

# Hotel Room Door Drop Opportunities



## 60th ASH® Annual Meeting and Exposition

San Diego, CA | December 1-4, 2018



*Door drops place your promotion in front of attendees as they head out to the 2018 ASH Annual Meeting and Exposition*

### FRIDAY SATELLITE SYMPOSIA BAG

Promote your Friday Satellite Symposia by including print material in the Friday Satellite Symposia Bag. Any Friday inserts must reference Friday Satellite Symposia only; Company or Product pieces will not be allowed.

#### DELIVERY DATES

- Thursday, November 29, 2018 — Evening delivery

### ASH EXHIBITORS BAG

Promote your exhibit or product theater presentation by including print material in the ASH Exhibitors Bag.

#### DELIVERY DATES

- Saturday, December 1, 2018 — Early morning delivery
- Sunday, December 2, 2018 — Early morning delivery

#### DEADLINES

- October 29-November 14, 2018 – Inserts due to advance warehouse

#### RATES (per insert, per day)

- \$7,750 – Standard
- \$3,100 – Nonprofit companies (status must be verified by ASH)

#### QUANTITY

4,400 per day (quantities include 10% overage to allow for hotel room block growth)

#### INSERT SPECIFICATIONS

- 8½" x 11" – Maximum dimension
- 4 ounces – Maximum weight

### ASH BAG ADVERTISING – EXCLUSIVE OPPORTUNITY

Receive high-visibility with prime advertising space on the outside of the official 2018 ASH Bag. The participating advertiser receives their corporate logo on the outside of the bag. ASH will endorse the opposite side of the bag. This opportunity includes a complimentary insert to be placed inside the bag.

#### DEADLINES

- August 17, 2018 – Advertising reservation
- September 1, 2018 – Logo artwork due

#### RATE

- \$45,000

#### ADVERTISING SPECIFICATIONS

- Logo not to exceed 9" x 6"
- A maximum of three colors for graphics submitted, including black.



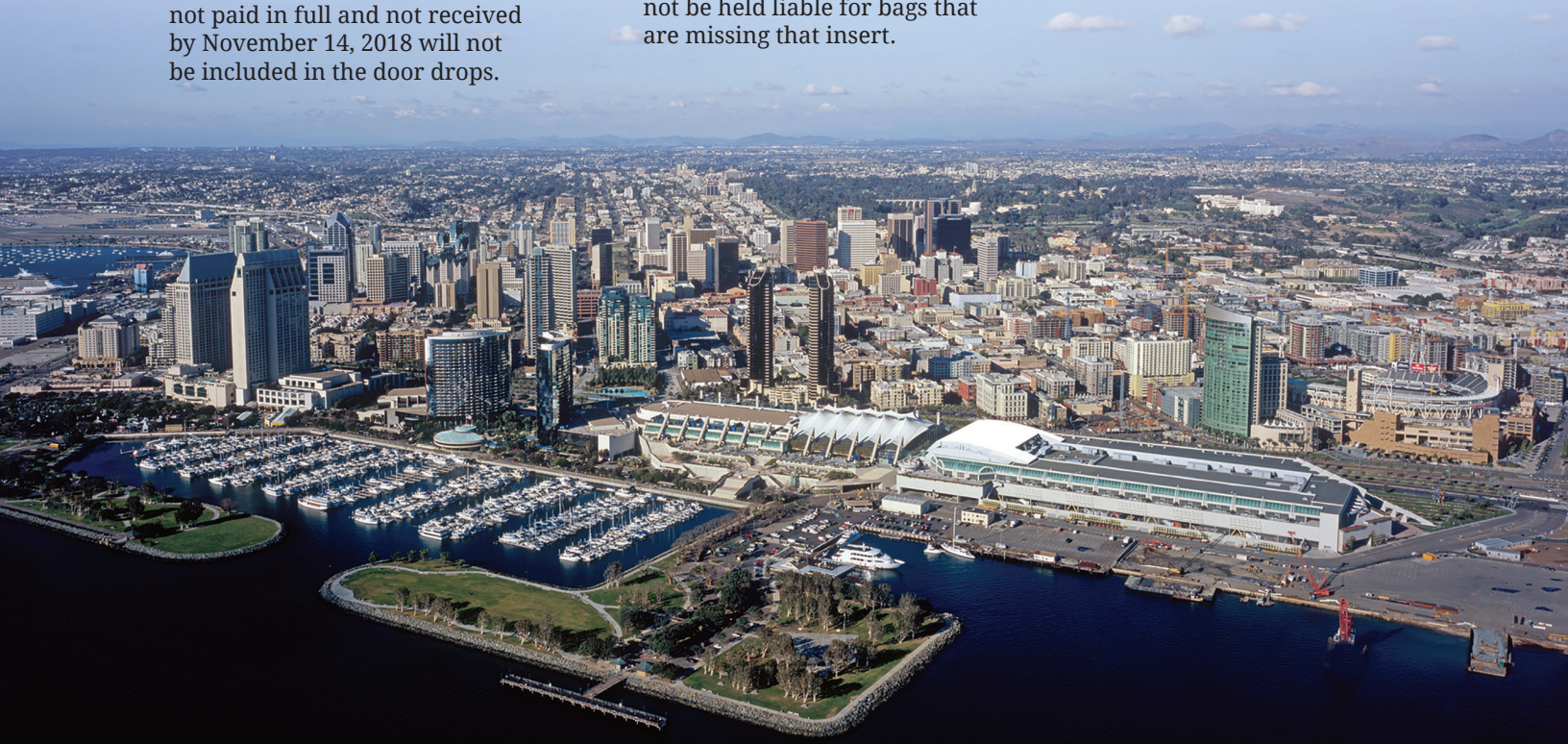
# Reserve a Hotel Room Door Drop Opportunity

