ashp® SUMMER MEETINGS & EXHIBITION 2020

Seattle, WA
June 6-10, 2020

Guidelines for ASHP Pre-Registration Lists

1. ASHP pre-registration lists are available only for communications that are germane to the practice of pharmacy or its scientific or socioeconomic aspects.
2. ASHP pre-registration lists are not available for membership solicitations or surveys of any sort.
3. ASHP approval of any use of its lists will be conditioned on a finding that such use will not limit effectiveness of ASHP programs and is not inconsistent with any policy of ASHP, as established by its Board of Directors.
4. ASHP pre-registration lists will not be made available for:
    - **a.** use in connection with the dissemination of distasteful or offensive materials;
    - **b.** use in connection with publicity or advertising which might imply, through copy or layout, ASHP endorsement of an organization or its products;
    - **c.** use by individuals or organizations who espouse the quackery arts;
    - **d.** any communication, which would tend to mislead, misinform, deceive or promote an unlawful purpose;
    - **e.** any communication involving the advertising or the promotion of the use and sale of any tobacco product, beer, wine or other spirits;
    - **f.** any fund-raising purposes by any organization or society; or
    - **g.** use in connection with any product deemed, by ASHP, to be directly competitive with any current or planned ASHP product.
5. Mailings specifically pertaining to ASHP meetings must conform to the following:
    - **a.** You may only ask for advance reservations if you are hosting a symposium that includes a food function.
    - **b.** If holding a symposium or any other function during ASHP's meeting that will be listed in the meeting program, under no circumstances may the term "limited seating, advance registration required" be used in the mailing materials.
    - **c.** In your promotional copy, please list the Society and the name of the meeting correctly.
    - **d.** If holding a symposium, the words "prior to", "during" or "in conjunction with" must be included. Terms such as "ASHP sponsored" or any words that might convey that this is an official ASHP function are prohibited.
    - **e.** Use of the trademarked ASHP logo or meeting logo in your promotional materials is strictly prohibited.
6. Failure to comply with these guidelines will result in loss of ASHP Mailing List usage.

Pre-Registration Opportunities

Don't wait until you're onsite to begin strategizing about booth traffic or attendance at your symposium. Participating in one of ASHP's pre-registration list options gets you in front of attendees weeks before the meeting. Promote a product you'll be spotlighting, a symposium you'll be hosting, a special you'll be offering, or just your booth location. No matter what your message, ASHP has the perfect pre-show vehicle for you to be heard.

May 19, 2020 is the deadline to submit
Pre-registration List orders and necessary materials.

Summer Meetings Mailing Lists

- Includes the name, address, company, job title, and primary position for each pre-registered attendee.
- Data will be emailed directly to you in an Excel file.
- Select the "with directors" option to add a supplemental list of ASHP member pharmacy directors who have not yet registered.

Online Symposium Listing

- Only available to companies conducting a symposium.
- Create a website with the symposium's program description, learning objectives, and a way for attendees to register. Your symposium listing on ASHP's meeting site will become an active link to your website.

Exhibitor Preview

ASHP provides an option for you to reach the meeting registrants electronically. Create a one page advertisement (8.5 x 11 Color PDF file) promoting your booth or symposium, and we will include your ad in the Exhibitor Preview which will be emailed to registrants on your behalf on May 26, 2020.

- **The Exhibitor Preview** will be in a Nextbook format, similar to an online catalog where each exhibitor will have a one page advertisement (8.5 x 11 Color PDF file format).
- Placement is on a first come, first serve basis.
- One advertisement per listing. You may not switch out or edit your ad once finalized.
- **The Exhibitor Preview** will be emailed one time on May 26, 2020. All reservations and files must be received by May 19 in order to be included.

- **Click here to view a sample**
- **NOTE: The Exhibitor Preview will be emailed to attendees by ASHP on your behalf. ASHP does not sell or give out email addresses of attendees to exhibitors.**

Ordering Instructions

To place your order:

- Complete and sign the List Rental Order Form and the List Rental Agreement page and **fax** to 301-657-1251. DO NOT EMAIL FORMS WITH CC INFORMATION
- Submit a sample of the final mail piece for approval. If selecting the Exhibitor Preview, submit your one page color digital advertisement PDF.
- Please send all mail pieces/digital proofs for approval to: ASHP Marketing & Sales Office

4500 East-West Hway, Suite 900
Bethesda, MD 20814

Phone : 301-664-8757 Fax: 301-657-1251

Email : marketing@ashp.org

Note: In practice with the PCI Compliance Standards, ASHP will only accept credit cards through secure fax and mail transaction. ASHP will not accept credit cards through email. Fax 301-657-1251. Mail: ASHP Customer Relations, 4500 East-West Highway, Suite 900, Bethesda, MD 20814.

