

PRACTICING AT THE PEAK

**ASCP 2024 Annual Meeting & Exhibition
Exhibit and Sponsorship Prospectus**

**Gaylord Rockies & Convention Center
Aurora, Colorado
November 7-10, 2024**

CELEBRATING 55 YEARS!

2024 ANNUAL MEETING & EXHIBITION

Join senior care pharmacists and long-term care (LTC) pharmacies at the American Society of Consultant Pharmacists (ASCP) Annual Meeting & Exhibition in Aurora, Colorado. The ASCP Annual Meeting is the leading education and networking event for professionals specializing in medication management in older adults, including owners/operators and decision-makers of LTC pharmacies and consultant pharmacists. ASCP's Expo has industry booths, interactive demonstrations, and networking receptions, all designed to maximize the engagement of our attendees.

ABOUT THE MEETING

ASCP's Annual Meeting & Exhibition is the premier event of the only international professional society dedicated to medication management and improved health outcomes for all older persons. Our exhibitors are why our attendees emerge with innovative ideas and solutions to improve their practice and their organization's effectiveness and enhance the quality of care for their residents, clients, and patients.

ABOUT ASCP

Empowering Pharmacists. Transforming Aging. ASCP is a membership association that represents pharmacists, healthcare professionals, and students serving the unique medication needs of older adults. ASCP is an international organization with members in all 50 states, Puerto Rico, and 12 countries.

MISSION

Promote healthy aging by empowering pharmacists with education, resources, and innovative opportunities.

VISION

Recognized expert providers of medication management. Improving the lives of older adults.



PRACTICING AT THE PEAK

ATTENDEE DEMOGRAPHICS

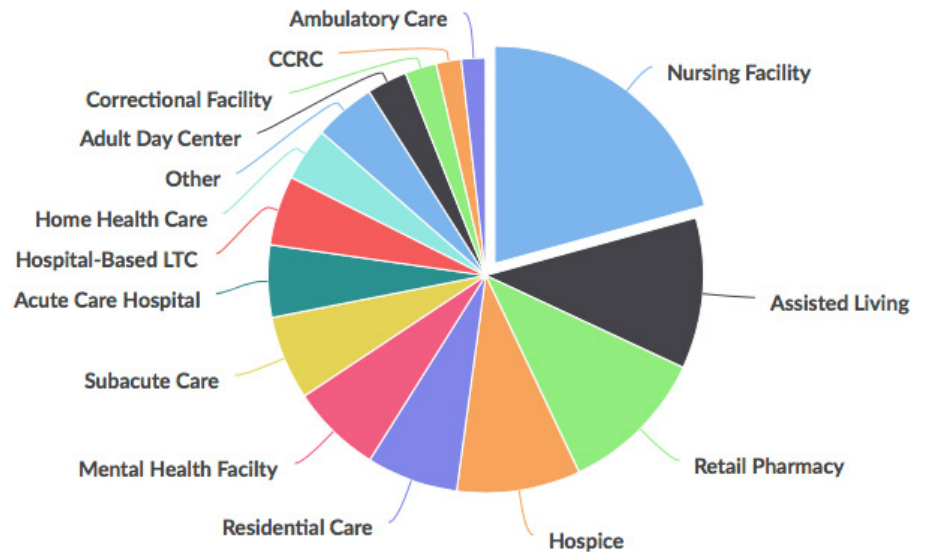
DISPENSING AND PRACTICE SETTINGS

Acute-Care Hospital	26%
Adult Day Service Centers	9%
Ambulatory Surgical Centers	1%
Assisted Living Facility	37%
Continuing Care Retirement	11%
Correctional Institutions	7%
Dialysis/ESRD Centers	1%
Home Health Care	5%
Hospice	27%
Hospital-Based LTC	22%
Mental Health Facility (ICF/MR/DD)	23%
Nursing Facility	56%
Residential Care/Boarding	16%
Retail Pharmacy	20%
Senior Centers	1%
Subacute/Transitional Care	7%
Other	7%
*More than one setting may be selected	

WHERE ARE OUR ATTENDEES WORKING?

I am an independent consultant pharmacist practicing in the home/community	12%
I am employed by a hospital/health care system	26%
I am employed by a community or chain pharmacy	10%
I am employed by an LTPAC pharmacy or consultant pharmacist company	37%
I own/operate my own consultant pharmacist business	19%
I own/operate/manage an LTPAC pharmacy	10%
*More than one setting may be selected	

ASCP MEMBERSHIP PRACTICE SETTINGS



WHY EXHIBIT?

- ACCESS** More than 800 senior care pharmacists in one location!
- AWARENESS** Ensure that senior care pharmacists remember your company name and products by keeping your name and products in front of them at all times.
- EDUCATE** Give hands-on access at your exhibit booth to educate and interact with attendees.
- INFLUENCE** Attendees have significant purchase power with supplies, products, and services.
- NETWORK** Collaborate and network with like-minded senior care professionals. Enhance relationships and expand horizons.

ASCP ATTENDEES ARE LOOKING FOR SOLUTIONS RELATED TO:

- Automated Dispensing
- Carts/Packaging Equipment
- Computer Systems/Software
- Drug Delivery
- Emergency/After Hours Pharmacy
- GPOs
- Forms for Pharmacy Consulting
- EHR
- Home Healthcare Providers
- Generics
- Pharmaceuticals
- Probiotic Supplements
- And more!

2024 ANNUAL MEETING & EXHIBITION

EXHIBIT BOOTH PACKAGE

WHAT'S INCLUDED WITH YOUR BOOTH:

- Four full meeting badges (No CEs) per 10'x10' booth
- Exhibitor Listing in the mobile app
- Pre-registration mailing list (list of attendees who have selected to Opt-In and share contact information)
- Company ID sign (11" X 17")
- Backdrop and side-rail drape

EXHIBIT BOOTH*

\$48/ square foot (minimum 10x10) plus \$200 corner fee

*Discount offered for our Corporate Partners

Please Note: The exhibit hall is not carpeted. All exhibitors will be required to purchase or bring floor covering. Booth furnishings are not included and can be purchased through the exhibits contractor. More information will be available in the Exhibitor Service Kit.

