

A circular logo in the top left corner featuring a stylized sun with concentric semi-circles in yellow, orange, and red, rising above three wavy lines in teal and blue representing water.

Rising to Lead

A large circular mural on a light-colored wall. The top half of the circle is a semi-circle filled with a sunburst pattern of radiating lines in shades of yellow, orange, and red. The bottom half of the circle is filled with a dense, wavy pattern of blue and teal lines, representing ocean waves.

Exhibitor and Sponsorship Prospectus

ASCP 2021

NOVEMBER 4-7, 2021

TOWN AND COUNTRY | SAN DIEGO, CA

Rising to Lead

ASCP 2021
NOV 4-7, 2021 | TOWN AND COUNTRY | SAN DIEGO, CA

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

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 enhancing the quality of care for their residents, clients, and patients.

ABOUT ASCP

Empowering Pharmacists. Transforming Aging.

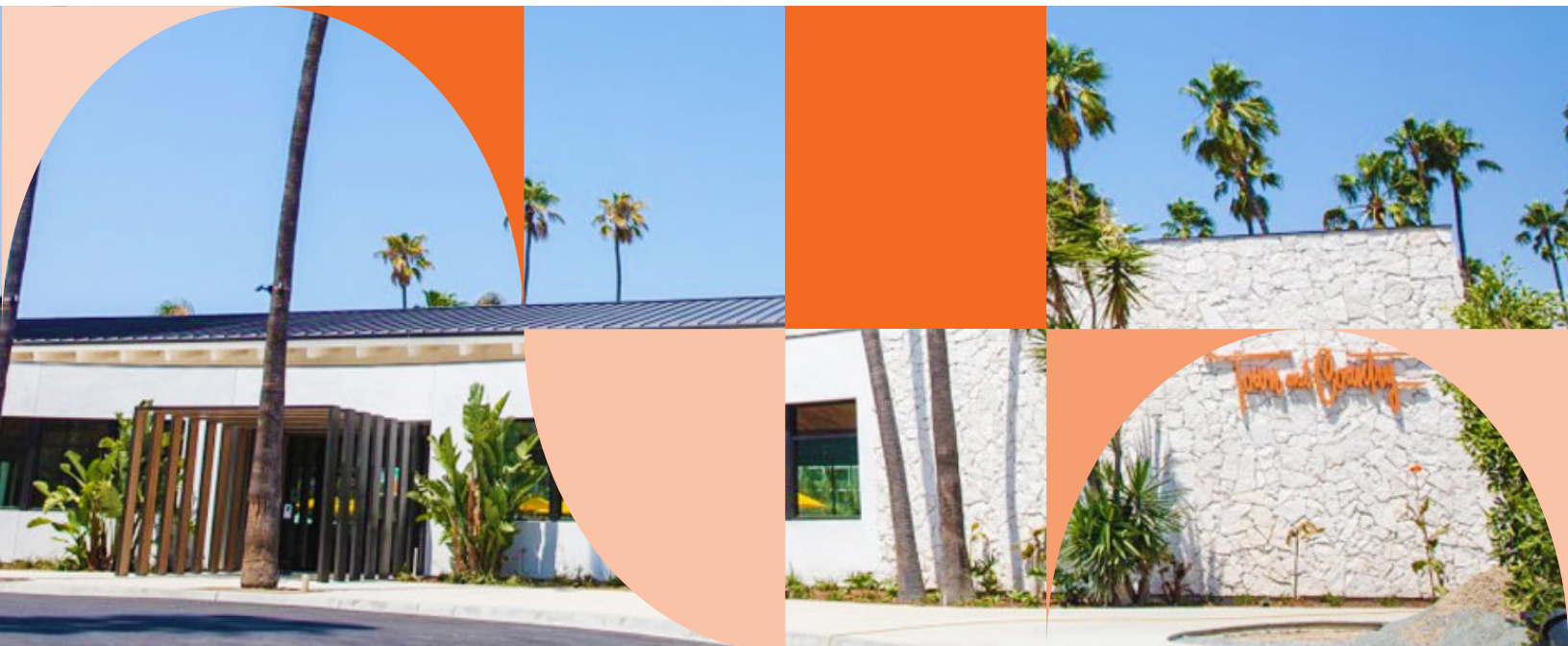
ASCP is a membership association that represents pharmacists, health care professionals, and students serving the unique medication needs of older adults. ASCP is an international organization with members in all 50 states, Puerto Rico, and 12 countries.

