



**2026 ASCP Annual Meeting & Exhibition**  
**Celebrating America 250**

**Building an Age-Friendly Tomorrow**

**October 29 - November 1, 2026**  
**National Harbor, Maryland**

**EXHIBIT AND SPONSORSHIP PROSPECTUS**



Join age-friendly pharmacists and long-term care (LTC) pharmacy leaders at the ASCP Annual Meeting & Exhibition in National Harbor, Maryland. This premier event brings together professionals dedicated to optimizing medication management for older adults, including LTC pharmacy owners, operators, consultant pharmacists, and key decision-makers.

The ASCP Expo features dynamic exhibit booths, hands-on demonstrations, and dedicated networking receptions—creating meaningful opportunities to connect, collaborate, and engage with a highly specialized audience.

### **ABOUT THE MEETING**

The ASCP Annual Meeting & Exhibition is the premier event of the only international professional society solely dedicated to advancing medication management and improving health outcomes for older adults. Our exhibitors play a vital role in the experience—bringing forward innovative products, services, and solutions that empower attendees to strengthen their practices, enhance organizational performance, and elevate the quality of care delivered to residents, clients, and patients.

### **ABOUT ASCP**

ASCP is a nonprofit association of pharmacists and pharmacies that manage medications of older people and the medically complex. ASCP is an international organization with members located 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.



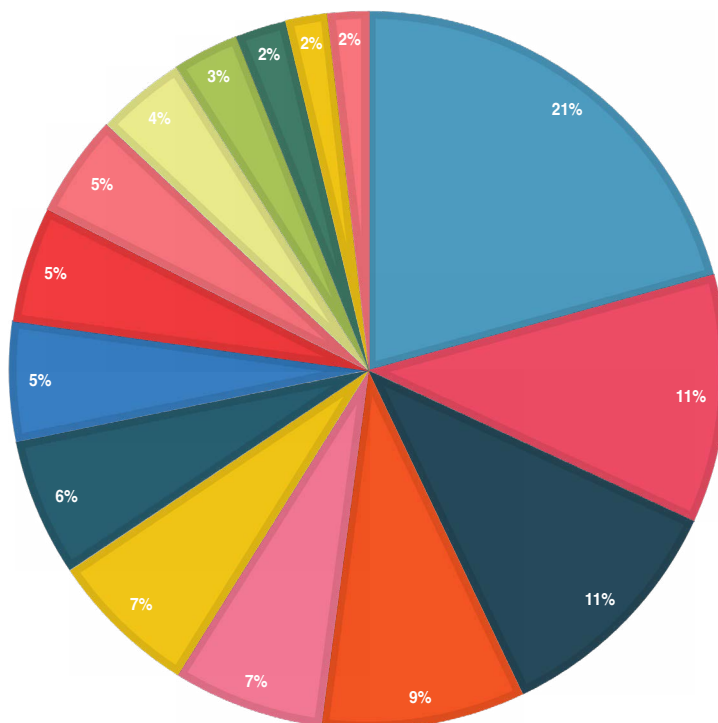
## ATTENDEE DEMOGRAPHICS

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





## ELEVATE YOUR IMPACT: EXHIBIT OR SPONSOR AT THE ASCP ANNUAL MEETING

- ASCP is unique because age-friendly pharmacists don't just influence individual prescriptions—they help shape medication systems for medically complex populations.
- Age-friendly pharmacists are high-influence decision-makers who shape therapy selection, formularies, and medication systems for older and medically complex patients—not just individual prescriptions.
- ASCP delivers access to a hard-to-reach, high-stakes audience where decisions are long-term, highly regulated, and driven by trust, education, and clinical credibility.
- One relationship at ASCP can scale across multiple facilities or systems, making the audience low-volume but high-impact for companies selling products, services, or technologies in senior 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!





## 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
- Backdrop and side-rail drape

### Booth Price\*

10x10 Inline Space      \$4,800  
 Corner Fee:              \$200 per corner

\*Discount offered for our Corporate Partners

Please Note: The exhibit hall is not carpeted. Booth furnishings are not included and can be purchased through the exhibit contractor. The Exhibitor Service Kit will provide more information.

