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. You may only ask for advance reservations if you are hosting a symposium that includes a food function.
   b. If holding a symposium 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.
Pre-Registration Opportunities

Don't wait until you're onsite to begin strategizing about booth traffic or attendance at your symposium. Participating in one of ASHP’s Pre-registration List options gets you in front of attendees weeks before the meeting. Promote a product you'll be spotlighting, a symposium you'll be hosting, a special you'll be offering, or just your booth location. No matter what your message, ASHP has the perfect pre-show vehicle for you to be heard.

**May 20, 2015** is the deadline to submit Pre-registration List orders and necessary materials.

### Summer Meetings 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.

### Email Advertisement Add-On
Now you can reach Summer Meetings registrants electronically through email! Create a 1 page advertisement (8.5 x 11 Color PDF file) promoting your booth or symposium, and ASHP will include your ad in *The Exhibitor Preview* that will be emailed to registrants once two weeks prior to the meeting.
- *The Exhibitor Preview* will be in Nxtbook format, similar to an online catalog where each exhibitor will have a 1 page advertisement (8.5 x 11 Color PDF file format).
- Placement is on a first come, first served basis.
- 1 advertisement per listing. You may not switch out or edit your ad once finalized.
- *The Exhibitor Preview* will be emailed 1 time on June 1, 2015. All reservations and files must be received by May 20th 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.**

### 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.

### Meeting Bag Insert
ASHP offers exhibitors the opportunity to increase their visibility by participating in the Meeting Bag Insert Service. For the Summer Meetings, you can include your material in the meeting bags distributed to the meeting attendees. Promotional ideas include:
- Products and Services
- Booth Promotions
- Publications
- Satellite Symposia
- Press Releases
- C.E. Monographs

**Deadline for Bag Insert is May 26, 2015**

For more information contact:
Ken Harding  
**Phone:** 301-664-8814  
**Email:** kharding@ashp.org

### Ordering Instructions
To place your order:
- Complete and sign the List Rental Order Form and the List Rental Agreement and/or Bag Insert Agreement page and fax to 301-664-8895.
- Submit a sample of the final mail piece for approval. If selecting the Email Option, submit your 1 page color digital advertisement PDF.
- Please send all mail pieces/digital proofs for approval to:
  - Lillie Granados  
  - ASHP Marketing & Sales Office  
  - 7272 Wisconsin Ave. Bethesda, MD 20814  
  - Phone: 301-664-8757 Fax: 301-634-5857  
  - Email: lgranados@ashp.org

**Note:** In practice with the PCI Compliance Standards, ASHP will only accept credit cards through secure fax and mail transaction. ASHP will not accept credit cards through email. Fax 301-664-8895 Mail:ASHP Customer Relations, 7272 Wisconsin Ave, Bethesda, MD 20814.
### Order Form

(This Form and signed agreement MUST be returned to Lillie Granados)

**Available April 15, 2015 - Pre-registrant Lists**

<table>
<thead>
<tr>
<th></th>
<th>Est. Names</th>
<th>Cost</th>
<th>Quantity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASHP Pre-registrant list (print or 1 email) [MPRE1]</td>
<td>700</td>
<td>$840</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>ASHP Pre-registrant list with Directors [MSUPP1]²</td>
<td>4,250</td>
<td>$2,415</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>ASHP Pre-registrant list (print &amp; 1 email) [MPRE1WEB]</td>
<td>700</td>
<td>$2,940</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>ASHP Pre-reg list with Directors (print &amp; 1 email) [MSUPP1WEB]²</td>
<td>4,250</td>
<td>$4,515</td>
<td>_______</td>
<td>_______</td>
</tr>
</tbody>
</table>

**Available July 1, 2015 - Post-Registrant List**

<table>
<thead>
<tr>
<th></th>
<th>Cost</th>
<th>Quantity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-registrant List [MPOST]</td>
<td>$1,575</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Meeting Bag Insert</td>
<td>$3,200</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td><strong>Total Order</strong></td>
<td>$_________________</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 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 # ____________________________ 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 and mail transaction. ASHP will not accept credit cards through email. Fax 301-664-8895 Mail: ASHP Customer Relations, 7272 Wisconsin Ave, Bethesda, MD 20814.

### 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)
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 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 symposium in the title of your program or any place on your printed pieces.

