

The background of the entire page is a vibrant illustration. In the top left, a large, bright yellow sun with a subtle gradient is partially visible. The sky transitions from a light orange at the top to a pale blue. Below the sun, a surfer in a dark silhouette is riding a large, curling blue wave. The wave has white foam and spray, and the surfer is in a dynamic, crouched position. The overall style is bold and energetic, using a limited color palette of yellow, orange, blue, and white.

2025 ASCP Annual Meeting & Exhibition

Exhibit and Sponsorship Prospectus

Town and Country | San Diego, California
October 23-26, 2025

RIDING THE WAVE OF CHANGE

2025 ASCP ANNUAL MEETING & EXHIBITION

Join senior care pharmacists and long-term care (LTC) pharmacies at the ASCP Annual Meeting & Exhibition in San Diego, California. 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.



RIDING THE WAVE OF CHANGE

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

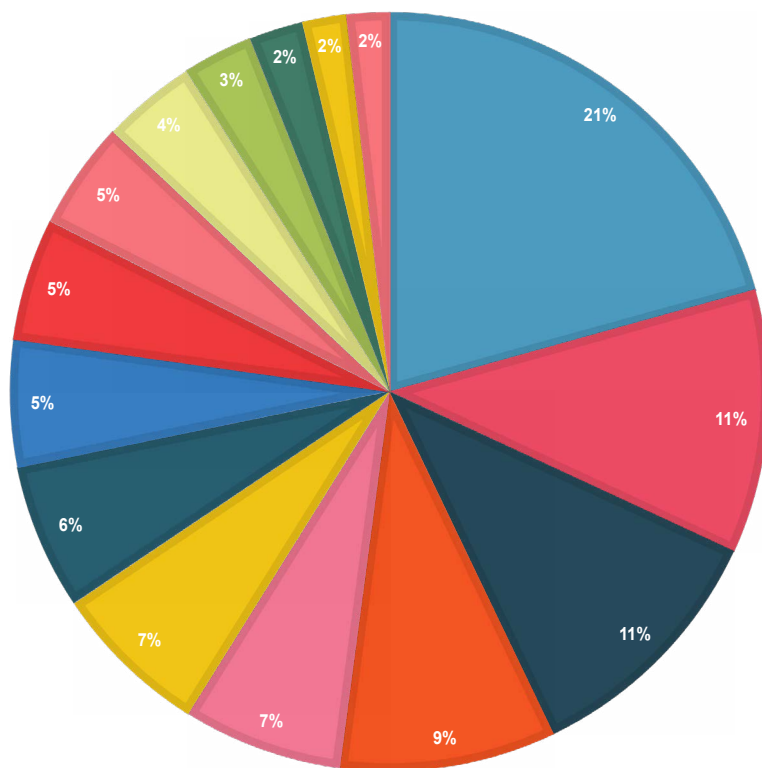
WHERE ARE OUR ATTENDEES WORKING?

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

■ Nursing Facility
 ■ Assisted Living
 ■ Retail Pharmacy
 ■ Hospice
 ■ Residential Care
■ Mental Health Facility
 ■ Subacute Care
 ■ Acute Care Hospital
 ■ Hospital-Based LTC
 ■ Other
■ Home Health Care
 ■ Adult Day Center
 ■ Correctional Facility
 ■ CCRC
 ■ Ambulatory Care



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!

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.
- 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 rise to lead.



EXHIBIT BOOTH PACKAGE

WHAT'S INCLUDED IN YOUR BOOTH:

- Four full meeting badges (No CEs) per contracted 10'x10' booth
- Exhibitor Listing in the mobile app
- Pre and Post-registration mailing list (opt-in mailing addresses only)
- 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 carpeted.* Booth furnishings are not included and can be purchased through the exhibit contractor. The Exhibitor Service Kit will provide more information.