## 2026 EXHIBIT SCHEDULE

### Installation

Thursday, October 29th      1:00 pm to 5:00 pm  
 Friday, October 30th        8:00 am to 2:00 pm

### Exhibit Hall Hours

Friday, October 30th        2:45 pm to 4:45 pm – Exhibit Hall Soft Opening (opposed hours)  
 Friday, October 30th        4:45 pm to 7:15 pm – Opening Reception (unopposed hours)  
 Saturday, October 31st      11:15 am to 12:45 pm – Morning Coffee Break (unopposed hours)

### Dismantle

Saturday, October 31st      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 17, 2026.

ACH and Wire Transfer is the Preferred Payment Method.

Please email [ASCP@discoversb.com](mailto: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 16, 2026
50% refund	After January 16 through July 10, 2026
No Refund	After July 10, 2026

#### Island Booths

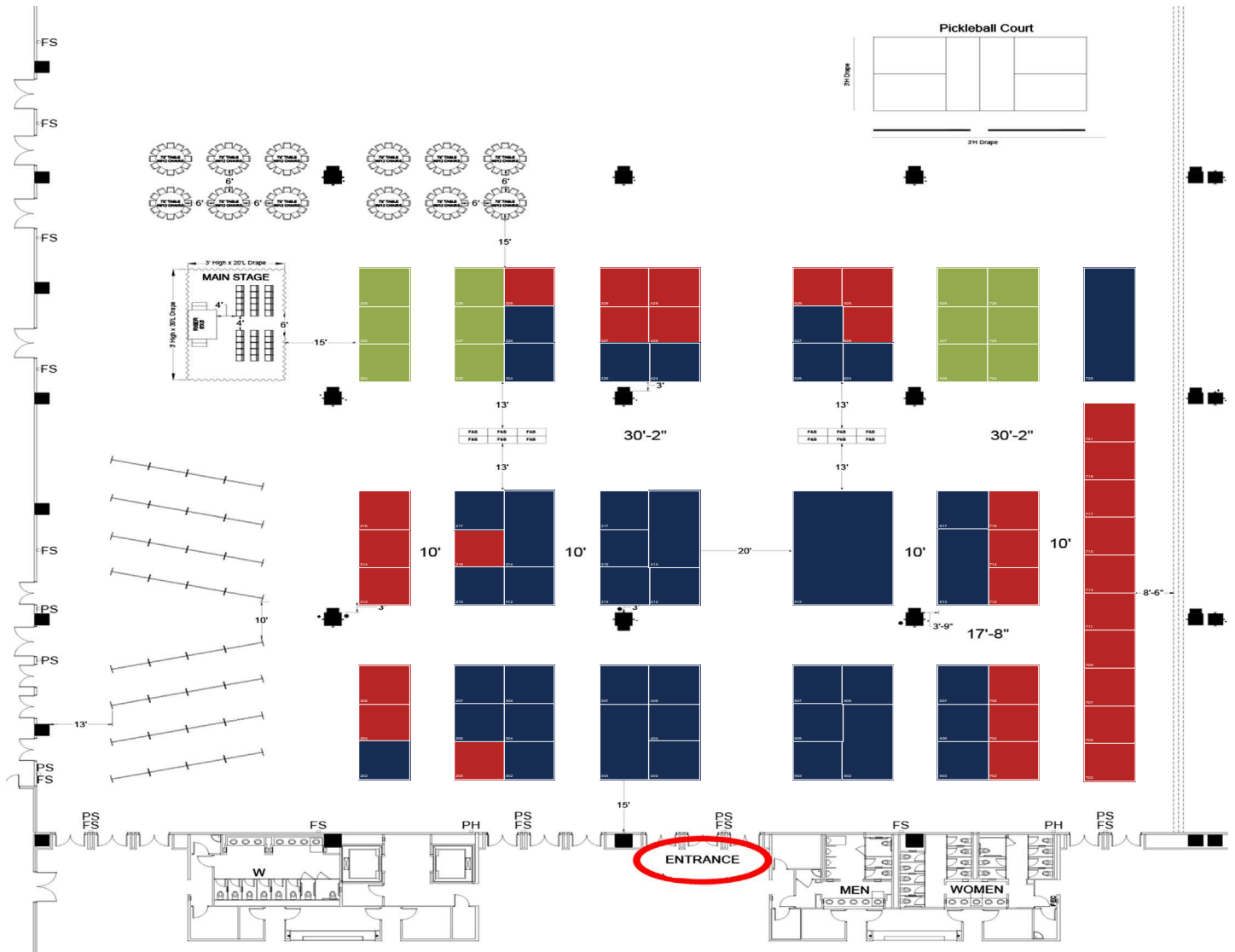
50% refund, minus a \$200 administrative fee	Through January 16, 2026
No Refund	After January 16, 2026

