

Increase your company's visibility at the **ASHP Summer Meeting** by participating in the...

ASHP Door Drop SERVICE

During the ASHP 2010 Summer Meeting & Exhibition in Tampa, Florida, come and experience first hand this revolutionary unique structure in ASHP Meeting design and function. ASHP offers exhibitors the opportunity to increase the visibility of their products and services, exhibit booths, and symposia through participation in the ASHP Door Drop Service.



What is the Door Drop Service?

ASHP will arrange for distribution of exhibitors' literature directly to the hotel rooms of ASHP meeting attendees. The door drop service is an ideal way to gain exposure for your company through distribution of product literature, special exhibit booth promotions, meeting spin-offs, and other related information. It's also an ideal way to promote your satellite symposium to meeting attendees. All door drop pieces will be placed into a bag and delivered to hotel rooms in the ASHP room block at each convention hotel between the hours of 7 p.m. and 9 p.m.

Why should I participate in the Door Drop Service?

The door drop service provides added visibility for your company, exhibit booth, or event. This service helps reach late and on-site registrants that mailings may miss. It also serves as a reminder about meeting events to attendees who are planning their meeting schedules.

What is the cost for the Door Drop Service?

One piece delivered to an entire block on June 6th: \$3,200. Participants will be invoiced upon receipt of their completed application forms. Payment must be received by June 2, 2010, in order for literature to be distributed.

Are there any requirements for participation?

Your company must be a registered exhibitor or a third party authorized to act on behalf of a registered exhibitor (written authorization is required) to participate in the door drop service. The door drop service is limited to official ASHP Summer Meeting exhibits, exhibitors, and events. Items for door drop must be no larger than 8½" x 11". Additional charges may apply for items other than print pieces and items that weigh more than 2 ounces.

How can I participate?

Simply complete and sign the enclosed agreement and fax to 301-634-5914. For additional information or questions, contact **Ken Harding, Manager, Event and Exhibit Promotion Services, at 301-664-8814** or by e-mail at **kharding@ashp.org**. All items for delivery must be approved in advance by ASHP. Please fax a copy of the door drop pieces for approval prior to printing to the ASHP Door Drop Service at 301-634-5914. Please allow 2 business days for approval.

Literature must be shipped to arrive no later than May 28, 2010.

The shipping address will be provided to participants by May 12, 2010. (If you'd like assistance on designing and printing your Door Drop promotional items, contact Ken Harding.)

Print Quantity—2,200 pieces



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