

# ASCP 2020

FOCUS  
on Healthy Aging



**2020 ASCP Annual Meeting & Exhibition**

November 12-15, 2020 | Gaylord Palms Resort | Kissimmee, Florida

## Now an In-person and Virtual Event

ASCP is pleased to offer both in-person and virtual exhibit options for ASCP 2020 this November. Using the virtual platform CVENT Event Hub we will be offering multiple ways to communicate with attendees, including live chat and video. You will be able to maximize ROI with Lead Capture allowing you to capture, qualify, take notes on, and rate leads you meet at the virtual event. Whether you choose to exhibit in-person, virtually, or both, there is sure to be a good fit for you.

### TABLE EXHIBIT ONSITE

**\$1,400**

- 150 – 200 onsite attendees
- 5 non-compete, dedicated Exhibit Hall hours w/Friday Night Reception
- Badges for 2 representatives
- Included: 6' draped table, 2 chairs (ballroom is carpeted)
- Friday Night Reception/Saturday Exhibit Hall hours
- Cyber Lounge in Exhibit Hall
- Lower cost Table Exhibits in close proximity to General Session Ballroom (most sessions)
- Professionally managed by Sheppard (including shipping)
- Booths and aisles will be spaced and directional signs used to maintain recommended safe distances

### VIRTUAL BOOTH LEVEL 1

**\$3,000**

Offers a great opportunity to have your name and company information widely available to attendees in our virtual exhibit hall. Benefit from retrieving leads by registering visits to your booth. There is no need to dedicate staff for the event as you can track leads with no effort. (Does not include interactive experience.)

- Booth Listing on the exhibit hall page with company logo
- Load Company and Product Documents (PDF, IMG, MP4) and Links into your booth and edit as needed on your own
- Present Product Coupons on your booth page
- Post Sponsored Sessions (Product Theaters/FGs) to booth (sponsor session separately)
- Lead Capture for attendees that visit your booth giving you ample lead data for future communication
- Allow for Contact Information to be prominently displayed (for attendee's easy access to reach out)
- Social Media accounts displayed and linked

## VIRTUAL BOOTH LEVEL 2

\$4,400

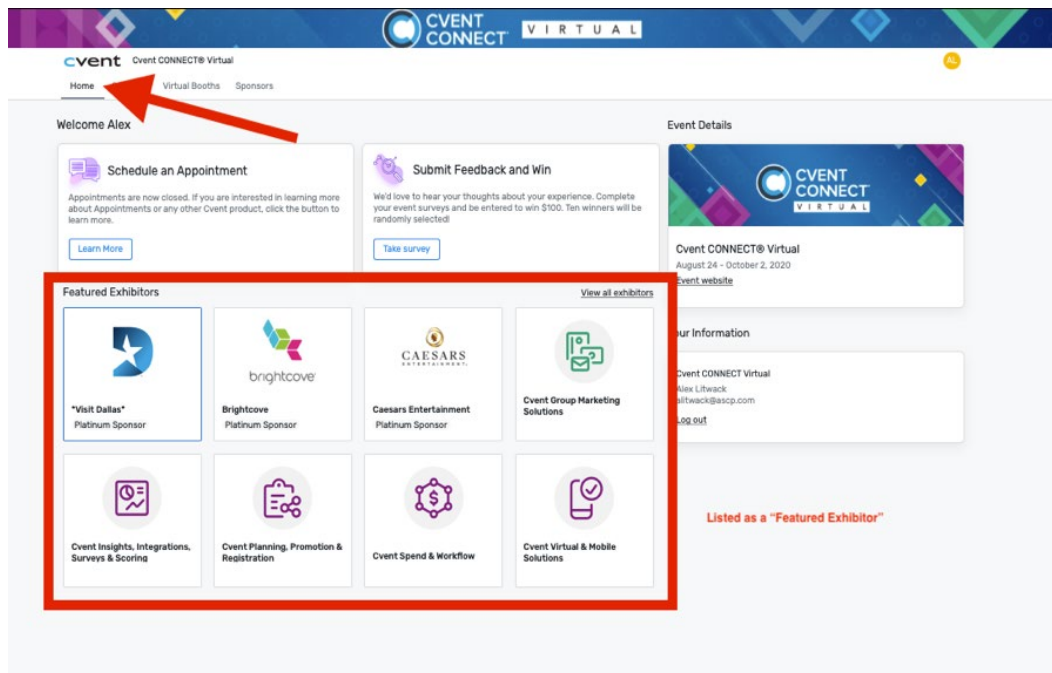
If you would like to be able to talk, chat, schedule meetings, and meet with attendees this would be your option. Our virtual platform lends itself well for personal interaction with many different ways to reach out with the opportunity for video meetings to be scheduled by either you or attendees.