2024 EXHIBIT SCHEDULE

Installation

Thursday, November 7th
1:00 pm to 5:00 pm

Friday, November 8th
8:00am to 1:00pm

Exhibit Hall Hours

Friday, November 8th
1:45pm to 3:45pm – Exhibit Hall Preview (Opposed Hours)
5:00pm to 7:30pm – Opening Reception (Unopposed)

Saturday, November 9th
11:00am to 12:30pm – Morning Coffee Break (Unopposed)

Dismantle

Saturday, November 9th
12:30pm to 5:30pm

PAYMENT TERMS

Full Payment is due upon booth rental and due within 30 days of booth reservation.

Checks must be payable to ASCP. Exhibitors failing to make the payment as required will forfeit their right to participate as an exhibitor. Checks will not be accepted for payment after September 26, 2024.

ACH and Wire Transfer is the Preferred Payment Method. Please email ASCP@discoversb.com for information.

Cancellation Policy

Cancellation requests must be submitted in writing to the ASCP Exhibits Manager. Any exhibitor who cancels all or part of the purchased booth space will receive:

Linear Booths

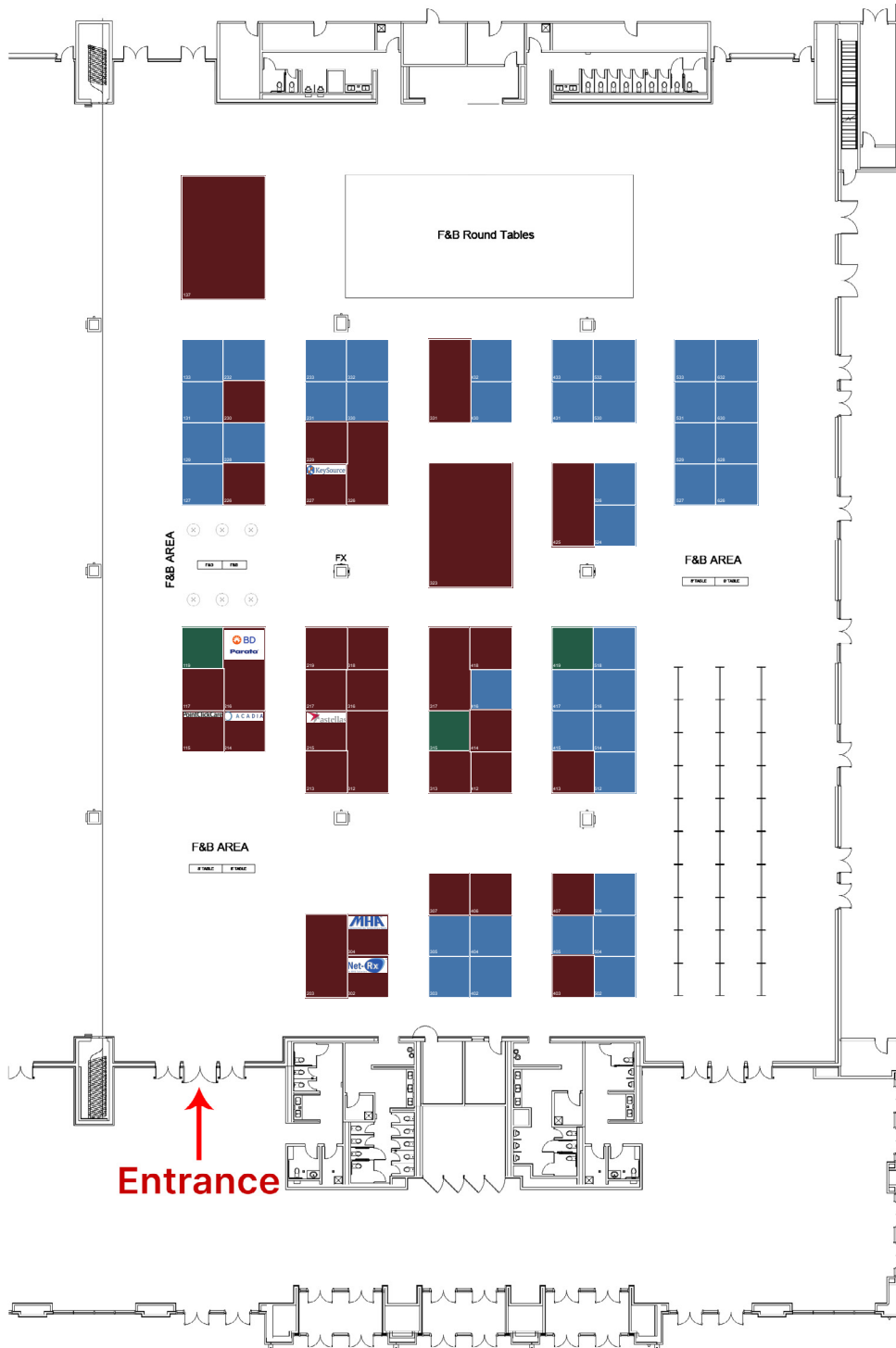
Full refund, minus a \$200 administrative fee – Before January 17, 2024
50% refund – Between January 17 and July 12, 2024
No Refund – After July 12, 2024

Island Booths

50% refund, minus a \$200 administrative fee – Before January 17, 2024
No Refund – After January 17, 2024

PRACTICING AT THE PEAK

FLOOR PLAN



BOOTH RESERVATION PROCEDURE

Step 1. View the Floorplan [HERE](#)

