

# ASHP 2017 Summer Meetings News & Views – Daily Publication

# Advertising Rates and Specification

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ashp SUMMER MEETINGS & EXHIBITION 2016

GET THE MOST OUT OF 140 CHARACTERS  
An ASHP/Critical follower explains professional and personal online engagement. Page 2

10 TIPS ON NETWORKING SESSIONS  
Five veterans of networking sessions offer tips for making the most of these experiences. Page 3

# News & Views

ASHP SUMMER MEETINGS & EXHIBITION • SUNDAY • JUNE 12-15, 2016 • BALTIMORE, MD

## WELCOME TO ASHP SUMMER MEETINGS



Baltimore's Inner Harbor waterfront is a beautiful walk west from the Baltimore Convention Center.

It's great to be back in Baltimore for the 2016 ASHP Summer Meetings, a perfect blend of learning and networking. We are so glad you could join us.

This week, you'll be able to choose from four concurrent specialized meetings: Ambulatory Care Conference, Informatics, Medication Safety Collaborative, and Pharmacy Practice & Policy.

No matter which program you've selected, you'll also have unrestricted access to all of the sessions and events taking place at the other meetings.

And you're here, don't forget to explore ASHP's extensive exhibit program, take a tour of the first-rate research presented during poster sessions, and get involved in our innovative information exchange, Connect2016.

Finally, I hope you will find a little time to observe an ASHP House of Delegates session today 1-12 p.m.

Tuesday 4-6 p.m. in Ballroom L on Level 400. The sessions are fascinating to watch, as your colleagues discuss and debate ASHP's professional policies. These policies are so important because they are the foundation for ASHP's efforts to ensure that you are successful in your patient care journey.

ASHP is consistently striving to exceed your expectations. Please let us know how we're doing by sharing your thoughts with the ASHP Board of Directors and staff here in Baltimore or by sending me an email at [president@ashp.org](mailto:president@ashp.org). How great meeting you.

### Today's Hot Sessions

- Pharmacy Practice**  
10:15 a.m. - 12:15 p.m. Room 121
- Pharmacy Practice**  
10:15 a.m. - 12:15 p.m. Room 121
- Pharmacy Practice**  
10:15 a.m. - 12:15 p.m. Room 121
- Pharmacy Practice**  
10:15 a.m. - 12:15 p.m. Room 121

### Today's Schedule

- 8-9:45 a.m.: ASHP Foundation Annual Donor Appreciation Breakfast (invitation only)
- 9-10:30 a.m.: ASHP House of Delegates Registration
- 9:30-10:30 a.m.: Caucus facilitated by Chair of ASHP House of Delegates
- 10:30 a.m.-12:30 p.m.: Student Leadership Development Workshop
- 10:30 a.m.-12:30 p.m.: Educational programming
- 11-11:30 a.m.: First Meeting of the June House of Delegates
- 1:45-3:45 p.m.: Educational programming
- 4-5 p.m.: Networking sessions
- 6-7 p.m.: Grand Opening Reception

Thank You, Summer Meetings Sponsor



## Charm City Welcomes You

On behalf of the Maryland Society of Health-System Pharmacy, I am honored to welcome you to Baltimore for the ASHP 2016 Summer Meetings.

In 1975, Bill Evans, a leading advertising executive in Baltimore, was charged by Mayor William Donald Schaefer to "come up with something to promote the city." Evans' response was, "Baltimore has more history and equipped charm tucked away in quiet corners than most American cities and in the 'quirky' and Baltimore's nickname as Charm City was born."

Over 40 years later, we hope you enjoy your time at the ASHP Summer Meetings and take a few moments to explore all that the Charm City has to offer.

The ASHP Summer Meetings has so much to offer with four content-targeted conferences to one and countless opportunities to network. During your meeting downtime, explore Baltimore. The possibilities include a tour of

Ortle Park at Camden Yards and a trip on the Charm City Canalboat to one of several local neighborhoods, such as Harbor East or Little Italy for browsing, shopping and dining options for all budgets. You can also head to the Inner Harbor for a walk with the Inner Harbor Historic Foundation. Other points of interest close to the Convention Center and Inner Harbor include the National Aquarium, the Maryland Science Center, and the American Veterinary Art Museum.

By land or by sea, we hope you enjoy the meeting and take time to discover what makes Baltimore so charming!

I. Smaller U. How the city's nickname came to be. Baltimore Sun 1995 Jul 14



Baltimore is also known as the Monumental City.

6 • SUNDAY, JUNE 1

## ASHP AWARD Degenhart Whitney L

Later Mary Louise Degenhart, who instrumental in the growth of pharmacy residency programs, will receive the ASHP 2016 Harvey A. Whitney Lecture Award during a dinner being held in her honor on Tuesday.

