

Traffic Builders & Sponsorship Opportunities

ASCP events attract the most elite group of professionals in the senior care industry.

Build and expand your brand awareness, loyalty, and equity through securing one or more of these unique and engaging marketing opportunities.

SPONSORSHIP BENEFITS:

- Special recognition in the official meeting program book
- Company name on signage located prominently throughout the meeting venue
- Sponsorship ribbons provided for all staff from the sponsoring organization
- A copy of the pre- or post-convention list for sponsorship investments over \$5,000
- Priority points awarded to better your ranking for exhibit space selection
- Contributing sponsors will be acknowledged on ASCP's conference website



Direct to Attendee Distribution of Your Flyers or Materials

Pre-registration lists are available to conduct direct mailings to attendees prior to the meeting.

Registration Portal – \$20,000 (Exclusive Sponsorship)

Traffic, traffic and more traffic. Attendees register for the ASCP 2014 Annual Meeting & Exposition through this online registration portal, with users spending an average of seven minutes per visit. Now, this prime online real estate is available for an exclusive sponsorship. You'll enjoy prominent brand and message visibility with registrants right up until the doors open on the show. Now that's some serious exposure.

Tote Bags – \$20,000

What better way for your company to gain visibility than by being seen over and over again! Even after the event, the conference tote bags, imprinted with your company's logo, will be carried back to the office by hundreds of buyers. Distributed to all conference attendees, these popular tote bags carry essential educational materials! Grab the awareness of the people who are shaping the industry!

Badge Holders – \$15,000

Everyone who attends the show must wear a badge to participate. What better way to make a statement of your support of the society? This nylon pouch badge holder can be customized with your company logo on the front.

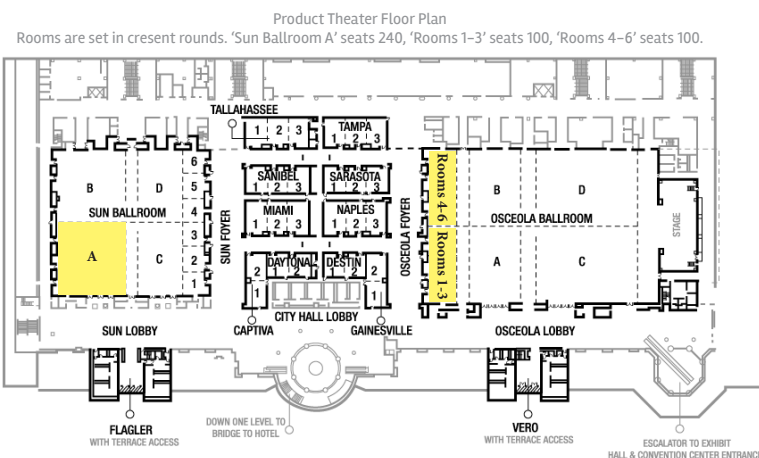
Product Theaters – \$20,000 each

Reach customers in a small interactive forum through ASCP's Product Theater programs.

- Highlight your company's new products and services.
- Share new findings on key products.
- Conduct product demonstrations to attendees.

Successful programs have included expert presentations from peer users, demonstrations of new technologies, and in-depth discussions on particular products and their use in senior care.

Product Theaters are a great way to have your sales force better understand the needs of their customers. These programs allow your sales force to pose questions of attendees and find the answers they need to better position your products in this market. Limited time slots available.



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Hotel Keys – \$15,000

Extend your company's reach beyond the show floor and into the main hotel. Impress potential clients each time they re-enter their hotel room by imprinting hotel keys with your company's logo. You will be responsible for coordinating with the hotel and for any additional costs associated with this sponsorship.

WiFi Access for ASCP Meeting Attendees – \$20,000

Your support allows attendees to enjoy free wireless Internet throughout the meeting space. Your corporate name and logo will appear on the download splash page recognizing your support of this much valued service for the attendees.

ASCP 2014 Mobile App – \$15,000

Attendees want access to meeting information in both print and electronic formats. Capture the attentions of attendees before, during and after the meeting by sponsoring this opportunity. Your company logo will appear on the home page each time an attendee accesses the App.

Mobile Device Charging Stations – \$3,500 for 1 station/\$6,000 for 2 stations

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 signage and electrical power.

Banners – Prices vary by location. Call for details.

Want to gain high visibility and reach attendees with your custom message before they enter the exhibit hall? Then use your imagination to create a banner that will be placed in one of the unique high traffic areas available at the Gaylord Palms.

Cups and Napkins – \$10,000

Brand your company name or product logo to everyone who visits the refreshment break. You may imprint your company logo on cups and napkins and ASCP will place them in the refreshment break areas. (This opportunity is not available if there is a Refreshment Break Sponsor.)

