

# Hotel Room Door Drop Opportunities



## 57th ASH® Annual Meeting and Exposition

Orlando, FL | December 5-8, 2015

### 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, December 3, 2015 — Evening delivery
- Friday, December 4, 2015 — Guest check-in at designated hotels

### ASH EXHIBITORS BAG *Submission Deadline Extended to October 23rd*

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

#### Delivery Dates

- Saturday, December 5, 2015 — Early morning delivery
- Sunday, December 6, 2015 — Early morning delivery

#### DEADLINES

- October 2, 2015 – Application and Contract / Payment / Insert proof
- November 13, 2015 – Inserts due to advance warehouse

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

- \$7,000 – Standard
- \$2,900 – 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 – **SOLD** EXCLUSIVE OPPORTUNITY

Receive high-visibility with prime advertising space on the outside of the official 2015 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 28, 2015 — Advertising reservation
- September 11, 2015 – Logo artwork due

#### RATE

- \$32,500

#### 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

- 1 To reserve your opportunity, submit your Application and Contract for Door Drop, full payment and insert proof by October 2, 2015.
- 2 All inserts must be submitted to J. Spargo & Associates, 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 Eileen McGill, J. Spargo & Associates, Inc.  
at [emcgill@jspargo.com](mailto:emcgill@jspargo.com).
- 3 J. Spargo & Associates, Inc. will notify you of approval. If changes are necessary, the corrected insert must be resubmitted for final approval.
- 4 All inserts must be shipped to arrive by November 13, 2015. J. Spargo & Associates, Inc. will supply an address label to be completed and placed on the outside of each box that is shipped, along with your official carrier's shipping label.

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## RULES

- 1 Full payment due upon receipt of Application and Contract for Door Drop.
- 2 No cancellations accepted.
- 3 No agency commission or cash discounts permitted.
- 4 Inserts are due by November 13, 2015. If inserts are not received by November 13, 2015 they will not be included in the door drops.
- 5 Quantity based on projected attendance and room blocks at the time rate card is printed.
- 6 ASH and J. Spargo & Associates, 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.
- 7 If participant does not send the quantity specified on the rate card, ASH and J. Spargo & Associates, Inc. will not be held liable for bags that are missing that insert.
- 8 A minimum of five inserts must be reserved for a particular day for the bags to be delivered.
- 9 ASH and J. Spargo & Associates, 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 J. Spargo & Associates, Inc. will refund 100% of monies paid. ASH and J. Spargo & Associates, Inc. are not obligated to offer or replace the door drop service with any other advertising vehicle.

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

**Connie Shaw**  
ASH Exposition Management  
c/o J. Spargo & Associates, Inc.  
Email: [ashexhibits@jspargo.com](mailto:ashexhibits@jspargo.com)  
Phone: 800-564-4220 / 703-631-6200  
11208 Waples Mill Road, Suite 112  
Fairfax, VA 22030



## 57th ASH Annual Meeting and Exposition

Meeting Dates: December 5-8, 2015

Exhibit Dates: December 5-7, 2015

Orange County Convention Center ~ Orlando, Florida

### Section 1: Contact Information

Company Name .....

Contact..... Title.....

Tel..... Fax.....

E-mail..... Website.....

Address.....

City..... State..... Zip..... Country.....

### Section 2: Door Drop Opportunity Rates

☐ Exclusive ASH Bag Advertising - \$32,500

ASH Exhibitors Bag Insert (per insert, per day)

☐ Standard Rate - \$7,000

☐ Nonprofit companies - \$2,900  
 (status must be verified by ASH)

Friday Satellite Symposia Bag Insert (per insert, per day)

☐ Standard Rate- \$7,000

☐ Nonprofit companies - \$2,900  
 (status must be verified by ASH)

### Section 3: Payment Information

Initials	Deposit and Payment Schedule
	Payment in full due with Application and Contract

**Make Checks Payable to: ASH**
**Mail Payments to:**

 American Society of Hematology – ASH – Exhibit  
 P.O. Box 37579  
 Baltimore, MD 20297-3579

**Credit Card Payment**
☐ Visa

☐ MasterCard

☐ American Express

Card Number: \_\_\_\_\_ Amount: \$\_\_\_\_\_

Exp. Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

### Section 4: Cancellation Penalties

Initials	Cancellation Penalties
	No cancellations accepted
	Full refund if delivery canceled by ASH

**Overnight Payments to:**

 BB&T  
 Attn: Lockbox# (PO Box 37579)  
 16410 Heritage Blvd., 2nd Floor  
 Bowie, MD 20716

### Section 5: Acknowledgement

I acknowledge that as an authorized representative of the above stated company, I have received, reviewed and agree to the *ASH Hotel Room Door Drop Rules*. 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.....