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.



ATTENDEE DEMOGRAPHICS

DISPENSING & 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%

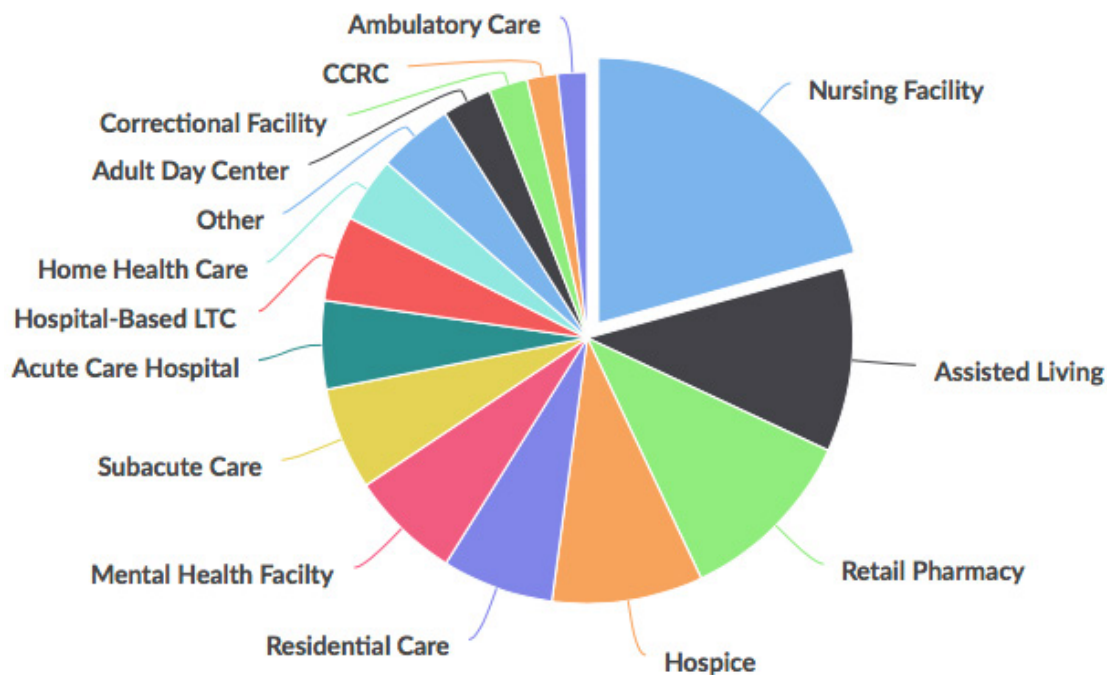
**More than one setting may be selected*

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



WHY EXHIBIT?

- ACCESS** More than 950 senior care pharmacists in 1 location!
- AWARENESS** Ensure that senior care pharmacists remember your company name and products by keeping your name and products in front of them at all times.
- 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.



