

ashp[®] MIDYEAR 2021

Clinical Meeting & Exhibition

2021 ASHP Midyear Clinical Meeting & Exhibition
December 5-9, 2021

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. If conducting a published industry-supported event, including virtual symposia, promotional theaters or other function during ASHP's meeting, any promotional material, print or digital, must be reviewed and approved by ASHP. It must include the applicable phrase noted in the Promotion section of the activity guidelines...example "A Virtual Satellite Symposium conducted at the 2021 ASHP Midyear Clinical Meeting and Exhibition." Terms such as "ASHP sponsored" or any words that might convey that this is an official ASHP function are prohibited. In addition, all marketing material must indicate any preregistration taken for these events is for planning purposes only and virtual attendance will be available on a first-come, first-served basis.
 - b. In your promotional copy, the Society and the name of the meeting must be written correctly.
 - c. 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

Do not delay advertising your booth activities or promotion of your symposium and/or promotional theater. Participating in one of ASHP's Pre-registration List options puts you in front of attendees weeks before the meeting.

Promote a product you will be spotlighting, a symposium or promotional theater you will be conducting, or a special you will be offering. No matter your message, ASHP has the perfect pre-show vehicle for you to be heard.

November 19, 2021 is the deadline to submit
Pre-registration List orders and necessary materials.

Midyear Meeting 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.

Email Advertisement Add-On

ASHP provides an option for you to reach the Midyear meeting registrants electronically. Create a one page advertisement (8.5 x 11 Color PDF file) promoting your booth or symposium. We will include your ad in **The Exhibitor Preview**, and it will be emailed to registrants on your behalf, December 2nd.

- **The Exhibitor Preview** will be in 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 December 2, 2021. All reservations and files must be received by November 19th in order to be included.
- [Click here to view a sample](#)
- **NOTE: The Exhibitor Preview will be sent out by ASHP on your behalf. ASHP does not sell or give out email addresses.**

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 1 page color digital PDF ad/mailer.
- Please send all mail pieces/digital proofs for approval to:

Marketing

Email : marketing@ashp.org

Phone : 301-664-8757

Note: In practice with the PCI Compliance Standards, ASHP will only accept credit cards through secure fax. ASHP will not accept credit cards through email. Please send credit card related information to Fax # 301-664-8895.

Order Form

Available October 22, 2021 - Earlybird Lists

	Est. Names	Cost	Quantity ¹	Total
Pre-registrant list [MPRE1P]	5,000+	\$3,800	_____	_____
Pre-registrant list with Directors [MSUPP1P] ²	7,000+	\$5,400	_____	_____
Pre-registrant list (with Exhib Preview) [MPRE1WP]	5,500+	\$10,500	_____	_____
Pre-reg list with Directors (with Exhib Preview) [MSUPP1WP] ²	7,500+	\$12,000	_____	_____

Available November 24, 2021 - Pre-registrant Lists

Pre-reg list [MPRE2P]	7,000+	\$5,400	_____	_____
Pre-registrant list with Directors [MSUPP2P] ²	9,000+	\$7,000	_____	_____
Pre-reg list (with Exhib Preview) [MPRE2WP]	7,000+	\$12,000	_____	_____
Pre-reg list with Directors (with Exhib Preview) [MSUPP2WP] ²	9,000+	\$13,500	_____	_____

Available January 10, 2022 - Post-Registrant List

Post-registrant List [MPOST]	10,500	\$8,000	_____	_____
Post-registrant List with Directors [MEET]	10,500	\$14,500	_____	_____

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)

Charge to my:

VISA MasterCard Discover American Express

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

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. ASHP will not accept credit cards through email. **Fax:** 301-657-1251

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 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. (List must be used by January 31st of the year following the specified Midyear Meeting).
 - 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.