Step 2. Choose an available booth. If you want to combine booths, please contact the Exhibits Sales Manager

Step 3. Rent the booth online

2024 ANNUAL MEETING & EXHIBITION

SCHEDULE AT A GLANCE

Thursday, November 7	
12:15 PM - 5:45 PM	Workshops and Focus Groups
6:45 PM - 9:00 PM	Berman Awards Reception
Friday, November 8	
7:15 AM - 8:15 AM	Breakfast and Product Theaters
8:30 AM - 9:45 AM	Opening General Session
10:00 AM - 12:15 PM	Educational Sessions
12:30 PM - 1:45 PM	Lunch and Product Theaters
1:45 PM - 3:45 PM	Exhibit Hall Preview
2:15 PM - 4:45 PM	Educational Sessions
5:00 PM - 7:30 PM	Exhibit Hall Opening Reception & Poster Presentation
Saturday, November 9	
7:15 AM - 8:15 AM	Breakfast and Product Theaters
8:30 AM - 9:45 AM	Second General Session
9:45 AM - 10:45 AM	Educational Sessions
11:00 AM - 12:30 PM	Coffee Break and Exhibits
12:30 PM - 1:45 PM	Lunch and Product Theater
1:45 PM - 6:00 PM	Educational Sessions
6:30 PM - 7:15 PM	Duck Race
7:30 PM - 10:00 PM	Saturday Night Celebration
Sunday, November 10	
7:00 AM - 8:00 AM	Breakfast and Product Theater
8:30 AM - 12:00 PM	Educational Sessions

Schedule is subject to change.



PRACTICING AT THE PEAK

SPONSORSHIP OPPORTUNITIES

STAND OUT FROM THE COMPETITION

Among more than 75 exhibitors, optimize your exposure by selecting the perfect combination of opportunities to enhance your presence and visibility at the meeting and exposition.

- Maximize your brand exposure to senior care pharmacists.
- Increase your booth traffic through targeted advertising options.

BECOME A SPONSOR

Highlight your company at the ASCP Annual Meeting and Exposition

Sponsorships are an ideal opportunity to show your support of our industry and our Association, but more importantly, your customers. Position your company and brand(s) as a strong proponent of this annual gathering of the industry's finest professionals specializing in medication management in older adults, including owners/operators and decision-makers of LTC pharmacies, consultant pharmacists, and stakeholders. ASCP offers a wide range of sponsorships to suit your needs. Many select opportunities have been designed to impact attendees by highlighting your company as a noted supporter of ASCP's Annual Meeting and Exposition. This exposure is crucial today with the levels of competitive marketing activities in our industry.

It's about so much more than logo-branded giveaways and sponsor signage, though:

- Expanding awareness and visibility and increasing brand loyalty
- Invigorating your company image while displaying industry support
- Maximize your brand exposure to senior care pharmacists
- Increase your booth traffic through targeted advertising options

SATURDAY NIGHT CELEBRATION – NOVEMBER 9TH

SATURDAY NIGHT CELEBRATION – OVERALL SPONSOR

\$50,000 / 1 AVAILABLE

This is the perfect opportunity to be the main overall sponsor and band sponsor at the Saturday Night Celebration at the Annual Meeting. It will be an evening of connecting with past friends and meeting new colleagues in a fun environment. Enjoy the last night of the annual meeting!

Benefits Include:

- Brief welcome introduction at the start of the celebration
- (4) 22" x 28" signs with your company logo placed at the Celebration
- Cocktail napkins with company logo at the bars
- Signature custom-named cocktail
- Recognition in all marketing materials related to this event

SATURDAY NIGHT CELEBRATION – FOOD STATION SPONSOR

\$4,000 / 3 AVAILABLE

You don't want to miss the chance to be part of the Saturday Night Celebration! This is the perfect opportunity to sponsor a food station. Attendees look forward to an evening of connecting with past friends and meeting new colleagues in a fun environment. Enjoy the last night of the annual meeting!

Benefits Include:

- (1) 22" x 28" sign with your company logo at the sponsored food station
- Recognition in all marketing materials related to this event

SATURDAY NIGHT CELEBRATION – PHOTO BOOTH

\$4,000 / EXCLUSIVE

This is the perfect opportunity to sponsor the photo booth at the Saturday Night Celebration at the Annual Meeting. A photo from the Annual Meeting is a great takeaway!

Benefits Include:

- (1) 22" x 28" sign with your company logo at the Photo Booth
- Company Logo on each photo
- Recognition in all marketing materials related to this event

2024 ANNUAL MEETING & EXHIBITION

EVENTS

RICHARD S. BERMAN AWARDS RECEPTION

\$3,750 / EXCLUSIVE

Roll out the red carpet! Join meeting attendees for a glamorous celebration of ASCP's prestigious 2024 awardees during this reception on Thursday, November 7th. As the exclusive sponsor of this event, you will have brand recognition throughout the reception. This evening is a not-to-be-missed event!

Benefits Include:

- Company logo displayed on the Step and Repeat as attendees walk the red carpet
- (3) Custom Graphic Floor Stickers, along with the ASCP logo, placed along the red carpet (approximate sponsor custom graphic size of 3' x 2', full sticker will be 3' x 3' including ASCP branding)
- Recognition in all marketing materials related to this event

3RD ANNUAL DUCK RACE

\$3,750 / EXCLUSIVE

Join us for a fun and exciting duck race on Saturday, November 9th before the Saturday Night Celebration. This race supports the ASCP Foundation. Prizes will be handed out to the top 3 ducks to cross the finish line. Enjoy the beautiful mountain view and waterpark scenery!