ASCP attendees are looking for solutions related to:

- | | |
|--------------------------------|---------------------------|
| Automated Dispensing | EHR |
| Carts/Packaging Equipment | Home Healthcare Providers |
| Computer Systems/Software | Generics |
| Drug Delivery | Pharmaceuticals |
| Emergency/After Hours Pharmacy | Probiotic Supplements |
| GPOs | And more! |
| Forms for Pharmacy Consulting | |



EXHIBIT BOOTH PACKAGE

What's included in your booth:

- Four full meeting badges (No CEs) per 10'x10' booth
- Company ID sign
- Backdrop and side-rail drape
- Carpeted Exhibit Hall
- Complimentary Exhibitor Listing online and in the mobile app
- Pre-registration mailing list

Exhibit Booth*

\$45/ square foot (minimum 10x10)

Corner Fee

\$200 / per corner

*Discount offered for our Corporate Partner

2021 Exhibit Schedule

Installation

Thursday, November 4 12:00pm to 6:00pm
Friday, November 5 8:00am to 1:00pm

Exhibit Hall Hours

Friday, November 5 5:00pm to 8:00pm – Opening Reception
Saturday, November 6 9:30am to 11:30am – Coffee Break

Dismantle

Saturday, November 6 11:30am to 5:30pm



PAYMENT TERMS

50% DEPOSIT DUE UPON BOOTH RENTAL

The final payment is due by September 10, 2021. **Checks must be payable to ASCP.** Exhibitors failing to make the final payment as required will forfeit their right to participate as an exhibitor and lose their deposit.

CANCELLATION POLICY

Cancellation requests must be submitted in writing to the ASCP Exhibits Manager. Any exhibitor who cancels all or part of purchased booth space will receive

Linear Booths

Full refund, minus a \$200 administrative fee	Prior to July 5, 2021
50% refund	Between July 5, 2021 and September 10, 2021
No Refund	After September 10, 2021

Island Booths

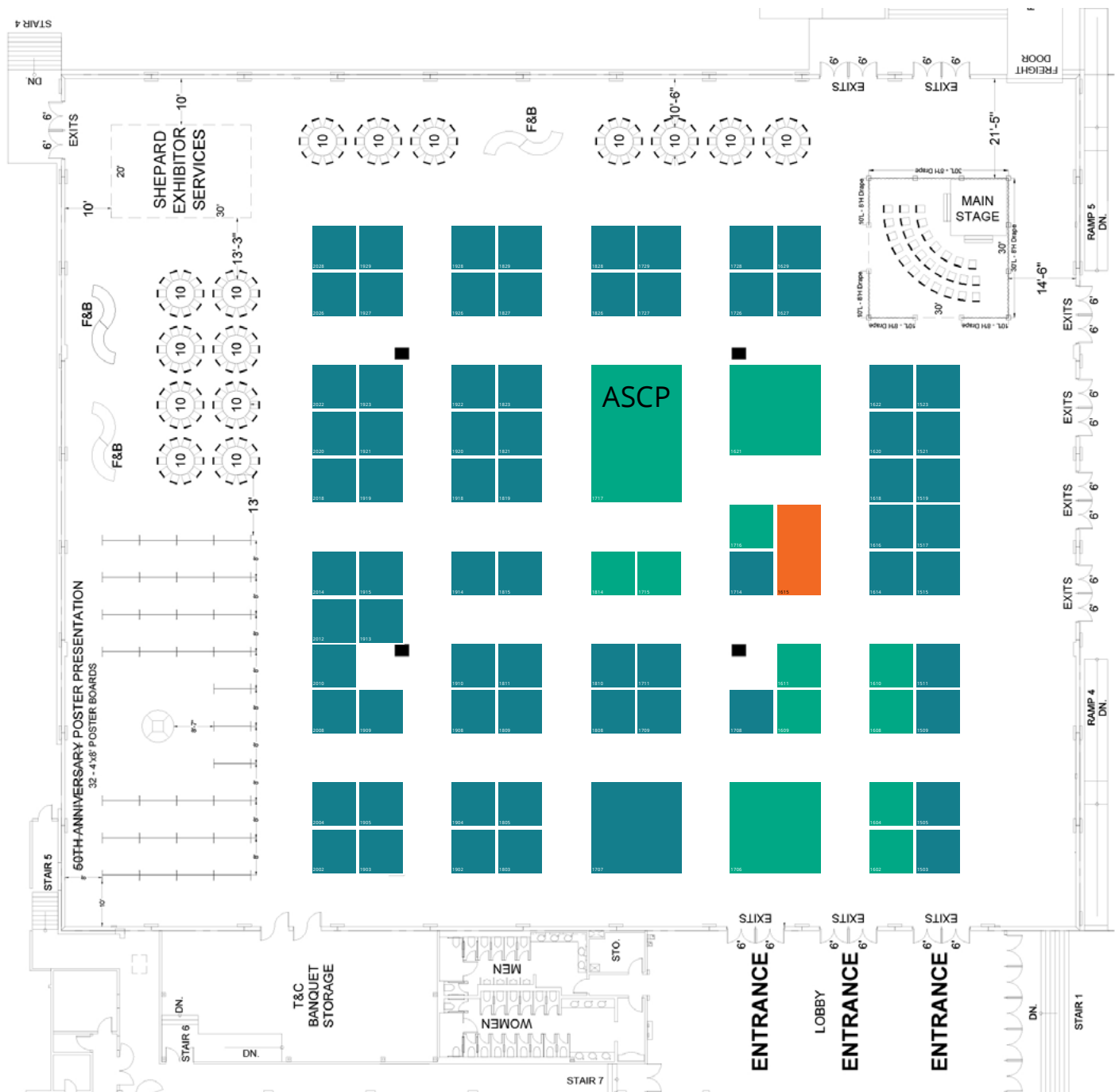
50% refund, minus a \$200 administrative fee	Prior to July 5, 2021
No Refund	After July 5, 2021

