



## Promote Your Company Before the ASHP 2009 Summer Meeting

Maximize your reach to pre-registrants at the **ASHP 2009 Summer Meeting and Exhibition** via direct mail.

A list of pre-registrants is available for rental purposes *exclusively* to companies exhibiting at the Meeting. The pre-registrant list will be available about three weeks before the meeting. Simply complete the order form, sign the attached agreement, fax your request to ASHP and comply with the enclosed guidelines.

A supplementary list of prospects (members who have yet to register for the Summer Meeting) is also available. Choosing the additional list allows you to reach a higher proportion of your target audience.

The attached information outlines the steps to follow in submitting your order, **but please pay particular attention to the response deadline of Wednesday, May 20, 2009.**

**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**

or

**For more information on the 2009 Summer Meeting**  
**Visit our web site at <http://www.ashp.org/sm2009>**

**ASHP 2009 Summer Meeting**  
**List Rental Ordering Instructions**

**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. **Wednesday, May 20, 2009** is the deadline for orders for **all** mailing list requests.
  
2. To place your order:
  - Complete and sign both the Order Form and List Rental Agreement Form.
  - Include 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](mailto:rhodges@ashp.org), or fax to (301-634-5931) the above material to the attention of Robert Hodges.
  
3. On **Friday, May 22, 2009**, your file will be sent to you in Excel in zip code order via Email at the address you specify on order form. This will include all registrants as of **May 20, 2009**. However, please remember that we do have last minute and on-site registration, so your order will not include all meeting registrants.
  
4. Please note that there are limitations to the use of the ASHP name. Please refer to the Guidelines for ASHP Pre-Registration Lists. Also, use of the ASHP logo is strictly prohibited.
  
5. The complete ASHP membership file is also available for rental as always. Contact a sales coordinator at one of the following list companies chosen to represent the ASHP membership file:

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

**ASHP 2009 Summer Meeting**  
**List Rental Order Form**

(This form and signed agreement **MUST** be returned to Robert Hodges.)

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**Available May 22, 2009 - Pre-registrant lists**

	<b>Est. names</b>	<b>Cost<sup>1</sup></b>	<b>Quantity<sup>2</sup></b>	<b>Total</b>
ASHP pre-registrant list [APRE]	700 names	\$650	_____	_____
ASHP pre-registrant list including directors [ASUPP] <sup>3</sup>	4,250 names	\$2,000	_____	_____

**Total Order \$** \_\_\_\_\_

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

**Payment (all orders MUST be pre-paid)**

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 \_\_\_\_\_

**\*An email address is required for electronic delivery of pre-registrant lists.**

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1 Cost per mailing.

2 For multiple lists deduct \$50 from each list purchased.

3 Includes all ASHP member directors, excluding individuals who have registered for 2009 Summer Meeting. Your order will consist of two separate files.

# ASHP 2009 Summer Meeting **List Rental Agreement**

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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.
    - I. 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.
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. 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 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 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 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.