## TERMS & CONDITIONS

[Click here](#) to view ASCP 2026 Terms & Conditions



## FLOORPLAN



## 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

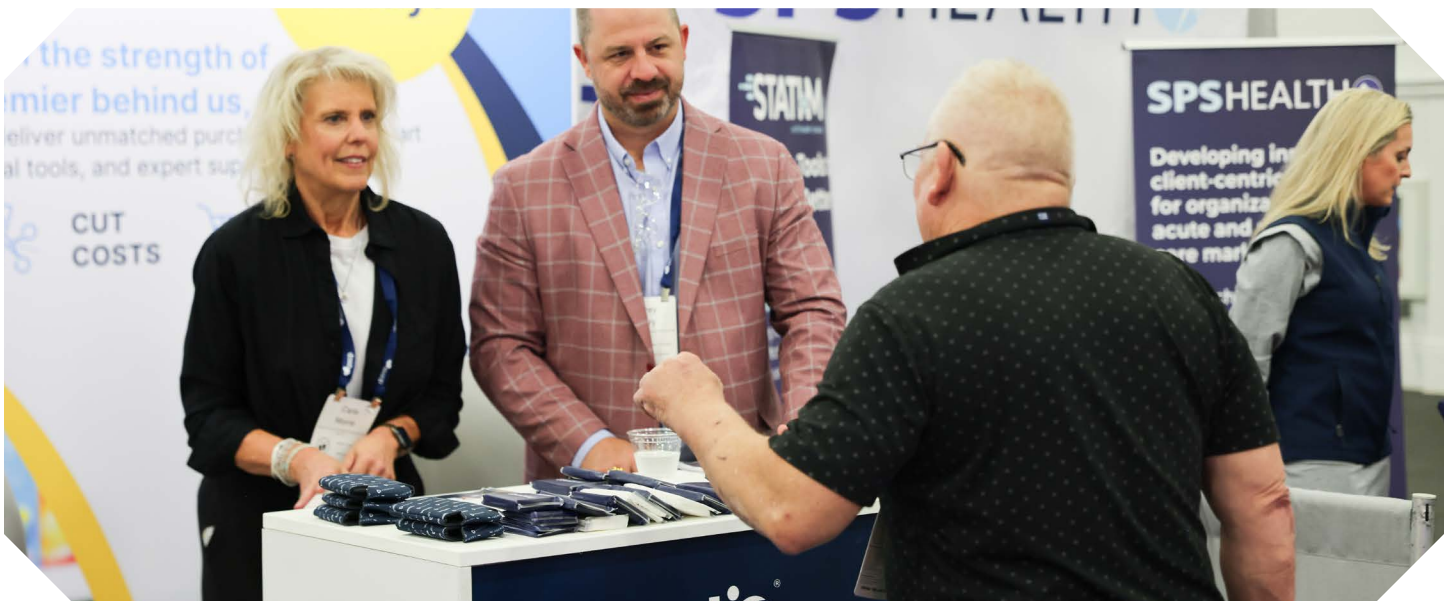




## SCHEDULE AT A GLANCE

Thursday, October 29rd	
12:15 PM - 5:45 PM	Workshops and Focus Groups
6:45 PM - 9:00 PM	Berman Awards Reception
Friday, October 30th	
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
2:45 PM - 4:45 PM	Educational Sessions
2:45 PM - 4:45 PM	Exhibit Hall Soft Opening
4:45 PM - 7:15 PM	Exhibit Hall Opening Reception & Poster Presentation
Saturday, October 31st	
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, November 1st	
7:00 AM - 8:00 AM	Breakfast and Product Theater
8:30 AM - 12:00 PM	Educational Sessions

Schedule is subject to change.