2025 EXHIBIT SCHEDULE

INSTALLATION

Thursday, October 23rd
1:00 PM to 5:00 PM

Friday, October 24th
8:00 AM to 1:00 PM

EXHIBIT HALL HOURS

Friday, October 24th
1:45 PM to 2:45 PM
Exhibit Hall Preview (Opposed Hours)

4:45 PM to 7:15 PM
Exhibit Hall Open (Unopposed)

Saturday, October 25th
11:15 AM to 12:45 PM
Morning Coffee Break (Unopposed)

DISMANTLE

Saturday, October 25th
12:45 pm to 5:30 pm

PAYMENT TERMS

Full payment is due at the time of reservation. Payments by check or wire transfer must be received within 30 days of 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 10, 2025.

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 – Through January 17, 2025

50% refund – After January 17 through July 11, 2025

No Refund – After July 11, 2025

Island Booths

50% refund, minus a \$200 administrative fee — Through January 17, 2025

No Refund — After January 17, 2025

TERMS & CONDITIONS

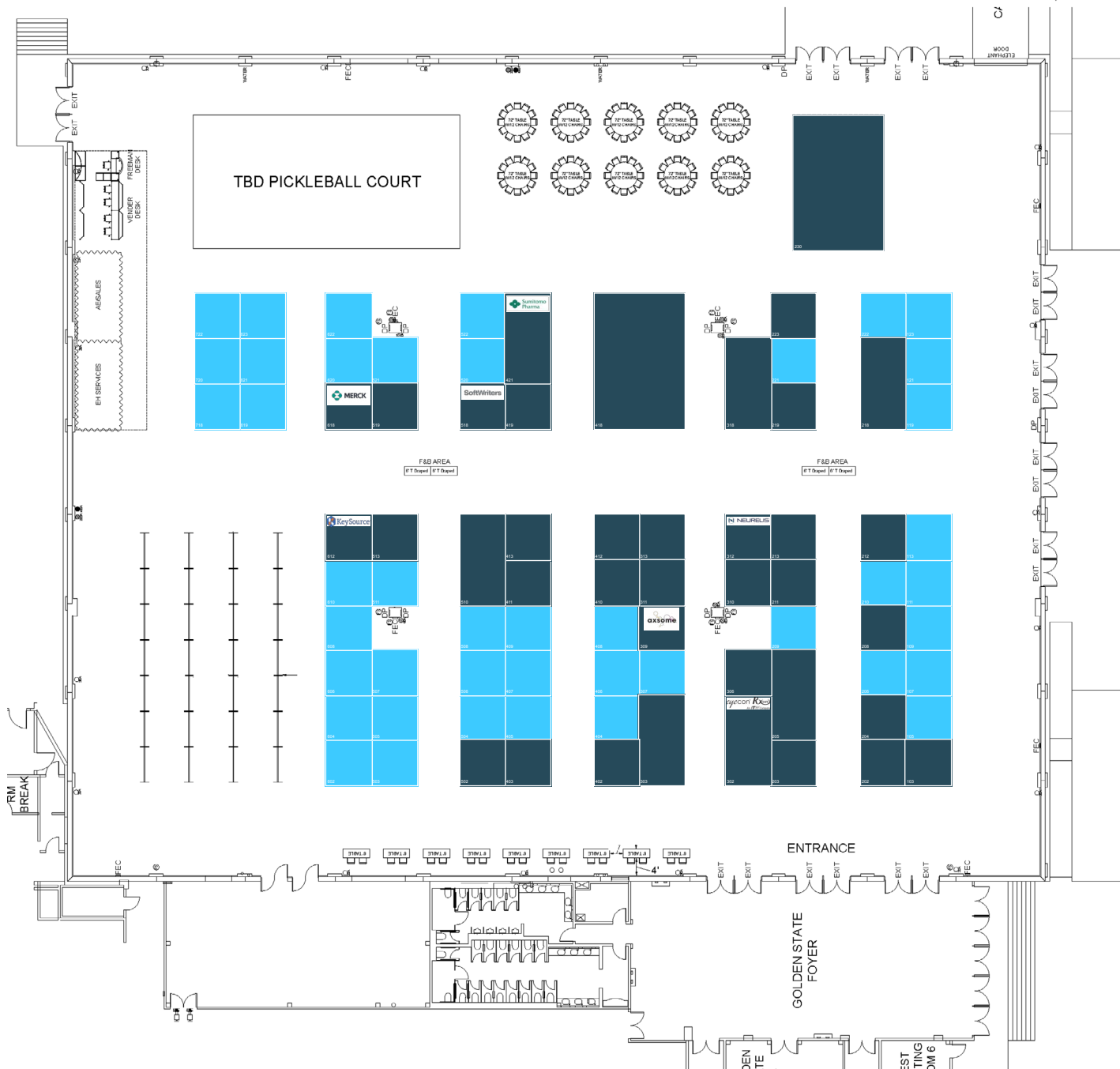
[Click here](#) to view ASCP 2025 Terms & Conditions.