Benefits Include:

- (1) 22" x 28" sign with your company logo located at the Duck Race
- Logo placed on directional signs leading to the Duck Race
- Brief introduction at the start of the Race
- Recognition in all marketing materials related to this event

OPENING NIGHT RECEPTION IN THE EXHIBIT HALL

\$3,750 / 3 AVAILABLE

Mix and mingle with attendees during this welcome reception in the exhibit hall on Friday, November 8th. Show your support of the opening night reception inside the exhibit hall with a bar sponsorship. There will be signage at the bar, and the drink tickets that each attendee receives will have your logo on them.

Benefits Include:

- (1) 22" x 28" sign with all sponsor logos in the Exhibit Hall Area during the event
- Sponsor logos on the drink tickets
- Cocktail napkins with all sponsor's logo (single color logo)
- Recognition in all marketing materials related to this event

GERIPARTY

\$1,750 / EXCLUSIVE

Students, get your thinking caps ready – It's trivia night at AM24! All attendees are invited to watch the future of pharmacy compete for the best prizes. This is an excellent opportunity to support the future of senior care pharmacists.

Benefits Include:

- (1) 22" x 28" Sign with company logo during the event
- Brief introduction at the start of the event
- Recognition in all marketing materials related to this event

SATURDAY COFFEE BREAK IN THE EXHIBIT HALL

\$1,250 EACH / 3 AVAILABLE

The exhibit hall will be open on Saturday, November 9th from 11:00 am to 12:30 pm. This is an excellent opportunity to network with attendees as they get their morning started!

Benefits Include:

- (1) 22" x 28" Sign with all the sponsor logos in the Exhibit Hall Area during the event
- Recognition in all marketing materials related to this event

PRACTICING AT THE PEAK

AWARDS

Each year ASCP's Awards program honors and acknowledges outstanding individuals and companies from our profession. Award finalists and winners are honored during the *ASCP Annual Meeting & Exhibition's Richard Berman Leadership Awards Reception* on Thursday, November 7th.

NEXT GEN-RX AWARD

\$1,750 / EXCLUSIVE

This peer-to-peer award recognizes a new pharmacist, pharmacy resident, or pharmacy student for their commitment and dedication to improving the lives of older adults. (Voted on by peers.)

Benefits Include:

- Company name and logo included in the email sent to the membership to vote for a winner (if sponsorship secured prior to email being sent out)
- One company representative to attend the awards reception
- Recognition in all marketing materials related to this event

WOMEN'S SPOTLIGHT AWARD

\$1,750 / EXCLUSIVE

Recognizes a female pharmacist for her outstanding contributions to senior care pharmacy and the mission of ASCP. (Voted on by peers.)

Benefits Include:

- Company name and logo included in the email sent to the membership to vote for a winner (if sponsorship secured prior to email being sent out)
- One company representative to attend the awards reception
- Recognition in all marketing materials related to this event



2024 ANNUAL MEETING & EXHIBITION

BRAND PROMOTION

ANNUAL MEETING T-SHIRTS

\$12,000 / EXCLUSIVE

Place your logo on the backs of all attendees. ASCP will give all attendees a meeting t-shirt to be worn on Sunday for a group photo. Use this opportunity to have your brand prominently displayed onsite and in future marketing material. The T-shirts will have your company logo on the back of the shirt. **The deadline to purchase this sponsorship is September 6, 2024.**

MEETING WATER BOTTLES

\$8,500 / EXCLUSIVE

Put your one-color logo in all attendees' hands as they make their way around the meeting! Your company logo, along with the ASCP logo will appear on a custom water bottle. This sponsorship also includes (2) two water bottle fill stations in the Exhibit Hall, along with the General Session.

Benefits Include:

- Attendees will be directed to your booth to pick up their water bottle (this generates great booth traffic)
- (1) 22" x 28" sign at each water fill station with your company logo – (2) fill locations in the Exhibit Hall

BRANDED EXHIBIT HALL MAIN STAGE

\$7,500 / EXCLUSIVE

Exclusive branding for the main stage! Have your company name front and center for all attendees to see as the sponsor of the exhibit hall main stage. The stage will be named "your company name" Main Stage. There will be approximately ten talks on the stage throughout the meeting.

Benefits Include:

- Exclusive naming of the main stage
- 2-minute welcome before the first presentation each day on Friday and Saturday
- (1) 22" x 28" sign with your company name and logo on the Main Stage
- Recognition in all marketing materials related to this event

MEETING TOTE BAGS

\$7,500 / EXCLUSIVE

Put your company name and one-color logo (along with the ASCP logo) on an environmentally friendly tote bag that attendees continue to use once they return home. Every ASCP Meeting attendee will receive a tote bag filled with critical meeting information.

MEETING LANYARDS

\$6,500 / EXCLUSIVE

Place your one-color logo, along with the ASCP logo, on all lanyards given to each attendee, exhibitor, and staff member. Mobilize your company's logo throughout the annual meeting. Attendees will be photographed during the annual meeting, and as such, your company's logo will appear in future promotional and marketing materials for the annual meeting.

GUESTROOM KEY BRANDING

\$3,000 / EXCLUSIVE

Put your company's name in the hand of every 2024 ASCP Annual Meeting attendee who stays at the Gaylord Rockies Resort and Convention Center. The key cards will be given out at check-in and used to access hotel rooms throughout their stay, a wonderful ongoing reminder of your company and products. Your custom graphic will be on the front of the hotel key card with ASCP branding on the reverse side. The sponsor is responsible for the hotel, production, and shipping costs of key cards.



PRACTICING AT THE PEAK

EXHIBIT HALL ADVERTISING & BOOTH TRAFFIC GENERATORS

EXHIBIT HALL FLOOR STICKERS

\$2,500 EACH / 3 AVAILABLE

Place your custom message in front of attendees as they navigate the exhibit hall area. These floor stickers will feature your custom graphic along with the ASCP logo. This package includes a total of three (3) floor stickers with an approximate sponsor custom graphic size of 3'x2' with full sticker being 3'x3' including ASCP branding.