Any violation of this agreement by 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 attachements for your file.
Meeting Bag Insert Agreement

This Meeting Bag Insert Agreement is entered into by and between the American Society of Health-System Pharmacists, Inc. (“ASHP”), located at 7272 Wisconsin Avenue, Bethesda, Maryland 20814 and the following company (the “Company”):

Company Name: ____________________________________________________________

Company Address: __________________________________________________________
(street address, city, state and zip code)

Company Contact Person: ____________________________________________________
(name and title)

Phone: ______________________________ Fax: ______________________________

Email Address: ____________________________________________________________

1. Company hereby retains ASHP to provide Meeting Bag Insert Services (as hereinafter defined) during the ASHP 2015 Summer Meeting to be held in Denver, Co. “Meeting Bag Insert Service” shall be herein defined as the arrangement by ASHP for the delivery of promotional literature, including product literature, symposium information, special exhibit booth promotions and/or related literature directly to the hotel rooms of ASHP meeting attendees.

2. Company agrees that it shall submit all proposed promotional literature to ASHP for approval prior to arranging for printing of materials. Proposed materials shall be transmitted to ASHP via e-mail as follows:
Via e-mail: kharding@ashp.org (pdf files are acceptable)

ASHP will not perform Meeting Bag Insert Services with respect to promotional materials that were not approved by ASHP in advance.

3. Company hereby authorizes ASHP to deliver its materials as follows:
Include participating piece in each of the Meeting Registration Bags 1 item ($3,200.00)
Payment (including credit card payment) must be received by ASHP by May 26, 2015 in order for item to be placed in meeting bags. Cancellations subject to $1,000.00 fee.

4. Company agrees to arrange for shipment of ASHP-approved Meeting Bag materials for arrival at the location to be designated by ASHP, received no later than May 28, 2015. Company understands and agrees that time is of the essence in the performance of its shipping obligations hereunder, and in the event that the materials are not received by that date, Company’s materials may not be capable of distribution pursuant to this agreement.

Additional fees apply for material received after May 28, 2015.
Ship quantity 2,100 pieces.

5. ASHP will use its best efforts to ensure that delivery is made in accordance with the terms of this agreement; however, ASHP shall not be liable to Company or any third party for any loss or damage incurred by Company or any third party as a result of failure to deliver Company’s promotional materials.

6. Any dispute or disagreement that may arise between the parties hereto in connection with this agreement, which is not settled to the mutual satisfaction of the parties within thirty days (or such longer period as may be agreed
upon) from the date that either party informs the other party in writing that such dispute exists shall be settled first by nonbinding mediation in the city of Bethesda, Maryland. The fees and costs of the mediation shall be borne equally by the parties. In the event the dispute is not resolved pursuant to mediation, then it shall be submitted to binding arbitration in accordance with the rules of the American Arbitration Association, then in effect, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof.

7. This agreement shall be governed, interpreted and enforced in accordance with the laws of the State of Maryland, without giving effect to any choice or conflict of law provision or rule (either of the State of Maryland or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Maryland. This is the entire agreement between the parties with respect to the subject matter hereof. Any modifications must be in writing and signed by both parties.

Remaining overage of material will be discarded.

Please note that ASHP can only accept credit card numbers sent to a secure fax due to new security guidelines related to credit card transactions. Credit card numbers for ASHP orders/services must be sent to our secure fax number at 301-664-8895. Email Ken Harding at kharding@ashp.org when an order has been faxed.

Payment must be received by ASHP by May 26, 2015, in order for Meeting Bag Insert Services to be performed. Cancellations not accepted after May 26, 2015.

Method of payment (check one):
☑ Credit Card ☐ ASHP to invoice participating company

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Credit Card (Fax contract with Credit Card payment to 301-664-8895.)

Charge $ _____________ to my:
☑ VISA ☐ MasterCard ☐ Discover ☐ American Express

Account # ___________________________ Exp. Date ___________________________

Authorized Signature ____________________________

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Check (Mail original contract and check to address below.)

Payment (ASHP’s Tax ID# is 520807628.)

Check # _____________ has been mailed to: or ☐ ASHP to invoice participating company

ASHP, Door Drop Service, 7272 Wisconsin Ave., Bethesda, MD 20814

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I accept all terms of this agreement X ____________________________

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Questions Contact:
Ken Harding, ASHP
Email: kharding@ashp.org
Phone: 301-664-8814

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