

THE 2014 midyear CALIFORNIA

DECEMBER 7-11, 2014
ANAHEIM, CALIFORNIA

About The Midyear

ASHP's Midyear Clinical Meeting is the largest gathering of pharmacists in the world.

For decades, The Midyear has provided pharmacy practitioners a value-packed venue for updating their knowledge, networking with colleagues, enhancing their skills, and learning about the latest products and innovations. This year The Midyear will be held at the Anaheim Convention Campus and it is promising to be Pharmacy's Greatest Adventure yet.

Become a Sponsor and Expand your Opportunities

Each year, ASHP draws more than 20,000 pharmacy professionals to the industry's largest annual meeting. This means 20,000 opportunities to expand and promote your company to a key target audience. Among those that attend The Midyear are the people that make the decisions that shape our industry, and lead the field with their knowledge and insights. You can reach them all through the many Sponsorship Opportunities that we offer at The Midyear.

Sponsorship Opportunities

Listed here are all the special sponsorship opportunities that are offered at The Midyear 2014. Each includes recognition in the program book, onsite daily newspaper, ASHP website and signage at the convention center. We can customize additional packages to suit your requirements and budget. Sponsorships are now available to non-exhibiting companies.

Please note: there is a \$5,000 surcharge for companies who are not participating in the exhibit program. Your company must still meet the same criteria as an exhibitor to sponsor any of the following opportunities.

“ ASHP and Fresenius Kabi share a common mission to support excellence and professionalism in the practice of pharmacy. We are honored to work with ASHP and its members to assure life-saving medicines and technologies are in the hands of caregivers. Our ASHP sponsorships are a vital part of our work and our commitment of caring for life. ”

Steve Lundell
Senior Manager, Marketing Services
Fresenius Kabi

Intelligent Pharmacy Pavilion

Sponsor the Intelligent Pharmacy™ Pavilion (IPP) and join us as we raise the level of awareness and educate healthcare professionals on the latest technologies in Pharma today. As a sponsor, you will have the opportunity to showcase your Products and Solutions in our four demonstration rooms located in the exhibit hall.

Learn more about The Intelligent Pavilion.

ASHP E-News Daily Video Broadcast from The Midyear

\$125,000

Shuttle Service

\$120,000 (sole sponsor)
or **\$70,000** (joint sponsor)

Network Connections

\$105,000

Meeting Registration Bags

SOLD Sponsored by Aesynt

Wednesday Evening Event

\$100,000 (sole sponsor)
or **\$50,000** (joint sponsor)

The App Sponsorship

SOLD Sponsored by Eli Lilly

WiFi Access

\$98,000

Meeting & Activities Planner

\$75,000

Aisle Signs

\$45,000

Water Bottles and Stations

\$45,000

Z-Card

\$45,000

Lanyards

SOLD Sponsored by Sagent Pharmaceuticals

Column Wraps

SOLD Sponsored by Hospira

Recharging Station

SOLD Sponsored by Hospira

Escalator Clings

SOLD Sponsored by Fresenius Kabi USA

Hotel Keys

SOLD Sponsored by Fresenius Kabi USA

Hotel Video

\$40,000

Conference Pens

\$35,000

Relaxation Station

\$25,000

Coffee Break

\$45,000

Floor Stickers (2 packages of 12 available)

\$15,000

“You Are Here” Locators

\$15,000

(4 available, limit one per company)

Luggage and Coat Check

\$15,000

Booth Traffic Builder (Custom Badges)

\$15,000

Exhibit Hall Banners (8 available)

\$10,000

To learn more about any of these opportunities, contact Dayna Evans at exhibits@ashp.org.