GAMIFICATION

\$500 EACH

Click is a photo scavenger hunt game designed to generate additional buzz surrounding the ASCP meeting. By participating in **Click**, you can drive additional traffic to your exhibit booth or sponsored events, generating more leads! Attendees have fun playing this interactive game that requires them to visit exhibit booths or sponsorships to compete for prizes. A QR Code will be given to your booth rep onsite to share with attendees to scan to participate in the game.

NEW! DUCK RACE TICKETS

Attendees will be able to collect duck tickets while visiting the exhibit hall. Each exhibitor will receive 5 tickets per 10x10 booth. Purchase additional tickets to hand out to attendees and drive traffic to your booth.

25 tickets = \$125

50 tickets = \$225

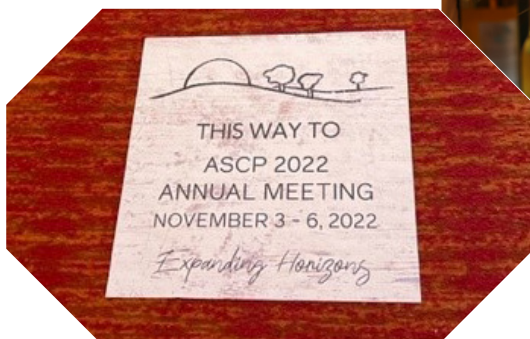
100 tickets = \$400

DRINK TICKETS FOR THE OPENING NIGHT RECEPTION IN THE EXHIBIT HALL

Purchase drink tickets to hand out to attendees who visit your booth. This is a great booth traffic generator.

25 tickets = \$375

50 tickets = \$750



2024 ANNUAL MEETING & EXHIBITION

ONSITE SIGNAGE/BRANDING

NEW! LED PANEL ADVERTISING

\$5,000 / 3 AVAILABLE

This LED sign is located at the entrance to the convention center which is a high-traffic area and highly visible to attendees as they navigate through the Annual Meeting. Your custom message will be visible for 2 days (Friday, November 8th and Saturday, November 9th) and rotates with additional advertising and messaging.

NEW! ESCALATOR LANDING CLINGS

\$2,500 EACH / 2 AVAILABLE

The South Escalator is a high-traffic area for the Annual Meeting. Attendees will use these escalators as they move around to general sessions, breakouts, and the exhibit hall. Place your custom message/graphic along with the ASCP logo on (2) two 3' x 3' clings, with an approximate size of 3'x2' with the full sticker being 3' x 3' including ASCP branding, at the escalator landing for all attendees to see. This is a great opportunity to direct attendees to visit your exhibit booth!

METER BOARD ADVERTISING

\$2,500 EACH / 4 AVAILABLE

Your branding has a captive audience as attendees navigate through the meeting space and see your custom message. Your custom graphic will appear on both sides of the meter board. These signs measure 38" wide x 87" tall and will be co-branded with the ASCP logo.

REGISTRATION FLOOR STICKERS

\$2,500 / EXCLUSIVE

Place your custom message in front of attendees as they approach the registration counter. These floor stickers will feature your custom graphic along with the ASCP logo. This package includes a total of three (3) floor stickers with an approximate size of 3'x2' with the full sticker being 3' x 3' including ASCP branding.

NEW! DIGITAL ADVERTISING

\$2,000 / 4 AVAILABLE

Display your custom banner ad on the digital signs set up at registration, outside the general session, breakout rooms, and exhibit hall during the Annual Meeting (4 days). Attendees will view these to see what event is happening in each function space, along with what is up next. This is a great opportunity to display your custom message to attendees during the Annual Meeting!



2024 ANNUAL MEETING & EXHIBITION

EMAIL ADVERTISING

REGISTRATION CONFIRMATION EMAIL BANNER

\$4,500 / EXCLUSIVE

Put your custom graphic banner (linked to an external URL) on every meeting registration confirmation email sent to meeting attendees once they register. Your custom graphic will be prominently placed in the registration confirmation email to every attendee. With more than 800 attendees, your custom graphic banner will reach them all. Attendee registration opens in mid-June. Your banner can be 650px by 150px or 1456px by 180px.

“KNOW BEFORE YOU GO” EMAIL BANNER

\$4,000 / EXCLUSIVE

Display your company's custom graphic banner (which can be linked to an external URL) on the “Know Before You Go” email sent to all ASCP Annual Meeting registrants. This helpful how-to will include all of the necessary information to ensure all attendees have a successful event experience. With more than 800 attendees, your custom graphic banner will reach them all.

EBLAST

\$4,000 EACH

Send your custom message out to ASCP members and meeting attendees with a custom eblast. ASCP will schedule to send one eblast per day in the immediate six weeks before the meeting. This eblast will include your custom text and one linkable graphic. The eblast will be sent to all association members (4,000+ members) and meeting attendees.

DAILY UPDATE EMAIL BANNER

\$2,500 EACH / 3 AVAILABLE

Display your company's custom graphic banner (which can be linked to an external URL) on the daily update email that ASCP will be sending out to all meeting attendees each evening. This email will recap the day and remind attendees of the events taking place the following day. With more than 800 attendees, your custom graphic banner will reach them all.

MOBILE APP ADVERTISING

MOBILE APP SPLASH SCREEN

\$7,500 / EXCLUSIVE

Your custom graphic will be seen by all attendees each time they open the app.

MOBILE APP BANNER AD

\$2,000 / EXCLUSIVE

Display your custom advertising on a banner inside the mobile app exhibitor directory section. Your custom ad will be seen by attendees when they search for exhibitors.

MOBILE APP PUSH NOTIFICATIONS

\$500 EACH / 3 AVAILABLE PER DAY

Send out text alerts through the ASCP 2024 app. With 150 characters, you can remind attendees to stop by your booth, attend your Product Theater or stop by your hospitality event.

