

ASCP OFFERS A WIDE RANGE OF PROMOTIONAL OPPORTUNITIES TO INCREASE THE VISIBILITY OF YOUR BRAND BEYOND THE EXHIBIT HALL.



SECURE YOUR OPPORTUNITY

703-631-6200 | 800-564-4220 | ascpexhibits@spargoinc.com

BENEFITS INCLUDE:

- Special Recognition in the official meeting Program Guide.
- Company name on signage located prominently throughout meeting venue.
- Ribbons provided for all of your staff.
- Priority Points awarded to better your ranking for the following year's exhibit space selection.

First right of refusal is provided to incumbent exhibitors through May 12, 2017. Offerings and pricing are current as of September 2, 2016 and are subject to change.

ADVERTISING & MARKETING OPPORTUNITIES

DOOR DROPS

Inside of Room - \$8,000 | Outside of Room - \$6,500

Send your message directly to ASCP meeting attendees! This is a great option to drive traffic to your exhibit booth or event. The promotional piece will be delivered to all those staying in the ASCP room block. Supporter is responsible for providing approved printed copies to ASCP.

REGISTRATION BAG INSERTS

\$5,000

Reach every ASCP attendee by creating an 8 ½" X 11" promotional flyer that will be placed in all registration bags. Supporter is responsible for providing approved printed copies to ASCP.

PRE-REGISTRATION MAILING LIST

Free with Your Purchase of Exhibit Space!

Reach attendees before the meeting! The official convention pre-registration mailing list will be sent to those requesting it one month before the annual meeting.

ANNUAL MEETING E-NEWSLETTER

(Five Available)

Exclusive Support - \$7,500 | Support One Issue - \$1,800

The 2017 ASCP Annual Meeting e-newsletter is a must-read for all attendees, delivering concise meeting information and updates. Daily messages, sent each morning of the meeting, give attendees highlights from the day's schedule, places to eat, and things going on in Kissimmee. It's the perfect place to highlight your company's booth or event!

UPGRADED LISTING

Extended - \$300 | Premium - \$700

Increase your exposure with longer company and product descriptions, logos, press releases, product photos, and corporate videos designed to draw attention to your listing and help drive traffic to your booth by purchasing an upgraded listing.

Basic (Included in Exhibit Fee) – Company listing with up to a 750 character description online, in the printed directory and on the mobile app.

Extended – Company listing description with an additional 500 character description online, in the printed directory and the mobile app, plus the ability to upload 3 press releases online and an enhanced listing icon on floor plan booth and exhibitor list.

Premium – Includes items in basic and extended packages plus 3 product photos with description online, multimedia flash video with indicator icon and rotating logo on exhibitor list online, company logo on mobile app and one exhibit space Beacon with personalized message.

LOGO & BRAND RECOGNITION

HOTEL ROOM KEY CARD

\$15,000 (Exclusive Opportunity)

Make a first impression as attendees arrive in Kissimmee! Customized hotel key cards with your personalized design will be distributed to meeting attendees upon check in at the hotel. Take this opportunity even further and include a customized key sleeve for an additional \$6,500.

CONVENTION BAGS

\$12,500 (Exclusive Opportunity)

What better way for your company to gain visibility than by being seen over and over again! Even after the event, the convention bag, imprinted with your company's logo, will be carried back to the office. Distributed to all conference attendees, these popular tote bags carry essential educational materials!

WIRELESS INTERNET

\$15,000 (Exclusive Opportunity)

Your support allows attendees to enjoy free wireless internet throughout the meeting space and lobby areas. In addition to a custom landing page, your corporate name and logo will appear on onsite signage recognizing your support of this much valued service for the attendees of ASCP.

BADGE HOLDERS

\$12,500 (Exclusive Opportunity)

Everyone who attends the show must wear a badge. This nylon pouch badge holder can be customized with your company's logo on the front.

MOBILE CHARGING LOUNGE

\$7,500 (Exclusive Opportunity)

Located near registration, this lounge will be equipped with a mix of seating and power strips for attendees to plug in their mobile devices or laptops. Your company logo will be placed on signage and you have the option to display ASCP approved promotional materials and giveaways.

MOBILE CHARGING KIOSK

\$6,500 (Exclusive Opportunity)

Allow attendees to plug in and charge up in the Exhibit Hall. These stations charge fast and will be highly utilized by ASCP attendees. Your company logo will be placed on the Kiosk signage.

OPENING NIGHT CELEBRATION PACKAGES

Call for Pricing

Reserve your choice of food, wines and beers that will be served directly from your exhibit space during the opening night celebration in the exhibit hall. A server, glasses, and a table from which to serve will be provided with your opportunity.



Shine Bright for Your Customers
November 3-5, 2017 | Gaylord Palms Resort & Convention Center

Shine Bright for Your Customers

November 3-5, 2017 | Gaylord Palms Resort & Convention Center



MOBILE OPPORTUNITIES

MOBILE APP SPLASH SCREEN

\$7,500 (Exclusive Opportunity)

Place your brand front and center with the mobile app splash screen. Displayed when the app is first opened, the splash screen will cover the entire screen of any iPhone, iPad or Android device.