RIDING THE WAVE OF CHANGE

FLOOR PLAN

TOWN AND COUNTRY RESORT & CONV CTR - GOLDEN STATE BALLROOM - SAN DIEGO, CA



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



2025 ASCP ANNUAL MEETING & EXHIBITION

SCHEDULE AT A GLANCE

Thursday, October 23rd	
12:15 PM - 5:45 PM	Workshops and Focus Groups
6:45 PM - 9:00 PM	Berman Awards Reception
Friday, October 24th	
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 - 2:45 PM	Exhibit Hall Preview
2:15 PM - 4:45 PM	Educational Sessions
4:45 PM - 7:15 PM	Exhibit Hall Opening Reception & Poster Presentation
Saturday, October 25th	
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
11:15 AM - 12:45 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, October 26th	
7:00 AM - 8:00 AM	Breakfast and Product Theater
8:30 AM - 12:00 PM	Educational Sessions

Schedule is subject to change.



RIDING THE WAVE OF CHANGE

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

RICHARD S BERMAN AWARDS – OCTOBER 23RD

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, October 23rd.

RICHARD S. BERMAN AWARDS RECEPTION

\$7,000 / EXCLUSIVE

Roll out the "red carpet"! Join meeting attendees for a glamorous celebration of ASCP's prestigious 2025 awardees during this reception on Thursday, October 23rd. 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, (approximate sponsor custom graphic size of 3' x 2', full sticker will be 3' x 3' including ASCP branding)
- NEW FOR 2025! Table at the reception for 8 people
- Recognition in all marketing materials related to this event

NEXT GEN-RX AWARD

\$5,000 / 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)
- NEW FOR 2025 Table for 8 people at the Award Reception
- Recognition in all marketing materials related to this event

2025 LYNN WILLIAMS CONNER SPOTLIGHT AWARD

\$5,000 / 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)
- NEW FOR 2025 Table for 8 people at the Award Reception
- Recognition in all marketing materials related to this event

NEW! RICHARD S BERMAN AWARDS TABLES

\$4,000 / EACH

Join meeting attendees for a glamorous celebration of ASCP's prestigious 2025 awardees during this reception on Thursday, October 23rd. Your reserved table can seat up to 8 guests.



2025 ASCP ANNUAL MEETING & EXHIBITION

SATURDAY NIGHT CELEBRATION – OCTOBER 25TH

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 your company single color 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:

- (2) 22" x 28" sign with your company logo at the sponsored food station
- Recognition in all marketing materials related to this event

ADDITIONAL EVENTS

4TH ANNUAL DUCK RACE

\$3,750 / EXCLUSIVE

Join us for a fun and exciting duck race on Saturday, October 25th 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 wonderful California weather!

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, October 24th from 4:45 PM to 7:15 PM. Show your support for the opening night reception!

Benefits Include:

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



RIDING THE WAVE OF CHANGE

GERIPARTY

\$1,750 / EXCLUSIVE

Students, get your thinking caps ready – It's trivia night at AM25! 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

NEW! MAIN STAGE EXPRESS TALKS

\$1,500 / 3 AVAILABLE

Main Stage Express Talks are 15-minute presentations on industry-related topics, similar to a "Ted Talk" format. These informal sessions take place on the Main Stage in the Exhibit Hall and offer valuable insights without any self-promotion. Topics must be approved by ASCP in advance. Express Talks will be listed on Main Stage signage and on the schedule in the mobile app..