PRINTED ADVERTISING

REGISTRATION BAG PRODUCT INSERT

\$4,000 / 3 AVAILABLE

Take your product sample size directly to each attendee with this prime product sample placement in each meeting tote bag. All product inserts must be approved by ASCP and may not be larger than 4" x 6".

REGISTRATION BAG INSERT

\$2,500 / 5 AVAILABLE

Take your message directly to ASCP attendees by placing your company flyer in each meeting tote bag. Please note that each sponsor must provide 800 flyers; the flyer can't be larger than an 8.5" x 11" single sheet but may be double-sided.

HOTEL ROOM DROPS (1 per night)

\$2,500 – LICENSE FEE / 3 AVAILABLE

Have your literature or product sample delivered to each attendee's hotel room door (items will not be placed inside the room). *The sponsor is responsible for providing the room drop item, plus there is an additional hotel room delivery fee of \$3.00 per room (1 item).*

ASCP 2024 TERMS AND CONDITIONS

ALL EXHIBITS NEED TO COMPLY WITH IAAE GUIDELINES FOR DISPLAY RULES AND REGULATIONS

CHARACTER OF EXHIBIT: The purpose of exhibits at ASCP conferences is consistent with ASCP objectives. All exhibits must both complement and enhance the ASCP program to which it is tied. Exhibitors must comply with the Booth Rules and Regulations. In general, Exhibitors are not permitted to obstruct the view or adversely affect the displays of other exhibitors. The general appearance of the show must take precedence over that of any individual exhibit and ASCP may, in its sole determination, require rearrangement, at the Exhibitor's expense, of any display that is in violation of the Rules and Regulations. ASCP reserves the right to prohibit any exhibit, part thereof, or proposed exhibit that in its opinion is not in keeping with the spirit and character of the exhibit as same is set forth in this document. ASCP reserves the right to restrict exhibits that become objectionable because of noise, method of operation, materials, or any other reason and also to prohibit or to evict any exhibit that in the opinion of ASCP may detract from the general character of the exhibit program as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that ASCP determines is objectionable to the exhibit program as a whole. In the event of such restriction or eviction, ASCP is not liable for any refund or other expenses incurred by the Exhibitor. Acceptance of this contract by ASCP should in no way be construed as an endorsement by the ASCP of the exhibiting company or its products or services. The exhibition is organized and managed by ASCP. Any matters not covered in these Rules and Regulations are subject to the interpretation of ASCP, and all exhibitors must abide by their decisions. Exhibitors must comply with the facilities' protocols & procedures. Exhibitor shall comply with all applicable laws, codes, and rules and regulations of the federal, state, and city governments and the convention facility, as well as all rules and regulations of the Expo, set forth herein. The Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

ASSIGNMENT AND RELOCATION OF EXHIBITS: Exhibitor understands and agrees that ASCP has sole discretion on the assignment of booths. ASCP is under no obligation to assign Exhibitor any of the booths preferred by Exhibitor. ASCP reserves the right to alter Exhibitor's assigned location at any time in its sole discretion if deemed in the best interest of the exhibit program as a whole. Before exercising its discretion, ASCP will contact Exhibitor. All measurements shown on the diagram are believed to be accurate, but ASCP reserves the right to make such modifications as may be necessary to meet the need of Exhibitors and the exhibit program as a whole. Booths will be assigned on a first-come, first-served basis. Applications without authorized signature and required deposit will not be processed. Booths will not be held without completed applications and required deposit.

PAYMENT: The cost for rental of exhibit space is shown on the application. Full Payment is due upon booth rental and must accompany this application within 30 days of booking. Companies who sign up onsite at ASCP 2023, are required to pay their full payment by January 17, 2024. Assigned exhibit space must be paid in full within 30 days of booking. Checks must be payable in U.S. dollars to ASCP. Wire or ACH is the preferred payment method. Exhibitors failing to make the full payment as required will forfeit their right to participate as an exhibitor. Exhibitors with unpaid invoices will not be allowed to exhibit and will be removed from the floorplan. In addition, Customer will reimburse ASCP for the cost of any collection or legal service utilized by ASCP to collect any amounts due hereunder. Notwithstanding any provision in an Order or other agreement to the contrary, if Customer is an agency, both agency and principal advertiser are jointly and severally liable for all payments due hereunder. If Customer is an agency, ASCP reserves the right to notify principal advertisers regarding any overdue and unpaid invoices.

CANCELLATION/REDUCTION OF SPACE: In the event that the Exhibitor cancels participation in the exhibit or wishes to reduce exhibit space, Exhibitor shall promptly notify ASCP in writing. If the cancellation or reduction is received by ASCP through January 17, 2024, full refund, minus a \$200 administrative fee of the contracted amount, will be granted. If the cancellation or reduction is received by ASCP January 17, 2024, through July 12, 2024, 50% of the full exhibit price or full price for the space relinquished will be retained by ASCP. No refund will be made for a cancellation or reduction received after July 12, 2024. If the cancellation or reduction of an Island booth is received prior to January 17, 2024, 50% of the full exhibit price or reduction will be retained by ASCP. No refund will be made for a cancellation or reduction of an island booth received after January 17, 2024. Upon cancellation Exhibitor loses all right to space and ASCP reserves the right to reassign that space to another Exhibitor. ASCP reserves the right to treat Exhibitor's downsizing of booth space as a cancellation of the original contract and an offer to purchase new booth space. Exhibitor may be required to move to a new location if it requests a downsizing of space. Exhibitor agrees that it is responsible for the total exhibit space rental for the originally contracted and assigned space. ALL SPONSORSHIPS ARE NON-REFUNDABLE.