SCHEDULE AT A GLANCE

Thursday, November 4th			
10:00 am – 11:30 am	Committee and State Leader Meetings	4:00 pm – 6:00 pm	Focus Groups
12:00 pm – 4:00 pm	Workshops	7:00 pm – 9:00 pm	Berman Reception
Friday, November 5th			
7:00 am – 8:00 am	Product Theaters	1:30 pm – 2:30 pm	Education Sessions
8:15 am – 9:30 am	Opening General Session	2:45 pm – 3:45 pm	Education Sessions
9:45 am – 10:45 am	Education Sessions	4:00 pm – 5:00 pm	Education Sessions
11:00 am – 12:00 pm	Education Sessions	5:00 pm – 8:00 pm	Exhibit Hall Open
12:15 pm – 1:15 pm	Product Theaters	6:30 pm – 8:00 pm	Opening Reception
Saturday, November 6th			
7:00 am – 8:00 am	Product Theaters	2:00 pm – 3:00 pm	Education Sessions
8:15 am – 9:30 am	Second General Session	3:00 pm – 3:30 pm	Ice Cream Party
9:30 am – 11:30 am	Exhibit Hall hours	3:30 pm – 4:30 pm	Education Sessions
11:30 am – 12:30 pm	Product Theaters	4:45 pm – 5:45 pm	Education Sessions
12:45 pm – 1:45 pm	Education Sessions	7:00 pm – 10:00 pm	Saturday Party - The Beach Ball (Additional ticket required)
Sunday, November 7			
6:45 am – 7:30 am	ASCP 2nd Annual FUN RUN!	10:30 am – 11:30 am	Education Sessions
8:00 am – 9:00 am	Education Sessions	11:30 am – 12:00 pm	Closing General Session
9:15 am – 10:15 am	Education Sessions		



FLOOR PLAN



Booth Reservation Procedure

Step 1 View the [Floorplan Here](#)

Step 2 Choose an available booth. (If you wish to combine booths, please contact the Exhibits Sales Manager)

Step 3 Rent the booth online

SPONSORSHIP OPPORTUNITIES

Stand out from the Competition

With 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



EVENTS

Richard S Berman Awards Reception

\$3,500

Roll out the red carpet! Join meeting attendees for a glamorous celebration of ASCP's prestigious 2021 awardees during this reception on Thursday, November 4. 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
- Three (3) Custom Graphic Floor Stickers placed along the red carpet (approximate size of 3' x 2')
- Recognition in all marketing materials related to this event

For more information on award sponsorships, [please see page 11](#).

