

ashp[®] **MIDYEAR2021**

Clinical Meeting & Exhibition

SPONSORSHIP & MARKETING OPPORTUNITIES

ORLANDO, FL
DECEMBER 5-9, 2021

ORANGE COUNTY
CONVENTION CENTER

Leverage the investment you put into exhibiting by
taking steps to help drive traffic to your booth.

**SECURE YOUR SPONSORSHIP
OPPORTUNITY TODAY!**



STAND OUT IN THE CROWD

If branding, lead generation, and market visibility are important to your organization, the sponsorship opportunities available at the ASHP Midyear Clinical Meeting & Exhibition are exactly what you need.

Over 25,000 pharmacy professionals will be exposed to your message. ASHP has developed sponsorship packages which include even more benefits and exposure! Choose from our menu of sponsorship items and opportunities that will best support your objectives and budget as you develop strategies to drive traffic to your booth and engage with your customers.

SPONSORSHIP PACKAGES AND OPPORTUNITIES INCLUDE:

	Diamond \$100,000	Platinum \$75,000	Gold \$50,000	Silver \$25,000	Other
Premium Upgraded Exhibitor Listing	●	●			
Extended Upgraded Exhibitor Listing			●		
Floor Sticker in front of company booth recognizing your support	●	●	●	●	
1 Priority Point per \$2,500 Sponsorship Dollars	●	●	●	●	●
Company logo on ASHP Midyear Clinical Meeting website recognizing your support	●	●	●	●	●
Company logo in Exhibitor Guide	●	●	●	●	●
Thank you signage throughout the meeting in high traffic areas	●	●	●	●	●
Recognition in the Onsite Program Book	●	●	●	●	●
Recognition on the Attendee and Exhibitor Meeting Newsletter	●	●	●	●	●



SPONSORSHIP OPPORTUNITIES

ASHP TV

\$100,000 (Exclusive Sponsorship)

Recognition: Corporate Only

ASHP E-News offers daily video news broadcasts from the ASHP Midyear Clinical Meeting. Each day, an e-mail message with news highlights and links to the video broadcasts reaches over 50,000 ASHP members and meeting registrants. E-News provides information on all the important happenings and late-breaking news from the ASHP Midyear Clinical Meeting as well as in-depth interviews on timely topics with ASHP leaders and meeting presenters. The E-News sponsor's company and logo is featured prominently on the daily e-mail messages and on the E-News website with an appropriate acknowledgement of sponsorship. A total of six daily broadcasts are included. A sample may be viewed at www.ashptv.com.



SHUTTLE BUS CLINGS

\$75,000 (Co-sponsorship)

2 Available

\$125,000 (Exclusive Sponsorship)

\$40,000 - Headrests

(Exclusive Sponsorship)

Recognition: Corporate or Product

Shuttle bus branding puts you in front of thousands of meeting attendees as well as local professionals during their daily commute around the city. This is an unparalleled opportunity to get your company name in front of attendees first thing in the morning and again when they head out of the convention center at the end of the day. The sponsor will receive a 2' x 16' banner on the curb side of the shuttle pickup (estimated 30-35 buses) and drop off location at the convention center. Cost of production included.



COLUMN WRAPS

\$50,000 (Exclusive Sponsorship)

(Co-sponsorships Available)

Advertise your company on column wraps in prominent locations. Sponsor wrap will cover four designated columns in high traffic public areas of the convention center.



WI-FI ACCESS AT THE CONVENTION CENTER

\$60,000 (Exclusive Sponsorship)

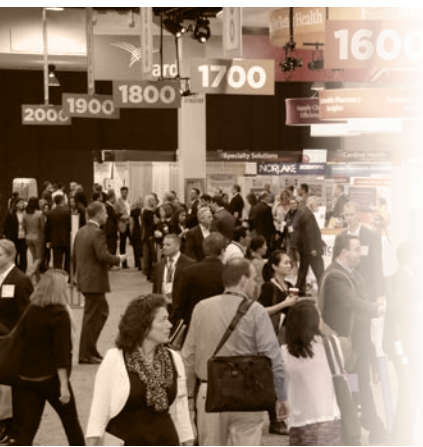
Recognition: Corporate or Product

Your support allows attendees to enjoy free wireless Internet throughout the meeting space and foyer area (does not include exhibit halls). Your corporate name and logo will appear on the onsite signage recognizing your support of this much valued service.



OFFERINGS
AND/OR
PRICING IS
SUBJECT TO
CHANGE.

SPONSORSHIP OPPORTUNITIES



HOTEL KEY CARDS

\$65,000 (Exclusive Sponsorship)

Make a first impression as attendees arrive in Orlando! Customized hotel key cards with your personalized design will be distributed to meeting attendees upon check in at the headquarter hotels. And, they'll continue to see your branding throughout the meeting dates as they access their hotel rooms.