The award recognizes individuals who have made outstanding contributions to health-system pharmacy and is considered the most prestigious honor bestowed in health-system pharmacy.

Degenhart, a member of the religious community of Advent of the Blood of Christ, has served as vice president to the president at St. Louis College of Pharmacy for almost 20 years.

She earlier served in several pharmacy administrative positions where she planned and implemented one of the first practices.

Throughout her career, Degenhart worked toward advancing a well-trained core of pharmacy technicians.

Degenhart was a member of ASHP's Accreditation Services Division from 1989 to 1995 and then served as a contract manager until March 2015.



Mary Louise Degenhart, ASHP 2016 Harvey A. Whitney Lecture Award recipient.

with others to establish a history of excellence in a medical neighborhood on the south side of Chicago.

Degenhart has also been active in professional organizations and was one of the founders of the Southern Illinois Society of Hospital Pharmacists and the Illinois Council of Health-System Pharmacists. She served as the council's third president.

Established in 1959 by the Southeastern Michigan Society of Hospital Pharmacists, the Harvey A. K. Whitney Lecture Award is named for ASHP's first president.

Degenhart will present her Harvey A. K. Whitney Lecture on Tuesday night. One point for the reception and dinner must be exchanged for tickets with a table number by 7 p.m. Monday. Come to the Ticket Sales counter in the Registration area to make the exchange.

Attendees who brought coupons for the dinner during advance registration should have received them during badge pickup. Tickets are \$125 apiece and non-refundable. The reception will start at 7 p.m. in the Hilton Baltimore's Key Ballroom, on the second floor.

Attire is evening formal; black tie is optional. ■

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## Meet ASHP's Board

This is the opportunity to talk face-to-face with the people who serve on the ASHP Board of Directors.

Today, Immediate Past President Christine Johnson, Treasurer Phil Schneider, House of Delegates Chair Andrei Lantz, and Board members Tim Brown, Leslie Elrod, Christine Puckell, Kathy Smith, and Lesley Smith will participate in Meet and Greet with Pharmacy Leaders, planned in cooperation with the ASHP Pharmacy Practice & Policy Conference. The event starts at 8 a.m. in Room 143, on Level 300. Lunch will facilitate the delegates' convening in Room 337, on Level 300, starting at 10:30 a.m.

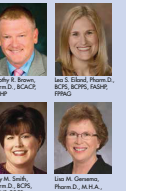
All members of the Board will be at the first meeting of the June House of Delegates, scheduled for 7-9 p.m. in Ballroom L on Level 400. Afterward, everyone, including President-elect Les Gieseman, will head to Exhibit Hall E for the Grand Opening Reception. The reception starts at 6 p.m. on Level 100. Board members, as their availability permits, may be found at the ASHP Resource Center, Booth 614. ■



John A. Amundson, ASHP 2016 President.



Lynn M. Gieseman, ASHP 2016 Vice President.



Christine M. Johnson, ASHP 2016 Immediate Past President.



Philip J. Schneider, ASHP 2016 Executive Officer.

**EXHIBITOR YELLOW PAGES**  
**Booth Changes**

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# ASHP 2017 Summer Meetings & Exhibition News & Views – Daily Publication Advertising Rates & Data

## Placing an ad in the ASHP 2017 Summer Meetings News & Views:

- Protects and enhances your booth investment
- Gives you direct access to more than 2,400 attendees at the 2017 Summer Meetings & Exhibition of the American Society of Health-System Pharmacists
- Maximizes your on-site effectiveness and long-term recognition

### ASHP 2017 Summer Meetings News & Views is:

- The only official daily print publication
- Exclusive – only exhibitors may advertise
- Displayed on custom racks throughout the convention center and handed out by professional personnel

### ASHP 2017 Summer Meetings News & Views offers:

- Live daily coverage of meeting activities (with a schedule of events)
- Four times more exposure than any other publication (Publication dates are June 3, 4, 5 & 6)

### Advertising Rates

Size	Dimension (Width x Height)	Four Color (4 issues)
Full Page	10" x 15"	\$5,625
Jr. Page/Island	7" x 10"	\$4,125
1/2 Page	10" x 7" or 5" x 14"	\$3,990
1/4 Page	4 3/4" x 7"	\$2,770

### Premium Positions Available

Fourth Cover: \$735 (Additional)  
Second Cover: \$835 (Additional)

### Agency Commission

15% of gross billing on space, color and preferred position

### Closing Dates

Advertising Space: April 26, 2017  
Digital Ad Materials Submission: May 4, 2017

### Restrictions

Advertising in the News & Views is limited to exhibitors and is subject to Statement of Advertising Policy and subject to the approval of ASHP

### Cancellation Policy

Ads cannot be cancelled after the closing date for space



### Contact Information

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