Order Form

Available	Est. Names	Cost	Quantity[1]	Total
ASHP Pre-registrant list [MPRE1]	700+	$1,060	_____	_____
ASHP Pre-registrant list with Directors [MSUPP1]	4,250+	$3,060	_____	_____
ASHP Pre-registrant list (with Exhib Pr) [MPRE1WEB]	700+	$3,700	_____	_____
ASHP Pre-reg list with Directors (with Exhib Pr) [MSUPP1WEB]	4,250+	$5,700	_____	_____
Available July 1, 2020 - Post-Registrant List				
Post-registrant List [MPOST]	5,000	$2,000	_____	_____

Total Order $_____

Payment

(Orders MUST be pre-paid by check or credit card)

❑ Make Check payable to ASHP and drawn on a U.S. bank in U.S. funds. (Check must be received with order)

Multiple Lists Purchase

For multiple lists, deduct $75 from each list purchased for a bulk discount.

❑ Charge to my: ❑ VISA ❑ MasterCard ❑ Discover ❑ American Express

Account # _____ **Expiration Date** _____

Signature _____

Address (please print or type):

Contact_____ **Company** _____
Address _____
City _____ **State** _____ **Zip** _____
Phone _____ **Fax** _____
E-mail Address (required for electronic delivery of lists) _____

Note: In practice with the PCI Compliance Standards, ASHP will only accept credit cards through secure fax and mail transaction. ASHP will not accept credit cards through email.
Fax: 301-657-1251 **Mail:** ASHP Customer Relations, 4500 East-Westy Hwy, Suite 900 Bethesda, MD 20814.

Online Symposium Listing Form

Please list the title of your symposium : _____
CE Provider _____ Date _____ Time_____
URL_____
(URL must take the registrant to the course description including the learning objectives, not directly to a registration page)

List Rental Agreement Form

ASHP and Customer, in consideration of the mutual promises set forth below, agree as follows:

The customer agrees to pay $_____ (total from order form) and to adhere to the following provisions concerning the use of names and addresses (hereinafter "the List") furnished via email, which the undersigned obtains from ASHP.

1. The customer desires to rent the List and agrees that the List is owned by the American Society of Health-System Pharmacists, Inc., that the undersigned has no right or interest in that property, and that the List represents unique, confidential, and unpublished data of ASHP.

2. The customer agrees to the following:

- **A.** that the List provided will be for a non-exclusive one-time use only;
- **B.** that the List will be for a single event;
- **C.** that the List will be used only for the specific mailing for which it was ordered and for which ASHP approval has been obtained and for no other purpose (decoy names have been inserted into the List to detect unauthorized usage);
- **D.** that all material to be used in conjuction with the List (printed material, literature, advertising material, etc.) must be submitted to and approved by ASHP prior to the use of the List;
- **E.** that the List will not be copied or reproduced nor will ASHP or the undersigned permit, intentionally or unintentionally, the reproduction or copying of the List for use unauthorized or otherwise, by the undersigned or any third party;
- **F.** that the List will be used within a specified time after receipt in order to retain the advantages of list accuracy;
- **G.** that the List will not be used to facilitate any form of telephone or faxed contact; and
- **H.** that the undersigned will adhere to ASHP policies governing pre-registration list use, which is attached and made part of this agreement.
- **I.** if conducting a program in which Continuing Education credits are not offered, you may not use the word symposium in the title of your program or any place on your printed pieces.

Any violation of this agreement by the undersigned shall result in the immediate termination of this agreement by ASHP and any further use of the List.

This agreement shall be binding upon the undersigned, its principles and its agencies, agents, licensees, subcontractors, affiliates, associates and assignees. This agreement is to the express benefit of ASHP.

ASHP shall have no liability to customer for its use of the List.

Dated_____ **By (ASHP)**_____

Dated_____ **By (Customer)**_____

Customer Name_____ **Company Name**_____

Return one signed copy to ASHP; retain second copy with attachments for your file.