## SPONSORSHIP OPPORTUNITIES

### Showcase Your Company at the ASCP Annual Meeting & Exposition and Make Your Brand Unforgettable!

With over 70 exhibitors, now is your chance to maximize visibility and make a lasting impression. By combining exhibit and sponsorship opportunities, you can amplify your brand's reach to age-friendly pharmacists and key decision-makers while driving booth traffic through targeted promotions and strategic advertising options.

Sponsorships are more than a way to support the industry and our Association—it's an opportunity to connect directly with your customers. Position your company and brand as a valued leader at the premier gathering of professionals specializing in medication management for older adults, including LTC pharmacy owners and operators, consultant pharmacists, and key industry stakeholders. ASCP offers a wide range of sponsorship opportunities designed to meet your objectives, many of which highlight your company as a recognized supporter of the Annual Meeting & Exposition. In today's competitive landscape, this visibility is essential for maximizing impact and strengthening your presence within the age-friendly pharmacy community.

### RICHARD S. BERMAN AWARDS – OCTOBER 29TH

Each year, ASCP's Awards Program recognizes and celebrates the achievements of outstanding individuals and organizations in our profession. Finalists and award winners are honored during the Richard Berman Leadership Awards Reception on Thursday, October 29th.

#### Richard S Berman Awards Reception

\$7,000 / Exclusive

Roll out the red carpet! Join attendees for a glamorous celebration of ASCP's prestigious 2026 awardees during this reception on Thursday, October 29th. 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, placed along the red carpet (approximate sponsor custom graphic size of 3' x 2', full sticker will be 3' x3' including ASCP branding)
- Table at 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)
- Table at reception for 8 people
- Recognition in all marketing materials related to this event

#### **SOLD** 2026 Lynn Williams Connor Spotlight Award

\$5,000 / Exclusive

Recognizes a female pharmacist for her outstanding contributions to age-friendly 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)
- Table at reception for 8 people
- Recognition in all marketing materials related to this event

#### Richard S Berman Awards Tables

\$4,000 Each

Join attendees for a glamorous celebration of ASCP's prestigious 2026 awardees during this reception on Thursday, October 29th. Your reserved table can seat up to 8 guests.



## SATURDAY NIGHT CELEBRATION – OCTOBER 31ST

### 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
- Your company logo placed at the Celebration on the LED Board
- 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:

- All sponsors' logos placed at the Celebration on the LED Board
- Recognition in all marketing materials related to this event

## ADDITIONAL EVENTS

### Exhibit Hall Pickleball Court Sponsorship

\$4,500 / Exclusive



#### Serve up Brand Visibility with the Hottest Sport in the US!

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

### 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 30th from 4:45 pm to 7:15 pm. Show your support for the opening night reception!

#### Benefits include:

- Sponsor logos in the Exhibit Hall on the LED Board during the reception
- 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



**5th Annual Duck Race**

\$3,000 / Exclusive

Join us for a fun and exciting “duck race” on Saturday, October 31st 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.

**Benefits include:**

- (1) 22” x 28” sign with your company logo located at the Duck Race
- Logo placed on the printed Duck tickets
- 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

**GeriParty**

\$1,750 / Exclusive

Put your brand in the spotlight at AM26 with this high-energy, *Jeopardy-style trivia party*. This engaging event draws a lively crowd as student attendees gather to compete for top prizes in a fast-paced, game-show-inspired showdown. This is an excellent opportunity to support the future of age-friendly 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

**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. (*Oral presentation only - No Slides*).



Friday, October 30th – 2 available during the evening reception  
Saturday, October 31st – 1 available during the morning coffee break

**Saturday Coffee Break in the Exhibit Hall**

\$1,500 / 3 available

The exhibition will be open on Saturday, October 31st 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:**

- Sponsor logos in the Exhibit Hall on the LED Board during the coffee break
- Recognition in all marketing materials related to this event