## INSTRUCTIONS AND RULES

- 1** To reserve your opportunity, submit your Application and Contract for Door Drop and insert proof.
- 2** Payment information: February 2, 2018 - June 14, 2018 - 50% due with application. After June 14, 2018 - 100% due with application.
- 3** All inserts must be submitted to SPARGO, Inc. for final approval by ASH. A copy of the insert must be approved by ASH regardless of prior approval for other promotional opportunities at the meeting. Submit insert proof to Terri Landis, SPARGO, Inc. at [terri.landis@spargoinc.com](mailto:terri.landis@spargoinc.com).
- 4** SPARGO, Inc. will notify you of approval. If changes are necessary, the corrected insert must be resubmitted for final approval.
- 5** All inserts must be shipped to arrive at the advance warehouse between October 29-November 14, 2018. Inserts not paid in full and not received by November 14, 2018 will not be included in the door drops.
- 6** No agency commission or cash discounts permitted.
- 7** If provided information/address labels are not used and inserts must be tracked, participant will be billed for labor.
- 8** Quantity based on projected attendance and room blocks at the time rate card is printed.
- 9** ASH and SPARGO, Inc. are not held liable for a hotel's failure to deliver to rooms within designated hotel blocks. In the event bags are not delivered, they will be available for pick up at the convention center. No discounts or refunds will be given.
- 10** If participant does not send the quantity specified on the rate card, ASH and SPARGO, Inc. will not be held liable for bags that are missing that insert.
- 11** A minimum of five inserts must be reserved for a particular day for the bags to be delivered.
- 12** ASH and SPARGO, Inc. reserve the right to cancel any delivery in the event five inserts are not reserved for a particular day. In this instance, ASH and SPARGO, Inc. will refund 100% of monies paid. ASH and SPARGO, Inc. are not obligated to offer or replace the door drop service with any other advertising vehicle.

### TO RESERVE YOUR DOOR DROP OPPORTUNITY OR FOR QUESTIONS CONTACT

ASH Exposition Management  
c/o SPARGO, Inc.  
Email: [ashexhibits@spargoinc.com](mailto:ashexhibits@spargoinc.com)  
Phone: 800-564-4220 / 703-631-6200  
11208 Waples Mill Road, Suite 112  
Fairfax, VA 22030



# APPLICATION AND CONTRACT FOR HOTEL ROOM DOOR DROP OPPORTUNITIES

## 60th ASH Annual Meeting & Exposition

Meeting Dates: December 1-4, 2018

Exhibit Dates: December 1-3, 2018

San Diego Convention Center ~ San Diego, CA

[Click Here to  
Submit Via Email](#)



### Contact Information

Company Name .....  
Agency Name (if applicable).....  
Contact..... Title.....  
Tel..... Fax.....  
E-mail..... Website.....  
Address.....  
City..... State..... Zip..... Country.....

### Door Drop Opportunity Rates

☐ **Exclusive ASH Bag Advertising** - \$45,000

Total Cost of All Items: \$\_\_\_\_\_

#### ASH Exhibitors Bag Insert

(rate is per insert, per day)

☐ **Standard Rate** - \$7,750

☐ **Nonprofit Rate** - \$3,100  
(status must be verified by ASH)

#### ASH Exhibitors Bag Preferred Delivery Day\*

☐ **Saturday**   ☐ **Sunday**

*\*Preferred delivery day will be honored on a first-come, first-served basis. Exhibitors will be notified if preferred delivery day is not available.*

#### Friday Satellite Symposia Bag Insert

(rate is per insert, per day)

☐ **Standard Rate** - \$7,750

☐ **Nonprofit Rate** - \$3,100  
(status must be verified by ASH)

### Payment Information

Initials	Deposit and Payment Schedule
	February 2, 2018...50% due for applications submitted prior to February 2, 2018
	February 2, 2018 – June 14, 2018...50% due with application
	After June 14, 2018...100% due with application

**ASH requires payment in full no later than June 15, 2018. Failure to make payments does not release the contracted or financial obligation of Exhibitor.**

#### Submit application to:

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

#### Need Help? Contact:

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

### Cancellation Penalties

Initials	Cancellation Penalties
	Through February 1, 2018...0%
	February 2, 2018 – June 14, 2018...50%
	After June 14, 2018...100%
	Full refund if delivery canceled by ASH

**Make checks payable to:** ASH

#### Mail check payment to:

American Society of Hematology - Exhibits  
P.O. Box 37579 • Baltimore, MD 21297-3579

#### Overnight check payment to:

BB&T  
Attn: Lockbox # (P.O. Box 37579)  
16410 Heritage Blvd., 2<sup>nd</sup> floor • Bowie, MD 20716

#### Credit Card Payments:

An invoice will be sent within one business day with instructions to submit credit card payment online.

I acknowledge that as an authorized representative of the above stated Exhibitor, I have received, reviewed and agree to the *ASH Hotel Room Door Drop Rules*. Exhibitor agrees to receive all written and electronic correspondence from ASH and SPARGO, Inc. in reference to the ASH annual meeting and all future ASH events. This application will become a contract upon acceptance with authorized signatures. **All applications received are contingent upon ASH approval.**

Exhibitor Signature..... Date.....

Printed Name..... Telephone.....