ESCALATOR CLINGS

\$55,000 (Exclusive Sponsorship)

Recognition: Corporate or Product

Ensure your presence on one of these prime locations for visibility. Sponsorship includes production of the runners, installation and removal.

SOLD



LANYARDS

\$55,000 (Exclusive Sponsorship)

Meeting participants will help to generate visibility for your company as they travel the convention center. Distribute the lanyards with your company name on them. Distributed at registration, you'll reach attendees early as they check in for the meeting.

SOLD



MOBILE APP

\$55,000 (Exclusive Sponsorship)

Recognition: Corporate or Product

Capture the attention of attendees before, during and after the meeting by sponsoring the Mobile App. Attendees will access programming, exhibits and logistical information through the Mobile App. Each time an attendee launches the app your company logo will appear on the home page.



MEETING & ACTIVITY PLANNER

\$50,000 (Exclusive Sponsorship)

Recognition: Corporate or Product

Distributed in the official meeting bag to every attendee, the Meeting & Activity Planner is the printed program provided for the Midyear Clinical Meeting & Exhibition. The program contains information for all educational aspects of the meeting, including the schedule of events, session listings, meeting room locations and more. As the sponsor, you will receive prominent recognition by receiving ad space on the back and inside front covers as well as a 2-page spread within the booklet.



RIGHT OF FIRST
REFUSAL PROVIDED
TO INCUMBENT
SPONSORS THROUGH
JUNE 1, 2021.

SPONSORSHIP OPPORTUNITIES

MEETING REGISTRATION BAGS

\$50,000 (Exclusive Sponsorship)

Recognition: Corporate or Product

This is an exceptional opportunity to ensure your company's corporate or product branding is visible throughout the convention center. Attendees will use these bags onsite and back in their workplace ensuring your branding will endure beyond the 4 day event. Sponsor will receive one complimentary insert inside the registration bag (subject to ASHP approval).



RECHARGING STATIONS

\$50,000 (Exclusive Sponsorship)

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 print signage and electrical power on six recharging stations.



AISLE SIGNS

\$40,000 (Exclusive Sponsorship)

Recognition: Corporate or Product

Your logo will be displayed on all aisle signs within the exhibit hall ensuring that attendees see your branding as they navigate from one aisle to the next. Sponsorship includes two aisle signs per aisle in the exhibit hall, the production, installation and removal of all aisle signs.



RELAXATION STATION

\$30,000 (Exclusive Sponsorship)

Recognition: Corporate or Product

Draw attendees to your booth and secure a prominent branding opportunity outside of the exhibit hall! You can distribute coupons for free massages from your booth in the exhibit hall. The Relaxation Station is 800 square feet with eight stations. It will be placed in a prominent area outside of the exhibit hall.



BADGE SPONSORSHIP

\$25,000 (Exclusive Sponsorship)

Recognition: Corporate

Attendees can't miss your presence as your logo will be on the back of each meeting badge and the self-registration kiosks screens as they check into the meeting.

ITINERARY PLANNER WEBPAGE BANNER (DIGITAL OPPORTUNITY)

\$25,000 (Exclusive Sponsorship)

Recognition: Corporate or Product

A dedicated webpage where attendees create their own schedule and print out presentation handouts (also viewable on the mobile app). Your logo will be front and center with a clickable banner ad.

OFFERINGS
AND/OR
PRICING IS
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Sponsorships are available to non-exhibiting companies. There is a \$5,000 surcharge for companies that are not participating in the exhibit program. Your company must still meet the same criteria as an exhibitor to sponsor any of the opportunities.

SPONSORSHIP OPPORTUNITIES

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LUGGAGE AND COAT CHECK

\$16,000 (Exclusive Sponsorship)
Recognition: Corporate or Product

Support complimentary luggage and coat check at the convention center allowing attendees to store personal property while attending the meeting. Your support will be recognized on signage.



FLOOR STICKERS

\$15,000 12 stickers each

Lead attendees to your booth. Make an impression with a 3' x 3' carpet overlay. The Exhibit Hall take the escalator, or walk the aisles. Limit one carpet overlay sponsorship per company.



PARK BENCHES

2 opportunities available
\$15,000 4 benches back-to-back
Recognition: Corporate or Product

Stand out in the Exhibit Hall with your company branding on park benches placed down the heavily trafficked main cross aisle. Each set of benches will include signage on each bench and an accompanying large floor decal on the aisle carpet in each location.



LOBBY BANNERS

\$25,000 6 available
Recognition: Corporate or Product

Make an impression as attendees first enter the convention center with this highly visible lobby banner. Fee includes banner production and labor (hanging) charges.