3rd Annual 5K Fun Run

\$3,000

Join us for a fun 5K run or a 1.5-mile walk Sunday morning that will support the *ASCP Foundation*. Medals will be handed out for the top finishers, along with light refreshments for all. Enjoy the beautiful San Diego weather and scenery!

Benefits include:

- Company logo displayed on the Fun Run medals
- Signage with company logo during the events
- Brief introduction at the start of Fun Run

Opening Night Reception in the Exhibit Hall

\$2,500 / 3 available

Bar Sponsorship

Mix and mingle with attendees during this welcome reception in the exhibit hall on Friday, November 5, from 5 pm to 8 pm. Show your support of the opening night reception inside the exhibit hall with a bar sponsorship. There will be signage at the bar, and the drink tickets that each attendee receives will have your logo on them.

Benefits include:

- Signage with your company logo in Exhibit Hall Area during the event
- Company logo on the drink tickets
- Cocktail napkins with the sponsor's company logo
- Recognition in all print, online, and mobile advertising

Morning Yoga

\$2,000

ASCP is committed to providing a healthy environment for all attendees. Attendees will join a morning yoga session to get them in the right frame of mind for the day ahead. This sponsorship is an excellent opportunity to support the well-being of the attendees.

Morning Yoga will be held Friday and Saturday mornings at 6:30 am.

Benefits include:

- Signage with company logo during the events
- Recognition in session/event descriptions

Committee Member Leadership Meeting & Reception – **EXCLUSIVE**

\$2,000

Meet and greet with State delegates and committee leaders during this committee meeting and reception. This event is Thursday, November 4.

Benefits include:

- Signage with company logo during the event
- Recognition in session/event descriptions
- Brief introduction of the speaker at the start of the event

First Timers Reception/Orientation – **EXCLUSIVE**

\$1,500

Meet and greet other first-time ASCP Annual Meeting attendees, as well as ASCP leadership, during this welcome cocktail hour. Approximately 40 people in attendance

Benefits include:

- Signage with company logo during the event
- Recognition in session/event descriptions
- Brief introduction at the start of the reception

GeriParty – **EXCLUSIVE**

\$1,500

Students, get your thinking caps ready – It's trivia night at AM21! 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:

- Signage with company logo during the event
- Recognition in session/event descriptions
- Brief introduction at the start of the event

Saturday Coffee Break in the Exhibit Hall

\$750 / 3 available

The exhibit hall will be open on Saturday, November 6, from 9:30 am to 11:30 am. This is an excellent opportunity to network with attendees as they get their morning started!

Benefits include:

- Signage with your company logo in Exhibit Hall Area during the event
- The coffee bar can be located by your booth
- Recognition in session/event descriptions



DIVERSITY, INCLUSION, EQUITY

Diversity, Inclusion, Equity Initiative

\$20,000

Pharmacists have been addressing social determinants of health for years in all populations that experience health disparities. You work as vital members of your community and regularly interact with a diverse patient population.

Today's environment calls all of us and our organizations to critically look at how to better serve our patients, colleagues, employees, and students through diversity, equity, inclusion, and belonging.

This multi-faceted initiative includes a workshop, book club, and post-conference webinar. Each segment is designed to share insight and provide learning tools that participants can bring back to their organization to learn, improve, and implement. All annual meeting attendees are invited to this special event empowering diversity, inclusion, and equity.

Annual Meeting Workshop

Join this workshop to begin the essential work of engaging your team in conversations around race, equity, and inclusion specifically related to healthcare equity. We will discuss the key concepts, framework, and desired outcomes vital to leading racial justice and diversity, equity, and inclusion work.

Key topics include discussion around facilitating a culture of diversity, equity, inclusion, and belonging at your organization and guidance for starting these conversations within your team and with your patients.