Custom-Labeled Bottled Water – \$12,000

Your company's logo or product name can be printed on the label of 8-oz. bottles of spring water for conference attendees. It is estimated that 1,500 water bottles will be distributed during break times and food functions.

Room Drops – \$7,000

Achieve an inside advantage by delivering your materials and messaging straight to the rooms of show attendees. Room drops deliver "you-are-there" presence that amplifies your message.

Meeting Handouts USB Drive – \$10,000

All attendees will receive a USB drive that includes presentation materials for use at the meeting or to share with colleagues. Your company logo and a link to your website will be included on the drive. It is estimated that 1,000 will be produced.

ASCP Practice-Related Resources – (Prices vary)

Draw conference attendees to your booth with this unique new opportunity to give away ASCP educational and practice-related resources. ASCP's professional products can be customized with your corporate name and logo.

Annual Meeting e-Newsletter – (Pricing Below)

The 2014 ASCP Annual Meeting e-newsletter is a must-read email for meeting attendees. It delivers concise meeting information and updates. Our Pre-Meeting e-Newsletter provides last minute details and travel tips. Daily messages, sent each morning of the meeting, give attendees highlights from the day's schedule, places to eat, and things going on in Orlando. Our Post-Meeting e-Newsletter is the take-home for our attendees.

Pricing:

\$4,900 sole support of all 5 issues

\$1,000 per single issue, sole supporter

\$600 per single issue, two supporters welcome

Registration Bag Flyers – \$5,000

Ancillary Event Rooms & Corporate Hospitality Suites – \$750 per event per room

ASCP has reserved a limited number of hospitality suites for use by exhibiting companies. Companies with booth space contracted in the Exhibition may use these suites for hospitality or non-hospitality purposes. Suite request forms will be available on line at www.ascp.com/annual2014. All requests must be sent to ASCP for approval. ASCP will then assign suites accordingly. Hospitality suites may not be open during official meeting hours, which include social events hosted by ASCP. A schedule of available times for companies to hold ancillary events may be requested.

To purchase your exhibit space or sponsorship contact:

J. Spargo & Associates, Inc.

ascpexhibits@jspargo.com

703-631-6200

APPLICATION AND CONTRACT FOR SPONSORSHIP

2014 ASCP Annual Meeting & Exhibition

Meeting Dates: November 5-7, 2014

Exhibit Dates: November 5-6, 2014

Gaylord Palms Resort & Convention Center - Orlando, FL

[Click Here to
Submit Via Email](#)



Contact Information

Company Name.....
Contact..... Title.....
Tel..... Fax.....
Email..... Web Site
Address.....
City..... State..... Zip..... Country.....

Sponsorship Opportunities

Sponsorship Opportunity: _____ Total Cost: \$ _____

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Sponsorship Opportunity: _____ Total Cost: \$ _____

All benefits related to inclusion in printed materials and signage are based on the sponsor meeting print and production deadlines. The sponsor's primary contact person will receive all correspondence pertinent to your sponsorship and will be responsible for completing and returning items by the stated deadline.

Special requests/Notes: _____

Payment Information

Initials	Deposit and Payment Schedule
	50% due with application through June 29, 2014
	100% due June 30, 2014
	Failure to make payments does not release the contracted or financial obligation of the exhibitor.

Cancellation Penalties

Cancellation Penalties	Initials
Through August 15, 2014 — 50%	
After August 15, 2014 — 100%	

Checks payable to: American Society of Consultant Pharmacists

Mail payments to:

ASCP Exposition Management, c/o J. Spargo & Associates, Inc.
11208 Waples Mill Road, Suite 112 • Fairfax, VA 22030
Tel: 800.564.4220 • Fax: 703.563.2691
Email: exhibitcontracts@jspargo.com

Credit Card Payment

☐ Visa ☐ MasterCard ☐ American Express

Card Number: _____ Amount: \$ _____

Exp. Date: _____ Name on Card: _____ Signature: _____

Card Billing Address: _____

Sponsorship Terms and Conditions: ASCP will recognize sponsors for their support as outlined in the sponsorship brochure and in other activities as determined by ASCP to be appropriate for the convention. ASCP reserves all rights and decision-making authority over all aspects of the sponsorship component, but not limited to selection of sponsors, identification of appropriate sponsorships; recognition of sponsors and any and all other terms, conditions, and fees. All sponsors receive the right-of-first renewal to sponsor the same opportunity at next year's conference. Sponsors shall not assign, allocate, or contract out the whole or any part of the sponsorship responsibilities or obligations assigned to it without the express prior consent of ASCP.

I acknowledge that, as an authorized representative of the above stated Exhibitor, I agree that Exhibitor will comply with the *2014 ASCP Annual Meeting & Exposition Sponsorship Terms and Conditions*. This sponsorship application will become a contract upon Exhibitor's authorized signature and ASCP's acceptance and approval.

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

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

Show Management Use

Authorized Signature..... Date..... Account #.....