

Midyear Clinical Meeting Exhibit Yellow Pages



the power of you

43rd ASHP Midyear Clinical Meeting & Exhibition
DECEMBER 7-11, 2008 • ORLANDO, FLORIDA

Put your products, technologies and services in front of key pharmacy decision makers, and drive more traffic to your booth and website.

Individually and collectively, health-system pharmacists are making their voices heard in every area that affects drug therapy, safety, and patient care. The **Midyear Clinical Meeting Exhibit Yellow Pages** is your chance to ensure that the health-system pharmacists hear you.

This new low cost promotional tool will allow your company to advertise its products and services both in print and electronically. Every exhibiting company will receive a Basic Listing, but in order to maximize your exposure you should take advantage of the Enhanced or Premium Listings. Below are the details for the three available options.

Listing	Includes	Cost
Basic	Company Name, booth location, and address	Free
Enhanced	Basic Listing + a 50 word company/product description	\$500
Premium	Enhanced Listing + color logo + link to company website on ASHP's Midyear website	\$1,000

Each of the above listings will also appear on the ASHP Midyear Clinical Meeting website for one year.

Take advantage of this opportunity and begin forming quality leads before stepping foot in the exhibit hall. With the Midyear Clinical Meeting Exhibit Yellow Pages you can:

- Gain exposure for your booth, product, or services to the 20,000+ Midyear Clinical Meeting attendees.
- Choose which level of participation you would like to take advantage of.
- Stand out among your competitors
 - Print versions will be distributed outside the entrance to the exhibit hall.
 - Electronic versions will be included as part of our new interactive floor plan.
- Increase your exposure on ASHP's meeting website months before the meeting.
- Draw traffic to your company's website.

In addition to the listing options above, the Midyear Clinical Meeting Exhibit Yellow Pages also has plenty of advertising opportunities. Whether you prefer to promote your booth in the Exhibit Hall, or would like to highlight your newest drug, the Midyear Clinical Meeting Exhibit Yellow Pages offers several formats at affordable prices.

Size	Cost
1/2 page, full color	\$3,000
3/4 page, full color	\$4,000
Full page, full color	\$5,000

To learn more about the Midyear Clinical Meeting Exhibit Yellow Pages, please contact Dayna Evans, Senior Manager, Exhibits and Sponsorship at 301.664.8655, or devans@ashp.org.