FAILURE TO MAKE PAYMENT: Any person, partnership, or corporation contracting for space who shall fail to make the payment as herein provided, whether such person, partnership, or corporation desires to exhibit or not, shall thereby and thereupon forfeit all rights to the use of the selected space, and the ASCP shall have the right to dispose of such space in such a way as it may consider to its interests without any liability on the part of the ASCP. In the event space contracted for by an Exhibitor remains unoccupied on the opening day of the exhibit and such space be not sold by the ASCP, the Exhibitor who fails to pay for and occupy said space will be charged for the expenses incurred by ASCP to cover the booth area and convert it to a lounge area.

BOOTH SETUP AND DISMANTLING: Each Exhibitor must deliver to the exhibit hall area all equipment, apparatus, goods, materials, etc., and there erect and completely install the display in the space contracted by such Exhibitor no later than four hours prior to the published opening time of the exhibit hall. Work will be strictly prohibited after that time. Property received after the opening must be arranged in spaces only during the hours the exhibit hall is not open to attendees. Exhibits will not be permitted to be packed or removed from the building at any time after installation until the final closing of the exhibit hall unless special permission in writing is obtained from ASCP. Failure to comply will result in a \$300 fine. Booth must be fully staffed during the entire Conference. ASCP reserves the right to make such modifications in the exhibit hours as may be necessary to meet program needs, with full and sufficient notice given to all contracted Exhibitors.

SOUND RESTRICTIONS: Sound-producing or amplifying devices that project sound must be tuned so as not to exceed 85dbs. ASCP reserves the right to determine at what point sound constitutes interference with other Exhibitors. Public address announcements are prohibited.

USE OF COPYRIGHTED MUSIC: Exhibitor agrees to pay all royalties, license fees or other charges for any music, either live or recorded, or other entertainment of any kind or natures, played, staged, or produced by the Exhibitor, his agents or employees, within the premises by this License Agreement, including but not limited to royalties or licensing fees due to BMI, ASCAP, or SESAC. The Exhibitor agrees to indemnify and hold ASCP harmless against any and all such claims or charges.

2024 ANNUAL MEETING & EXHIBITION

ASCP 2024 TERMS AND CONDITIONS

USE OF SPACE: All promotional material must be distributed from within the confines of the Exhibitor's own contracted space. Materials bearing any name or form of advertisement may not be displayed anywhere other than the space contracted. No Exhibitor shall sublet space allotted. Each Exhibitor is responsible for keeping the aisle or aisles near contracted space free of congestion resulting from demonstrations or promotions.

MARKETING PARAMETERS: Exhibitors are prohibited from scheduling hospitalities or programs outside of their exhibit contracted space(s) during times of the ASCP official program.

LIMITATION ON ASCP'S LIABILITY: Neither the meeting/exhibition sponsor, nor its show management company or other agents or representatives, or their shareholders, officers, directors, employees or contractors shall be responsible for any injury, loss, or damage that may occur to exhibitor or to exhibitor's agents, employees, affiliated personnel, officers, directors, shareholders, contractors or representatives or any of their property, businesses, or other activities from any cause whatsoever, prior to, during or subsequent to the conference or exposition event. By signing this Agreement, exhibitor expressly and voluntarily and knowingly assumes all such risk and expressly agrees, and hereby does, indemnify, defend and hold harmless the meeting/exhibition sponsor, its show management company and other agents and representatives, and their shareholders, officers, directors, employees and contractors, from and against all claims and liabilities arising out of, or in any way related to, the acts or negligence of exhibitor, exhibitor's agents, employees or representatives.

SOLICITATION OF EXHIBITORS: No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of ASCP.

LABOR: Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Services Kit.

FOOD AND BEVERAGE: Exhibitor distribution of food and beverages for consumption in the building is prohibited, except with written permission from Show Management. All requests must be submitted in writing. The facility reserves the right to purchase, prepare and provide all food and beverage items.

SECURITY: ASCP will have a locked exhibit hall when the hall is not in use. The furnishing of such service is in no case to be understood or interpreted by Exhibitors as a guarantee to them against loss, theft, and/or damage of any kind. ASCP or any officer, its agents, staff members, the venue, or the official general service contractor, will not be liable for the safety of the Exhibitors' property, agents, or employees from theft and/or damage by fire, accident, or any other causes. Exhibitors wishing to insure their exhibit materials, goods, and/or wares of exhibits against theft, damage by fire, accident, or loss of any kind must do so at their own expense.

Weapons of any type, functional or non-functional, such as firearms, swords, knives, throwing knives, crossbows, stars, bows, boomerangs, darts, tasers, etc. are strictly prohibited at the Event.

TRADEMARKS: ASCP will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the facility logo, design, trademark, trade name, patent, copyrighted work or symbol must be approved in writing by the facility's marketing department. No exhibitor may use ASCP's name or logo(s) without the written consent of ASCP.

FORCE MAJEURE: Because of the nature of the enterprise undertaken by ASCP, the same being dependent on its securing a sufficient and satisfactory number of Exhibitors at the Conference, it is specifically understood and agreed that if, in the sole opinion of ASCP, it is not practical to carry out the terms of this agreement for any reason, without limiting it to any embargo or regulation of any department or agency of the United States government against the holding or carrying out of said exhibit program as a whole, ASCP shall have the right to cancel the same and this agreement, in which event any payment made by the Exhibitor to ASCP shall be returned to Exhibitor, and ASCP hereby expressly waives any and all claims of any kind and nature except for such amount as Exhibitor has previously paid for space, excepting if said event causes the exhibit program to be canceled ten days or less prior to the opening date of such exhibit program, fifteen (15%) percent of the full exhibit contract fee will be retained by ASCP.