## BRAND PROMOTION



### **SOLD 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.

### **SOLD Branded Exhibit Hall Main Stage**

\$8,000 / 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

### **Guestroom Key Branding**

\$8,000 / Exclusive

Put your company's name in the hand of every 2026 ASCP Annual Meeting attendee who stays at the Gaylord National Resort. 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 reverse side. *The sponsorship includes the hotel charge, production, and shipping costs of key cards.*

### **SOLD 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.

### **NEW! Annual Meeting Lapel Pin Sponsorship**

\$3,150 / Exclusive

Elevate your brand presence at the ASCP Annual Meeting by sponsoring the official attendee lapel pin distributed to all meeting participants. This exclusive opportunity aligns your organization with innovation and leadership in senior care pharmacy while providing high-visibility recognition. Sponsor branding and messaging will be prominently featured on the presentation card accompanying each lapel pin, creating a memorable touchpoint and lasting impression with attendees.





## EXHIBIT HALL ADVERTISING & BOOTH TRAFFIC GENERATORS

### NEW! Digital LED Board Advertising– Exhibit Hall

\$4,000 / 3 packages available

Increase your brand visibility with premium digital advertising in the exhibit hall through two strategically placed LED boards.

Each sponsor will receive one dedicated advertisement featured in a rotating display alongside a limited number of sponsor messages (up to three sponsors total per board, in addition to ASCP content). This limited placement ensures a clean, high-impact presentation that keeps your brand front and center.

Advertisements rotate every 15 seconds throughout the display cycle, providing frequent and consistent exposure to attendees as they move through the hall. This high-visibility placement is designed to maximize brand awareness, message retention, and attendee engagement.

### Exhibit Hall Floor Stickers

\$2,500 / 3 packages 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 tickets while visiting the exhibit hall on Saturday morning. 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 on Friday. This is a great booth traffic generator.

25 tickets = \$375; 50 tickets = \$750





### ONSITE SIGNAGE/BRANDING

#### **NEW! Digital LED Advertising Board Sponsorship Package**

\$10,000 / 4 packages available

Maximize your brand visibility with premium digital advertising displayed across four strategically placed LED boards throughout the meeting space, including Registration, General Session, the Breakout Area, and the Mezzanine landing area.

Each sponsor will receive one dedicated advertisement featured in a rotating display alongside a limited number of sponsor messages (up to four sponsors total per board, in addition to ASCP content). This limited placement ensures a clean, high-impact presentation that keeps your message highly visible in key attendee traffic areas.

Advertisements rotate every 15 seconds throughout the display cycle, delivering frequent and consistent exposure throughout the meeting experience. This high-visibility package is designed to increase brand awareness, strengthen message retention, and drive attendee engagement across multiple touchpoints.

#### **NEW! National Harbor Escalator Landing Clings**

\$3,000 / 2 packages available

Capture attendee attention at one of the most highly trafficked transition points in the venue. Escalator landing clings are placed on the landing at the top and bottom of the escalators, delivering a bold brand presence exactly where guests naturally look as they step on or off the escalator.

Place your custom message/graphic along with ASCP branding on (1) 6' wide x 3' tall cling or (2) 3'x3' clings at the escalator landing for all attendees to see. This is a great opportunity to direct attendees to visit your exhibit booth!

#### **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.

#### **Digital TV Advertising**

\$2,000 / 4 packages available

Display your custom banner ad on the digital signs set up at registration, outside the general session, breakout rooms, or 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!





## 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.

### SOLD “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 – 3 available

\$2,500 each

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 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 a quantity of 800. As long as the flyer’s maximum size is 8.5” x 11” when closed, multiple page handouts can be submitted for review/approval.

## 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 at the bottom of the screen, providing consistent visibility as attendees navigate the app. Includes the ability to link your banner to a URL for direct access to your website, product page, or promotional content.

### Mobile App Push Notifications – 3 available per day

\$750 each

Send out text alerts through the ASCP 2026 app. Use push notifications as an opportunity to remind attendees to stop by your booth, attend your Product Theater, or visit your hospitality event. Includes the ability to incorporate a hyperlink and image to enhance your message and drive engagement.