



Promote Your Company Before the 44th ASHP Midyear Clinical Meeting

ASHP is pleased to offer two ways to help you promote your activities at the **44th ASHP Midyear Clinical Meeting in Las Vegas, NV**. We can help you maximize your reach to pre-registrants via direct mail.

A list of pre-registrants is available for rental purposes *exclusively* to companies exhibiting at the Midyear Clinical Meeting. You can choose an earlybird list of pre-registrants as of October 20, 2009 (to be sent to you on October 23) or a larger list of pre-registrants as of November 3, 2009 (to be sent on November 6). Many companies choose both lists for maximum exposure.

ASHP Featured Symposia Promote your symposia on the ASHP Midyear Clinical Meeting Web Page

Did you know that the majority of Midyear attendees use the ASHP web site to register for the meeting? And that the Midyear Clinical Meeting Web page is where most people go to find out the latest information about the meeting? You can now increase your reach and enhance signup for your sessions at *your* web site by promoting your CE program online through ASHP. When you purchase a mailing list *plus* the online listing, ASHP will post a link to the program description and learning objectives to your web site. We are creating a dedicated page on the Midyear Clinical Meeting web site exclusively for these sessions. We will promote this new page to all meeting registrants starting October 1st in our monthly attendee newsletter, and will continue to send emails to all meeting registrants throughout October and November. The earlier you get your confirmed order to us, the sooner we can begin promoting this on the web site. You can add this option to any of the existing list selections. Simply choose the option that includes “+ online listing” and make sure that you completely fill out the Online Listing Form, including your link. Once your order has been approved we will post your online listing within 24 hours.

Once you have made your selection, please complete the order form, sign the attached agreement, and comply with the enclosed guidelines. In addition to the list of pre-registrants, a supplementary list of prospects (member directors who have **not yet** registered for the Midyear Clinical Meeting) is available. Choosing one or more of these additional lists, plus the online option, allows you to reach a higher proportion of your target audience.

44TH ASHP MIDYEAR CLINICAL MEETING
List Rental Ordering Instructions

Send All Materials to:
Robert Hodges
ASHP Marketing and Sales Office
7272 Wisconsin Avenue
Bethesda, MD 20814
Phone: 301-664-8831
Fax: 301-634-5931
Email: rhodges@ashp.org

If your request is incomplete, we will not be able to process your order in a timely manner.
To assure your request gets prompt attention, please follow these instructions.

1. **Tuesday, October 20, 2009** is the deadline for the earlybird pre-registrant list orders (MPRE1). After October 20 only the regular pre-registrant list (MPRE2) will be available for purchase. The deadline for the regular list is **Tuesday, November 3, 2009**.
2. To place your order:
 - Complete and sign the List Rental Order Form and the List Rental Agreement.
 - Complete the Online Listing Form including the url, if appropriate.
 - Include (or email) a draft or final mailing piece, including envelopes and any reply mechanisms. The mailing piece may be sent as a pdf file via email to rhodges@ashp.org or fax (301-634-5931) the above material to the attention of Robert Hodges.
3. On **Friday, October 23, 2009 the early bird list (or Friday, November 6 the regular pre-registrant list)**, will be sent in Excel in zip code order via Email at the address you specify on the order form. This will include all registrants as of October 20 or November 3, 2009, respectively. However, you should remember that we do have considerable last minute and on-site registration, so your order will not include all meeting registrants.
 - Please note that there are limitations to the use of the ASHP name. Please refer to the Guidelines for ASHP Pre-Registration Lists. Use of the ASHP logo is strictly prohibited.
 - The complete ASHP membership file is also available for rental. Contact a sales coordinator at one of the following list companies chosen to represent the ASHP membership file:

Medical Marketing Service (MMS) (800) 633-5478
Direct Medical Data (DMD) (866)436-3328
Redi-Mail Direct Marketing, Inc. (973)808-4500

LIST RENTAL ORDER FORM
(This form and signed agreement MUST be returned to Robert Hodges.)