Friday, October 24th – 2 available during the evening reception

Saturday, October 25th – 1 available during the morning coffee break

SATURDAY COFFEE BREAK IN THE EXHIBIT HALL

\$1,250 EACH / 3 AVAILABLE

The exhibit hall will be open on Saturday, October 25th from 11:15 AM to 12:45 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 during the event at each coffee station
- Recognition in all marketing materials related to this event



2025 ASCP 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 for sponsorship is August 22, 2025.*

MEETING LANYARDS

\$8,000 / 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.

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 logo (single color) 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.

GUESTROOM KEY BRANDING

\$3,000 / EXCLUSIVE

Put your company's name in the hand of every 2025 ASCP Annual Meeting attendee who stays at the Town and Country San Diego. 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 reserve side. *The sponsor is responsible for the hotel charge (\$1.50 per key), production, and shipping costs of key cards.*

EXHIBIT HALL PICKLEBALL COURT SPONSORSHIP

\$4,500 / EXCLUSIVE

Serve Up Brand Visibility with the Hottest Sport in the U.S.!

Step onto the court with ASCP attendees by sponsoring the Exhibit Hall Pickleball Court—a high-energy, high-traffic destination designed for fun, movement, and connection. This exclusive sponsorship positions your brand front and center while aligning with wellness, engagement, and interactive experiences.

Benefits Include:

- Two (2) custom-branded floor clings on the court (3.5' x 7' each)
- Prominent 22" x 28" onsite sign featuring your company logo
- Two (2) push notifications to all attendees—one Friday and one Saturday
- Recognition in all marketing materials promoting the Pickleball Court



RIDING THE WAVE OF CHANGE

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. The floor stickers will feature your custom graphic(s) 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

Gamification is a photo scavenger hunt game designed to generate additional buzz surrounding the ASCP meeting. By participating, 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.

DUCK RACE TICKETS

Attendees will be able to collect duck race 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



2025 ASCP ANNUAL MEETING & EXHIBITION

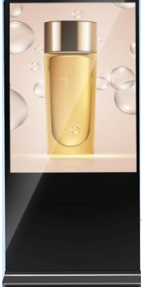
ONSITE SIGNAGE/BRANDING

NEW! GOLDEN STATE FOYER CUSTOM GRAPHIC DOOR CLINGS **\$4,200 / 2 AVAILABLE**

Place your custom graphic message on 5 doors in the Golden State Foyer (outside the Exhibit Hall) for all attendees to see. This is a great opportunity to promote your product or exhibit booth location!



NEW! DIGITAL ADVERTISING AT THE ANNUAL MEETING **\$4,000 / 2 SIGNS PER PACKAGE**



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!

← Your custom banner ad here.

NEW! GOLDEN STATE FOYER CUSTOM WALL CLING

\$3,000 / EXCLUSIVE

Place your custom graphic message on the wall in the Golden State Foyer (outside the exhibit hall). All attendees will see your message when going into the exhibit hall.

NEW! CUSTOM GRAPHIC HALLWAY WALL CLING

\$3,500 / EXCLUSIVE

Place your custom graphic message in the Hallway leading to the Golden State Foyer and Golden State Ballroom (exhibit hall). All attendees will use this hallway to get to the Exhibit Hall.

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 (65" tall by 38" wide). These signs measure 87" tall by 38" wide and will be co-branded with the ASCP (22" tall x 38" wide).

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.



2025 ASCP ANNUAL MEETING & EXHIBITION

EMAIL ADVERTISING

REGISTRATION CONFIRMATION EMAIL BANNER

\$5,000 / 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

\$5,000 / 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 virtual 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.

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

\$2,750 / 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 cannot 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 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 \$4.00 per room (1 item).*

MOBILE APP ADVERTISING

MOBILE APP BANNER AD

\$2,000 EACH / 5 AVAILABLE

Display your custom advertising on a banner inside the mobile app. Your banner ad will rotate with others on the bottom of the screen. **New for 2025 – include an URL**

MOBILE APP PUSH NOTIFICATIONS

\$500 EACH / 3 AVAILABLE PER DAY

Send out text alerts through the ASCP 2025 app. Use the push notification as an opportunity to remind attendees to stop by your booth, attend your Product Theater, or stop by your hospitality event. **New for 2025 – include a hyperlink and image!**

