

# 2018 ASCP Annual Meeting & Exhibition

November 1-4, 2018

Exhibit Dates: November 2-3, 2018

Gaylord National Resort & Convention Center

National Harbor, Maryland

## PROMOTIONAL OPPORTUNITIES



## SECURE YOUR OPPORTUNITY

703-631-6200 | 800-564-4220 | [ascpexhibits@spargoinc.com](mailto:ascpexhibits@spargoinc.com)

**ASCP** American Society of  
CONSULTANT  
PHARMACISTS

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ASCP offers a wide range of promotional opportunities to increase the visibility of your brand beyond the exhibit hall.

## 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 18, 2018. Offerings and pricing are current as of September 1, 2017 and are subject to change.*

## Advertising & Marketing Opportunities

### 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.

### Annual Meeting E-Newsletter Ad

**Support One Issue - \$1,800 | Exclusive Support (5) - \$7,500**

The ASCP Annual Meeting e-newsletter is a must-read for all attendees, delivering concise meeting information and updates. Your ad will be linked to your website.

### Upgraded Listing

**Basic - Free | Premium - \$500**

Increase your exposure with more robust 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.

Premium - Basic listing with an additional 500 character description online, in the printed directory and the mobile app, plus the ability to upload three press releases and three product photos with description online, and an enhanced listing icon on floor plan booth and exhibitor list, plus a company logo on the mobile app.

## Logo & Brand Recognition

### 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.

### Hotel Room Key Card

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

Make a first impression as attendees arrive at the National Harbor! Customized hotel key cards with your personalized design will be distributed to meeting attendees upon check in at the hotel.

### Registration 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 registration 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.

### Mobile Charging Lounge

**\$8,500 (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 your ASCP approved promotional materials and giveaways.

### Lanyards

**\$6,500 (Exclusive Opportunity)**

Everyone who attends the show must wear a badge to participate. This lanyard can be customized with your company's name and logo.

### Opening Night Celebration Hosted Beverage Station

#### Call for Pricing

Reserve your choice of wine or beer 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 this opportunity.

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## Mobile Opportunities

### Main Banner

**\$5,500 (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.

### Mobile App Splash Screen

**\$4,000 (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

**One - \$800 | Three - \$1,800**

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

### Exhibit Hall Hanging Banners

**10'x10' - \$4,500 | 10'x20' - \$6,000 | 10'x30' - \$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

**One - \$1,500 | Three - \$4,000**

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.

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## 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. This is the perfect opportunity to kick-off the Annual Meeting by meeting up with old friends, making new acquaintances, and getting to know your ASCP Board and leadership. 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 Listing, and be recognized by a member of the ASCP Leadership for your support.

### Opening Night Celebration In Exhibit Hall

**\$7,500 (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 an Opening Night Celebration Hosted Beverage Station and a Premium Listing.

### Morning Networking Power Break

**\$5,000 (Exclusive Opportunity)**

Help attendees power through the morning by hosting the morning networking power break. Food/beverage station will be located by your booth and your branding will be present on all signage at the break plus you will receive a Premium Listing.

### Afternoon Networking Power Break

**\$5,000 (Exclusive Opportunity)**

Help attendees get that second wind on Saturday afternoon by hosting the afternoon networking power break. Food/beverage station will be located by your booth and your branding will be present on all signage at the break plus you will receive a Premium 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 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:  
703-631-6200 | [ascpexhibits@spargoinc.com](mailto:ascpexhibits@spargoinc.com)**

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## Focus Groups

### ASCP Industry Advisory Focus Groups

**\$20,000 Each (Four Opportunities Available)**

Focus Groups held at the 2018 ASCP Annual Meeting and Exhibition will give you the opportunity to share insight strategy and ideas with this influential group of owners, experts and innovators. For 90 minutes, you will be able to speak directly to these experts in a casual interactive setting to pose questions and find the answers to better position your products and services in the senior care market.

Companies may present new information and products or have candid discussions about industry trends and strategy. This is the ideal opportunity to get feedback from decision makers about how your business relates to their market segment. ASCP will provide the meeting facility, or venue lunch, and beverages.

Topics will include – LTC Pharmacy Operators Focus Group; LTC Consultant Pharmacists Operators Focus Group; Nursing Home Pharmacy Executives; Home and Community Based Consultant Pharmacists.

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Contact: 703-631-6200 | [ascpexhibits@spargoinc.com](mailto:ascpexhibits@spargoinc.com)

## Ancillary Events & Product Theater

### 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 finding on key products, and conduct product demonstrations. 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](mailto:dfurman@ascp.com)

### Event Rooms & Business Suites At The Gaylord National 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](mailto:dfurman@ascp.com)

### Print Advertising Opportunities

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

Contact John Loughran  
215-292-4112 | [jloughran@triplethreatmedia.com](mailto:jloughran@triplethreatmedia.com)

