



**Pharmacy Futures Business  
Function Guidelines**

Portland, Oregon | June 8-12, 2024

## Guidelines for ASHP Pre-Registration Lists

1. ASHP pre-registration lists are limited to 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 and other solicitations or surveys of any sort.
3. ASHP approval of any limited 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 or any applicable law, regulation, or other requirements.
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's 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;
  - g. use in connection with any product or service deemed, by ASHP, to be directly competitive with any current or planned ASHP product or service;
  - h. to facilitate any form of telephone or fax communications.
5. Mailings specifically pertaining to ASHP meetings must conform to the following:
  - a. If conducting a published industry-supported event, including symposia, promotional theaters or other function during ASHP's meeting, any promotional material, print or digital, must be reviewed and approved by ASHP prior to distribution. It must include the applicable phrase noted in the [Promotion section](#) of the activity guidelines...example "A Satellite Symposium conducted at the ASHP Pharmacy Futures 2024." 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 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. **"ASHP Pharmacy Futures 2024"**
  - c. Use of the trademarked ASHP logo or meeting logo in any promotional materials is strictly prohibited.
6. Failure to comply with these guidelines will result in the immediate termination of the current and all future usage of any ASHP Mailing Lists iterations.

# 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 who have opted in to our preregistrant list, 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.

**May 20, 2024 is the deadline to submit Pre-registration List orders and necessary materials.**

## Meeting Mailing Lists

- Includes the name, address, company, job title, and primary position for each opt-in pre- registered attendee.
- Data will be sent directly to you via our list management company, Data-Axle.
- 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 opted in 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, on June 06th.

- The [Exhibitor Preview](#) will be in Nxtbook 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 June 6, 2024. All reservations and files must be received by May 20th in order to be included.

[Click here to view sample](#)

**NOTE: The Exhibitor Preview will be emailed by ASHP on your behalf. ASHP does not sell or give out email addresses.**

## Ordering Instructions

To place your order:

- Complete and sign this List Rental Order form
- Sign the Order Form and the List Rental Agreement page and fax to 301-657-1251. (If emailing forms to [marketing@ashp.org](mailto:marketing@ashp.org) - 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 for review.
- Please send all mail pieces/digital proofs/Ads for approval to:

Marketing

Email: [marketing@ashp.org](mailto:marketing@ashp.org)

Phone: 301-664-8757

**NOTE: For CC payment please call 866-279-0681**

# Order Form

## Pre-registration Lists - Available May 21, 2024

Lists	Cost	Qty	Total
Pre-registrant list [MPRE1P]	\$1,070		
Pre-registrant list with Directors [MSUPP1P]	\$3,090		
Pre-registrant list (with Exhib Preview) [MPRE1WP]	\$3,750		
Pre-reg list with Directors (with Exhib Preview) [MSUPP1WP]	\$5,760		
Total \$			

## Post-registration List - Available July 1, 2024

Lists	Cost	Qty	Total
Post-registrant List [MPOST]	\$2,010		
Total \$			

**Payment** (Orders MUST be pre-paid by check or credit) [for multiple lists, deduct \\$75 from each list purchased.](#)

**Make Check payable to ASHP and drawn on a U.S. bank in U.S. funds** (Check must be received with order)

**VISA**

**MASTER CARD**

**DISCOVER**

**AMERICAN EXPRESS**

Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Address (Please PRINT or type)

Contact: \_\_\_\_\_

Address: \_\_\_\_\_ Company: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Email (for list delivery): \_\_\_\_\_

Note: In practice with the PCI Compliance Standards, ASHP will only accept credit cards through automated phone payment  
Phone: 866-279-0681

## Online Symposium Listing Form

Symposium title: \_\_\_\_\_

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 guidelines for ASHP Pre-Registration Lists, any applicable laws and policies, and the following provisions concerning the use of names and addresses (herein- after “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 limited, **non-exclusive one-time use** only for a single event;
  - b. that the List will be used only for the specific mailing for which it was ordered and for which ASHP’s prior approval has been obtained and for no other purpose (decoy names have been inserted into the List to detect unauthorized usage);
  - c. 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;
  - d. that the List will not be modified, reverse engineered, copied or reproduced nor will ASHP or the undersigned permit, intentionally or unintentionally the reproduction or copying of the list for any unauthorized usage or otherwise by any third party;
  - e. that the List will be used within 60 days (**August 9, 2024**, respectively) from the last date of the **specified Pharmacy Futures Meeting** to retain the advantages of list accuracy.
  - f. that the List will not be used to facilitate any form of telephone or faxed communication; and
  - g. that the undersigned will adhere to all ASHP policies and guidelines governing pre-registration list use, which is attached and made part of this agreement.
  - h. For List usage to promote a program at the Pharmacy Futures Meetings in which Continuing Education credits are not offered, the word symposium in the title of the program or any place on printed pieces is expressly prohibited

Any violation of this agreement, including any applicable ASHP policy or guidelines by the undersigned shall result in the immediate termination of this agreement by ASHP and any further use of the List. Within five days of the date of termination of this agreement for any reason, the undersigned warrants and represents to delete and destroy any and all copies or partial copies of the List either printed or located in any database or storage device, and ensure that the List is no longer in use.” 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: \_\_\_\_\_ Dated: \_\_\_\_\_

By (Customer): \_\_\_\_\_ By (ASHP): \_\_\_\_\_

Company Name: \_\_\_\_\_

**Return one signed copy to ASHP; retain second copy with attachments for your file.**