PUSH NOTIFICATIONS

\$6,500 (Exclusive Opportunity)

Encourage attendees to visit your booth to learn more about your services or attend your Product Theater through push notifications! Each push notification will be sent at the time of your choice and will be displayed at the top and center of the screen to all attendees who have the mobile app.

SIGNAGE

MAIN BANNER

\$6,500 (Exclusive Opportunity)

Display your company banner on the top of the mobile app screen allowing attendees to tap on your advertisement to see other resources in the app or on the web.

EXHIBIT HALL HANGING BANNERS

5' x 15' Single Sided Vertical Banner - \$10,000

Reach attendees with your message by securing one or more hanging banners in the exhibit hall. Hosting fee includes banner production and labor (hanging) charges.

DIRECTIONAL FOOT ARROWS

\$5,500 (Exclusive Opportunity)

Guide attendees directly to your booth with Directional Foot Arrows displaying your company branding at the top of each foot and the ASCP logo at the bottom. Hosting fee includes production and labor charges.

METER BOARDS

\$1,000 per Meter Board

Gain high visibility and reach attendees before they enter the exhibit hall with a custom message that will be placed in one of the high traffic areas in the Hotel meeting space. Hosting fee includes production and labor charges.

NETWORKING

RICHARD BERMAN LEADERSHIP AWARDS RECEPTION

\$30,000 (Exclusive Opportunity)

The Richard S. Berman Memorial Leadership Awards Reception is a special gathering of ASCP leaders, award winners, and Annual Meeting attendees. We celebrate the prestigious awardees of the Richard S. Berman Service Award, George F. Archambault Award, Senior Care Pharmacist Award, Excellence in Geriatric Pharmacy Practice Award, Hall of Fame Award, President's Awards, and the Herb Langsam Award for Excellence in Pharmacy Provider Services. As the host of this exclusive event, you will receive one table for your representatives, be featured on all print materials and signage for the event, receive a premium upgraded listing and be recognized by a member of the ASCP Leadership for your support.

OPENING NIGHT CELEBRATION

\$20,000 (Exclusive Opportunity)

Host the Opening Night Celebration on Friday evening! Supporters will be recognized on signage throughout the event and thanked by ASCP's Executive Director. This opportunity also includes a Opening Night Celebration Package (call for details), premium upgraded listing, and a Registration Bag Insert.

MORNING NETWORKING POWER BREAK

\$7,500 (Exclusive Opportunity)

Help attendees power through the morning by hosting the morning networking power break! Your brand will be present on all signage at the break and you will receive an extended upgraded listing.

AFTERNOON NETWORKING POWER BREAK

\$7,500 (Exclusive Opportunity)

Make an impression while attendees get that second wind on Saturday afternoon by hosting the afternoon networking power break! Your brand will be present on all signage at the break and you will receive an extended upgraded listing.

STUDENT FUTURE OF PHARMACY LUNCH

\$5,000 (Exclusive Opportunity)

Use this promotional opportunity to connect with students and discuss what your company can offer them as a future employer. As a host of this lunch your company's name and logo will be featured on all signage for the event and you will receive a premium upgraded listing. You will have a full hour to present on whatever topic you wish to the future faces of the pharmacy industry.



To secure your promotional opportunity contact Darnella Bradley
703-631-6200 | ascpexhibits@spargoinc.com

ANCILLARY EVENTS & PRODUCT THEATERS

PRODUCT THEATERS

\$20,000 Each (Limited Availability)

Reach attendees in an interactive forum through ASCP's Product Theater programs. Highlight your company's products and services, share new findings on key products, or conduct product demonstrations to attendees. Product Theaters are a great way to have your sales force better understand the needs of your customers. These programs allow your team to pose questions to attendees and find the answer they need to better position your products in the market. Space for an audience of at least 100 attendees and an additional supplement that is sent to all attendees is included with this opportunity.

Contact Debbie Furman:

703-739-1300 ext 146 | dfurman@ascp.com

EVENT ROOMS & BUSINESS SUITES AT THE GAYLORD PALMS RESORT & CONVENTION CENTER

\$800 per Event

A limited number of conference room and business suites are available for use throughout the meeting. These rooms are great for a staff office, client business meetings, or small meal functions. In order to reserve an ancillary event room, a request form must be filled out and submitted to ASCP for approval. As an approved ancillary event you will receive a complimentary pre-registration list two months before the meeting to begin booking appointments with attendees. Should you wish, your approved ancillary event can be printed in the Program Guide.

Contact Debbie Furman

703-739-1300 ext 146 | dfurman@ascp.com

PRINT ADVERTISING OPPORTUNITIES

Learn more about print advertisements in the official meeting Program Guide, city guide, meeting wrap up, and *The Consultant Pharmacist*.

Contact John Loughran

215-292-4112 | jloughran@triplethreatmedia.com

Mike O'Brien

978-578-4514 | mobrien@americanmedicalcomm.com

Jeff Douglas

215-266-5916 | jdouglas@americanmedicalcomm.com



Shine Bright for Your Customers
November 3-5, 2017 | Gaylord Palms Resort & Convention Center