YOU ARE HERE SIGNS

\$9,500 (Exclusive Sponsorship)
Recognition: Corporate or Product

These free-standing signs are placed in high traffic areas in the convention center. Your messaging is sure to be noticed with the large panels featuring your corporate or product advertising assisting attendees as they navigate around the convention center.



EXHIBIT HALL BANNERS

\$17,500 4 available

Guarantee exposure and reach attendees with your message by securing one or more hanging banners in key locations within the Exhibit Hall. Fee includes banner production and labor (hanging) charges.



CONTACT INFORMATION

SPARGO, Inc.

Email: ashpexhibits@spargoinc.com

In the United States: 800-564-4220

International Callers: 1-703-631-6200

SPONSORSHIP OPPORTUNITIES

HOTEL DOOR HANGERS

\$12,500 (Exclusive Sponsorship)

Recognition: Corporate or Product

Display your customer and logo on the doors of the official hotel rooms in which meeting attendees are staying. The sponsor is responsible for hotel distribution charges and the costs of producing the door hangers.

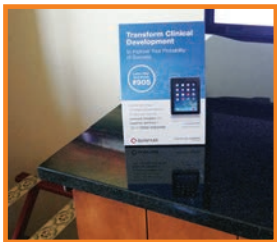


HOTEL IN ROOM TABLE TENT

\$10,000 (Exclusive Sponsorship)

Recognition: Corporate or Product

Communicate your message with a company customized table tent delivered and placed in the rooms of meeting participants at the official hotel. The sponsor is responsible for hotel distribution charges and the costs of producing the table tents.



PUSH NOTIFICATIONS ON THE MOBILE APP

One - **\$7,500**, Two - **\$10,000**

Limited to eight total

Reach over 14,000 mobile app users at the conference with your branded message. You choose the specific time and day that your message is delivered.

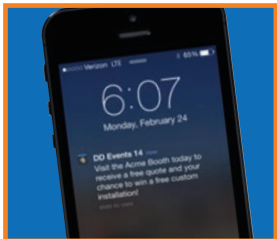


TABLE CLINGS

2 opportunities available

\$7,500 10 Tables

Recognition: Corporate or Product

Attendees will take note of your messaging while they stop to take a break, have some refreshments, and network with their colleagues within the exhibit hall. Production charges included.



WINDOW CLINGS

\$12,500 Size is TBD

Recognition: Corporate or Product

Present your company branding in front of all meeting attendees as they stroll the convention center halls. This can't miss branding opportunity is a sure way to capture the attention of all individuals at the meeting.



METER BOARDS

3 opportunities available

\$9,000 for 3

Recognition: Corporate or Product

Deliver your message and branding on meter boards. Your boards will be placed outside the exhibit hall and be seen as the attendees walk the convention halls.



ADDITIONAL OPPORTUNITIES

PROMOTIONAL THEATERS AND SATELLITE SYMPOSIA

Brand Yourself as a Solutions Provider and Expert!
This is your opportunity to educate attendees and end users about solutions. Conduct a Promotional Theater to present more information on products and services or sponsor a Satellite Symposia, which are industry supported continuing education programs, before and after official ASHP programming. For more information on these opportunities, contact Michelle Rasnick Tyler at mrasnicktyler@ashp.org.



VIP DEMOS

\$4,200

Invite the attendees to your booth pre or post official show hours to demo your product and services.

MEETING REGISTRATION BAGS INSERT

Exhibitor rate: \$11,950

Non-exhibitor rate: \$17,150

Get your name in front of 15,000 meeting participants with an insert in the Meeting Bag. This is a perfect opportunity to promote product and services, booth activities, promotional theaters and satellite symposia.

EXECUTIVE SUITES

\$8,375

Purchasing an Executive Suite gives you the opportunity to create a staff lounge, hold staff meetings, meet privately with attendees, and more, all within close proximity to your booth.

EXHIBITOR PROFILE LISTING PACKAGES

Enhanced \$805

Premium: \$1,665

Stand out on the ASHP Midyear Clinical Meeting & Exhibition website and mobile app by enhancing your exhibitor profile listing.

- **Enhanced:** includes expanded company description with an additional 400 characters, company logo, and ability to upload 5 press releases online and on the mobile app.
- **Premium:** includes items in enhanced package plus rotating logo on exhibits page of the ASHP Midyear Clinical Meeting & Exhibition website, video uploads and up to 3 product photos posted online.

DEPOSIT AND PAYMENT TERMS

100% due with application

CONTACT INFORMATION

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CANCELLATION POLICY AND PENALTIES

Sponsor agrees and understands that notification of intent to cancel the Sponsorship Contract must be provided in writing. Cancellation of exhibit space will automatically void Sponsorship Contract and penalties will apply or sponsor agrees to pay the surcharge as a non-exhibitor of \$5,000.

Cancellation penalties upon written notice of cancellation from Sponsor:

100% of Sponsorship Fee