Available October 23, 2009 - Earlybird lists	Est. names	Cost¹	Quantity²	Total
ASHP pre-registrant list [MPRE1]	5,000+	\$2,279	_____	_____
ASHP pre-registrant list with directors [MSUPP1] ³	7,000+	\$2,646	_____	_____
ASHP pre-registrant list + online listing [MPRE1WEB] ⁴	5,500+	\$3,644	_____	_____
ASHP pre-reg list with directors + online listing [MSUPP1WEB]	7,500+	\$4,011	_____	_____

Available November 6, 2009 - Pre-registrant lists	Est. names	Cost¹	Quantity²	Total
ASHP pre-registrant list [MPRE2]	7,000+	\$3,350	_____	_____
ASHP pre-registrant list with directors [MSUPP2]	9,000+	\$3,859	_____	_____
ASHP pre-registrant list + online listing [MPRE2WEB]	7,000+	\$4,715	_____	_____
ASHP pre-reg list with directors + online listing [MSUPP2WEB]	9,000+	\$5,224	_____	_____

Available January 4, 2010 - Post-registrant lists	Est. names	Cost¹	Quantity²	Total
Post-registrant list [MPOST]	10,500	\$3,707	_____	_____
Master ASHP meeting attendee file [MEET] ⁵	14,500	\$5,182	_____	_____

Total Order \$ _____

ALL LISTS WILL BE SENT ELECTRONICALLY VIA EMAIL TO THE ADDRESS BELOW

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).

Charge to my: VISA MasterCard Discover American Express

Account # _____ Exp. date _____
 Signature _____

Address (please print or type)

Contact _____ Company _____

Address _____

City, State, Zip _____

Phone # _____ Fax _____

E-mail address _____ (required for electronic delivery of lists)

1 Cost per mailing.

2 For multiple lists, deduct \$75 from each list purchased.

3 All ASHP member directors, excluding individuals who have registered for the 44th ASHP Midyear Clinical Meeting. Your order will consist of two separate files.

4 Add \$158 for each additional session.

5 ASHP paid attendees from the past four national meetings (Summer Meetings 2008 and 2009; and the 42nd and 43rd Midyear Clinical Meetings). Some names may overlap with the pre-registrant mailing lists.

Online Listing Form

Please list the title of your session:

Date _____

Time _____

CE Provider _____

List the complete url (note this must take the registrant to the course description including the learning objectives, not directly to a registration page).

List Rental Agreement

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

1. 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 an email list, 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 conjunction 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.
2. 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.
3. 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 the ASHP.
4. 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.

Guidelines for ASHP Pre-Registration Lists

1. The ASHP lists are available only for communications that are germane to the practice of pharmacy or its scientific or socioeconomic aspects.
2. ASHP lists may be made available for statistical and research studies, but copies of all material to be sent, furnished, or used in connection with the ASHP lists must be submitted for approval, in advance, to the American Society of Health-System Pharmacists, and a copy of the results provided to ASHP after the research is completed.
3. The ASHP lists are not available for membership solicitations of any sort.
4. ASHP lists are made available based on a finding by ASHP that such use is not inconsistent with a policy of the Society, as established by its Board of Directors.
5. The ASHP lists are not available for:
 - A. use in connection with the dissemination of distasteful, offensive, or illegal 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.
 - G. use in connection with any publication competitive with a publication heretofore, currently, or which is planned to be published by ASHP.
6. 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 presenting an exhibitor's theater 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 as "The 44th ASHP Midyear Clinical Meeting".**
 - 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. If conducting a program in which Continuing Education credits are not offered, you may not use the word symposia in the title of your program or any place on your printed pieces.
 - F. Use of the trademarked ASHP logo or meeting logo in your promotional materials is strictly prohibited.
7. Failure to comply with these guidelines will result in loss of ASHP Mailing List usage.

