth and secure a prominent branding opportunity outside of the exhibit hall! You can distribute coupons for free massages from your booth in the exhibit hall. The Relaxation Station is 800 square feet with eight stations. It will be placed in a prominent area outside of the exhibit hall.



**OFFERINGS AND/OR PRICING IS SUBJECT TO CHANGE.**

**Sponsorships are available to non-exhibiting companies. There is a \$5,000 surcharge for companies that are not participating in the exhibit program. Your company must still meet the same criteria as an exhibitor to sponsor any of the opportunities.**

# SPONSORSHIP OPPORTUNITIES

## OTHER OPPORTUNITIES

### LUGGAGE AND COAT CHECK

**\$16,000** (*Exclusive Sponsorship*)

Recognition: Corporate or Product

Support complimentary luggage and coat check at the convention center allowing attendees to store personal property while attending the meeting. Your support will be recognized on signage.



### FLOOR STICKERS

**\$15,000** (*12 stickers each*)

Lead attendees to your booth. Make an impression with your company branding and messaging on a 3' x 3' carpet sticker as attendees enter the Exhibit Hall or walk the aisles. Limit one carpet overlay sponsorship per company.



## SOLD

### BACK LIT DIGITAL ADVERTISING STRUCTURES

**\$15,000**

Recognition: Corporate or Product

These illuminated structures will stand out and are sure to capture the attention of all the meeting attendees as they travel throughout the convention center.



### PARK BENCHES

**\$15,000** (*4 benches back-to-back*)

Recognition: Corporate or Product

Stand out in the Exhibit Hall with your company branding on park benches placed down the heavily trafficked main cross aisle. Each set of benches will include signage on each bench and an accompanying large floor decal on the aisle carpet in each location.



### LOBBY BANNERS

**\$13,500**

Recognition: Corporate or Product

Make an impression as attendees first enter the convention center with this highly visible lobby banner. These 4' x 8' banners are located outside of the exhibit hall. Fee includes banner production and labor (hanging) charges.



### YOU ARE HERE SIGNS

**\$12,500** (*Exclusive Sponsorship*)

Recognition: Corporate or Product

These free-standing signs are placed in high traffic areas in the the convention center. Your messaging is sure to be noticed with the large panels featuring your corporate or product advertising assisting attendees as they navigate around the convention center.



### EXHIBIT HALL BANNERS

**\$10,500**

Guarantee exposure and reach attendees with your message by securing one or more hanging banners in key locations within the Exhibit Hall. Exhibit Hall Banners are 20' x 10' and fee includes banner production and labor (hanging) charges.



### HOTEL DOOR HANGERS

**\$10,000** (*Exclusive Sponsorship*)

Recognition: Corporate or Product

Display a door hanger with your customized company message and logo on the doors of the official hotel rooms in which meeting attendees are staying. The sponsor is responsible for hotel distribution charges and the costs of producing the door hangers.



**OFFERINGS AND/OR PRICING IS SUBJECT TO CHANGE.**



## OTHER OPPORTUNITIES



### HOTEL TURNDOWN GIFT

**\$7,500** (Exclusive Sponsorship)

Recognition: Corporate or Product

Turndown service is a sweet luxury, especially when accompanied with a surprise on the pillow. Place a gift on the pillows in the attendee's hotel rooms and they are sure to remember your company and brand. Sponsor is responsible for hotel distribution charges and cost of the gifts.



### HOTEL IN ROOM TABLE TENT

**\$7,500** (Exclusive Sponsorship)

Recognition: Corporate or Product

Communicate your message with a company customized table tent delivered and placed in the rooms of meeting participants at the official hotel. The sponsor is responsible for hotel distribution charges and the costs of producing the table tents.



### PUSH NOTIFICATIONS ON THE MOBILE APP

One - **\$7,500**, Two - **\$10,000**

Reach over 14,000 mobile app users at the conference with your branded message. You choose the specific time and day that your message is delivered.