LIABILITY: Exhibitor must operate and maintain exhibits so that no injury will result to any persons or property. Exhibitor undertakes and agrees to indemnify and hold harmless ASCP and its officers, board, agents, and representatives from any and all claims for damages, suits, etc., by any person by reason of negligence of the Exhibitor, its agents, representatives, or employees. Exhibitor agrees to release and to indemnify and hold harmless ASCP and its officers, board, agents and representatives from any and all claims for damages, suits, etc., for injuries to themselves or their employees and for damages to property in their custody, owned or controlled by them, which claims for damages may be incidental to, grow out of, or be connected with their use or occupation of space contracted; however, nothing herein shall release ASCP and its officers, board, agents and representatives from any liability for claims, damages, suits, etc., that are the result of the negligence or willful misconduct of ASCP and its officers, board, agents and representatives. Exhibitor must surrender space occupied by him in the same condition as it was at the commencement of occupation. The Exhibitor shall assume all responsibility for damage to the exhibit hall and shall indemnify and hold harmless the exhibit facility, ASCP and its officers, board, agents and representatives for all liability which might ensue from any cause whatsoever arising out of the Exhibitor's participation in the exhibit program or in conference activities. ASCP will not be liable in any instance for any unforeseen expenses incurred by Exhibitor due to the terms of the lease that ASCP has with the exhibit facility.

INSURANCE: The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than minimum \$1,000,000 per occurrence/\$2,000,000 aggregate coverage. Such insurance shall name the American Society of Consultant Pharmacists, SB Expos & Events, the facility, and Freeman as an additional insured. During the term hereof, the exhibitor shall maintain Workers' Compensation and Occupational Disease insurance in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall. Proof of such insurance, including a Certificate of Insurance, shall be provided to show management as soon as practical but in no event more than three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

PRACTICING AT THE PEAK

ASCP 2024 TERMS AND CONDITIONS

EXHIBITOR BADGES: Appropriate badges will be furnished to Exhibitors and their employees by ASCP upon proper registration. Exhibitor badges give Exhibitors access to conference activities. Each company is entitled to 4 complimentary badges per contracted space. Additional badges may be purchased. The exhibitor full-conference badge allows entrance to sessions, and the exhibit hall during all set-up, dismantle, and regular show hours. No exhibitor badge registrations include CE credit. The official ASCP badge must be worn whenever a representative is in the exhibit hall.

TAX AND LICENSING: Exhibitors who choose to sell products or services assume full responsibility for securing licenses and collecting all applicable fees and taxes. Exhibitor will comply with all federal, state, and local laws as well as the rules and regulations of the host venue. Exhibitors will be liable for all obligations resulting from non-compliance and will indemnify and hold harmless ASCP from any and all costs and/or expenses (including counsel fees) involved in addressing or defending any matters arising in whole or in part from Exhibitor's sale of products or services.

SERVICE INFORMATION: All services customarily required by exhibitors will be available and must be obtained through the official service contractor. No other contractors will be permitted without prior written approval of ASCP. Complete shipping instructions and information regarding furniture, carpet rental, electrical work, labor and dismantling, drayage, etc. will be available to exhibitors in advance. A service desk will be maintained in the exhibit area. Under no circumstances will ASCP or the facility assume responsibility for loss or damage to goods consigned to the official contractor. The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. ASCP assumes no responsibility for damage or loss of packing boxes or crates.

VIOLATIONS: Any violation of these terms and conditions and/or the rules and regulations contained in the prospectus on the part of any Exhibitor will nullify Exhibitor's right to occupy space. Such Exhibitor will not be released from liability and will forfeit to ASCP all monies that have been paid. In case of any violation of the terms and conditions and/or the rules and regulations on the part of the Exhibitor, right is hereby given to the ASCP, at its option, to terminate the agreement to occupy space, and the ASCP may enter and take possession of the space occupied by the Exhibitor and remove all persons and goods at the Exhibitor's own risk.

AMENDMENT TO TERMS AND CONDITIONS: Any and all matters or questions not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of ASCP. ASCP may, in its sole discretion, make reasonable changes, amendments, or additions to these terms and conditions. Any such changes, amendments, or additions shall be binding on Exhibitor equally with the other terms and conditions contained herein.

THIRD PARTY BENEFICIARIES: There are no third party beneficiaries of these terms and conditions, and no person not a party to these terms and conditions may enforce them or rely on them, in whole or in part.

DISPUTES: In the event of a dispute between the parties with respect to the Exhibitor's obligations or compliance with these terms and conditions, the parties shall work together in good faith and in a prompt and cooperative manner to develop or facilitate a resolution.

PHOTOGRAPHING & FILMING OF EXHIBITS: Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to, photographing, or videotaping its exhibit. The taking of pictures, other than by the official photographer/videographer, is expressly prohibited during setup, dismantling and non-exhibit hours. Individual cameras will not be allowed on the exhibit floor. The use of a camera cell phone is prohibited during the above-mentioned hours. Only the exhibitor may grant permission to have its exhibit photographed, videotaped, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request from Show Management or the official photographer/videographer to photograph or film the exhibit from outside the perimeter of the booth.

SPONSORED CONTENT SPEAKERS: The purpose of a Sponsored Educational Event is to further the knowledge of meeting attendees through product and service displays, education, and demonstrations. The speaker agreement is solely between the sponsoring company and the speaker. ASCP will take no responsibility for the content, instead relying on you, the sponsoring company, to oversee the appropriate material. You warrant that the content and all supporting material will not contain anything illegal, defamatory, or indecent or infringe on any third parties' statutory or common law right, including any intellectual property rights. Products or services exhibited must be pertinent to the attendees' professional interest. Show management reserves the right to request the immediate withdrawal of any presentation that ASCP believes to be injurious to the purpose of ASCP.

SIGNATURE: _____

DATE: _____



**ASCP 2024 Annual
Meeting & Exhibition**
November 7-10, 2024 | Aurora, Colorado