- Larger Listing (compared to Virtual Booth Level 1) on our exhibit hall page with company logo
- Load Company and Product Documents (PDF, IMG, MP4) and Links into your booth
- Present Product Coupons
- Schedule Virtual Meetings with Attendees (and allow attendees to schedule meetings with you)
- Chat Directly with Attendees (through your booth)
- Live Video Conference with Attendees through your booth (allowing for face-to-face interaction)
- Post Sponsored Sessions (Product Theaters/FGs) to your booth (must be scheduled separately)
- Lead Capture for Attendees that visited your booth (giving ample data for future communication)
- Allow for Contact Information to be prominently displayed (for attendee's easy access to reach out)

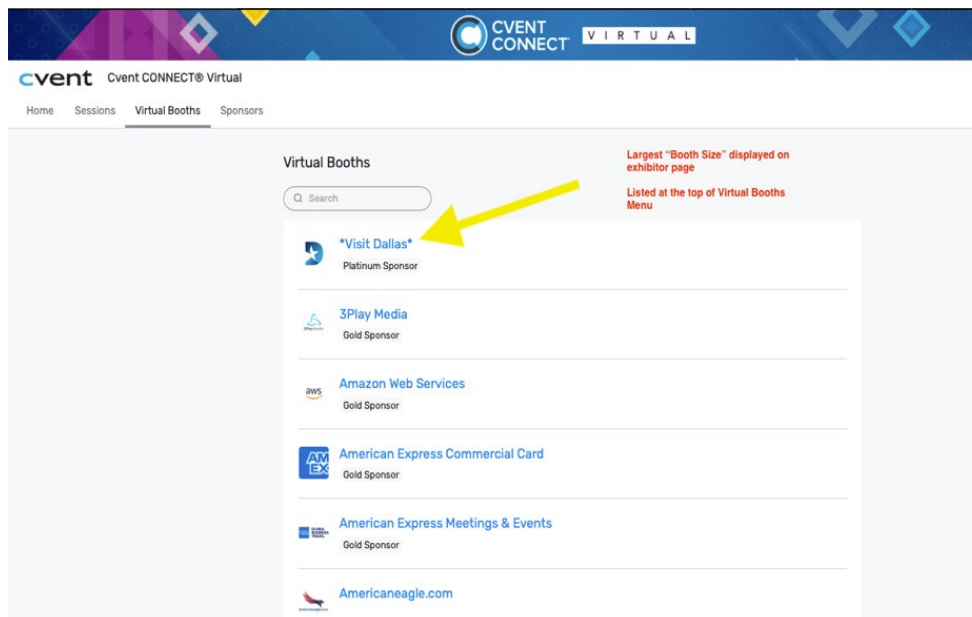
The screenshot shows a virtual booth page for Cvent at the Future Technologies Conference. The page header includes the conference name and dates (June 23-25). The main navigation bar has tabs for 'My Event', 'All Sessions', 'Exhibitors', and 'Sponsors'. The booth page features a 'Join Virtual Booth' button, a 'Contact us' button, and social media icons for LinkedIn, Twitter, and Facebook. The description states that Cvent provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events. The booth staff section lists Dean Mariano as the Mobile Solutions Specialist. The sponsored sessions section highlights 'Event Cloud Product Roadmap Innovations' on Wednesday, June 23, from 10:00 AM to 11:00 AM EDT. The exhibitor content section shows a file named 'Virtual Events Playbook' (3MB) available for download.

## VIRTUAL PROMOTIONAL OPPORTUNITIES

- Featured Exhibitor - Exhibit booth placed on main meeting page - **\$2,800**



- “Top Billing” Listing on Virtual Exhibits Page – Your listing will be placed above the alphabetized organized list - **\$1,200**



- Logo on Session “Start Screen” Loop – As attendees wait for sessions to start your company logo will be shown along with other sponsors as part of the pre-session loop
  - All meeting - **\$3,600**
- Ad on our Annual Meeting website ([ASCP.com/annual](https://www.ascp.com/annual)) (720X90 Leaderboard) - **\$3,000**
- Video Commercial between sessions (30 – 45 seconds) - **\$6,000**

## ADDITIONAL PROMOTIONAL OPPORTUNITIES

- Push Notifications via Mobile App - **\$800 (one), \$2,000 (three)**
- Banner Ad on Mobile App - **\$1,500**
- Mobile App Splash Screen - **\$4,000**
- Ads on Daily emails (eNewsletter during the meeting) - **\$500 (per email), \$1,500 (all issues)**
- Ads in “Know Before You Go” email (eNewsletter before the meeting) - **\$500 (per email)**
- eBlasts to AM20 attendees - **\$2,500**
- Portable Power Banks - **\$2,500**
- Registration Envelope Sticker - **\$500**
- Masks - **\$3,500**
- Hand Sanitizer - **\$3,500**

We appreciate your continued support of ASCP’s Annual Meeting and we worked to make sure your support brings the same value to you, as our partner, as in years past. ASCP now has two different environments that our meeting will take place and we are pleased to offer a variety of engagement in both aspects of ASCP’s Annual Meeting. We hope that you and your team find these touchpoints as exciting and engaging as we are to present them.

The in-person meeting is expected to bring 150-200 attendees together and will be a more intimate meeting than in years past. The agenda has maintained a guaranteed five non-compete, dedicated Exhibit Hall hours. ASCP has moved the Exhibit Hall to the same meeting area as the sessions and will be installing a Cyber Lounge in the exhibit space as well. The change to “Table Exhibits” this year will help limit expenses to you, our partners, and allow us to utilize space closer to the meetings and maintain recommended safe social distance. The virtual booths will live on the meeting site with attendees having access until December 31, 2020.

[annual.ascp.com](http://annual.ascp.com)

**For more information and to secure your participation, contact Brittany Baker at [ascpexhibits@spargoinc.com](mailto:ascpexhibits@spargoinc.com) or 703-259-6698.**