### TABLE CLINGS

**\$7,500** (10 Tables)

**SOLD**

Recognition: Corporate or Product

Attendees will take note of your messaging while they stop to take a break, have some refreshments, and network with their colleagues within the exhibit hall. Production charges included.



### WINDOW CLINGS

**\$5,500**

Recognition: Corporate or Product

Present your company branding in front of all meeting attendees as they stroll the convention center halls. This can't miss branding opportunity is a sure way to capture the attention of all individuals at the meeting.



### FLOOR STICKERS WITH 3D PICTURE

**\$4,000** inside exhibit hall

**\$5,000** outside exhibit hall (3 available)

Your company branding and messaging will jump out in 3D on these unique floor stickers and will have the attendees talking.



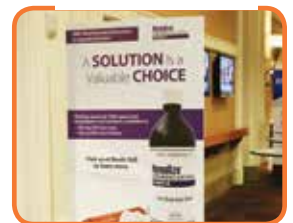
### METER BOARDS

**\$2,500** each, **\$7,000** for 3

Recognition: Corporate or Product

**SOLD**

Deliver your message and branding on meter boards. Your boards will be placed outside the exhibit hall and be seen as the attendees walk the convention halls.



### CONTACT INFORMATION

**SPARGO, Inc.**

Email: [ashpexhibits@spargoinc.com](mailto:ashpexhibits@spargoinc.com)

In the United States: 800-564-4220

International Callers: 1-703-631-6200

[Visit the Exposition Website](#)

# ADDITIONAL OPPORTUNITIES



## PROMOTIONAL THEATERS AND SATELLITE SYMPOSIA

Brand Yourself as a Solutions Provider and Expert! This is your opportunity to educate attendees and end users about solutions. Conduct a Promotional Theater to present more information on products and services or sponsor a Satellite Symposia, which are industry supported continuing education programs, before and after official ASHP programming. For more information on these opportunities, contact Michelle Rasnick Tyler at [mrasnicktyler@ashp.org](mailto:mrasnicktyler@ashp.org).

## VIP DEMOS

**\$4,050** - Invite the attendees to your booth pre or post official show hours to demo your product and services.

## MEETING REGISTRATION BAGS INSERT \$11,500

Get your name in front of 15,000 meeting participants with an insert in the Meeting Bag. This is a perfect opportunity to promote product and services, booth activities, promotional theaters and satellite symposia.

## EXECUTIVE SUITES \$8,000

Purchasing an Executive Suite gives you the opportunity to create a staff lounge, hold staff meetings, meet privately with attendees, and more, all within close proximity to your booth.

## EXHIBITOR PROFILE LISTING PACKAGES Enhanced: \$735 Premium: \$1,525

Stand out on the ASHP Midyear Clinical Meeting & Exhibition website and mobile app by enhancing your exhibitor profile listing.

- **Enhanced:** includes expanded company description with an additional 400 characters, company logo, and ability to upload 5 press releases online and on the mobile app.
- **Premium:** includes items in enhanced package plus rotating logo on home page of the ASHP Midyear Clinical Meeting & Exhibition website, video uploads and up to 3 product photos posted online.

## DEPOSIT AND PAYMENT TERMS

### February 14, 2018

50% due for applications submitted prior to February 14, 2018, balance due April 17, 2018

### February 14, 2018 - April 16, 2018

50% due with application, balance due April 17, 2018

### After April 16, 2018

100% due with application

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## CANCELLATION POLICY AND PENALTIES

Sponsor agrees and understands that notification of intent to cancel the Sponsorship Contract must be provided in writing.

Cancellation of exhibit space will automatically void Sponsorship Contract and penalties will apply or sponsor agrees to pay the surcharge as a non-exhibitor of \$5,000.

Cancellation penalties upon written notice of cancellation from Sponsor:

### Through February 13, 2018

No Cancellation Fee

### February 14, 2018 - April 16, 2018

50% of Sponsorship Fee

### After April 16, 2018

100% of Sponsorship Fee