Some guiding questions for the seminar include:

- How to bridge the distance between professed values and daily behaviors?
- How to create an inclusive and culturally competent culture for employees?
- How to improve health equity for all populations we serve?
- How to affect change at our organizations and strategies for implementation at all levels of experience?

ASCP Book Club

Pharmacists are taught clinically about implicit bias and health disparities. Still, to give our members a more comprehensive experience in cultural competency, ASCP has decided to take the education out of the classroom... and into a new book club.

ASCP's Ally Book Club will explore different races, cultures, and minority groups through reading, food, drinks, and virtual discussion. We hope everyone who takes part in the book club will come out with greater awareness, empathy, and understanding... and will be able to serve as a leader for other health care professionals.

Strategic Follow-up Webinar

Join fellow workshop participants for a follow-up webinar to discuss the next steps of implementation, from the first steps to incremental changes to the strategic director. Our facilitators will discuss how to decrease the gap from learning to implementation.

Exclusive Sponsorship Benefits include:

- Exclusive branding
- Signage with company logo during the workshop
- Branding recognition (name/logo) in session/event descriptions
- Brief introduction at the workshop

AWARDS

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, November 4.

As a sponsor of an award, you will be able to hand out the award to the winner.

Next Gen-Rx Award - **EXCLUSIVE**

\$1,500

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.)

Women's Spotlight Award - **EXCLUSIVE**

\$1,500

Recognizes a female pharmacist for her outstanding contributions to senior care pharmacy and the mission of ASCP. (Voted on by peers.)

Benefits include:

- On stage to hand out the award to the winner
- Company name and logo included in the email sent to the membership to vote for a winner
- One ticket to the awards reception, additional tickets will be available for purchase
- Recognition in session/event descriptions

For more information on award reception sponsorship, please [see page 8](#).



BRAND PROMOTION

Wireless Internet

\$25,000

Allow attendees to connect online with the Wi-Fi in the conference center. Signage of your support will be placed around the conference center, along with a custom password that attendees will use to connect to the Wi-Fi.

Benefits include:

- Ability to create a custom password that attendees must enter to have access to Wi-Fi
- Signage placed around the conference center
- Recognition in session/event descriptions
- Company website landing page

NEW! Meeting T-shirts

Gold - \$2,000

Silver - \$1,500

Bronze - \$1,000

Place your logo on the backs of all attendees. Each year, ASCP gives all attendees a meeting t-shirt. Use this opportunity to have your brand prominently displayed onsite and in future marketing material. The T-Shirts will list all sponsors based on levels.

NEW! Branded Exhibit Hall Main Stage - EXCLUSIVE

\$7,500

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 during the Opening Reception on Friday, November 5
- Signage with your company name and logo on the Main Stage during the meeting
- Recognition in session/event descriptions

Meeting Tote Bags - EXCLUSIVE

\$7,500

Put your company name and 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.

Badge and Lanyard - EXCLUSIVE

\$6,500

Place your 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.

NEW! Meeting Water Bottles

\$5,000

Put your logo in the hands of all attendees as they make their way around the meeting! Your company logo will appear on a custom water bottle that each attendee will receive at registration.



NEW! Charging and Networking Lounge - EXCLUSIVE

\$5,000

The lounge will feature comfortable seating, charging stations, easy access to the Exhibit Hall, general sessions, and registration. Terrific visibility! (3 Days)

Benefits include:

- Two (2) Meter board Signage with your company logo will be prominently featured at the lounge, along with tent cards placed around the lounge with your logo
- Tables and chairs encourage attendees to relax while in the lounge
- Recognition in session/event descriptions
- Three (3) floor stickers in the lounge area with your custom graphic along with the ASCP logo. (Approximate size of 3' x 2')

NEW! Hand Sanitizing Stations – Exhibit Hall - EXCLUSIVE

\$4,000

Increase your exposure by sponsoring hand sanitizer (hotel-provided stations) around the exhibit hall of the conference center. You can place up to four (4) hand sanitizing stations throughout the exhibit hall.

Benefits include:

- Signage at each hand sanitizer station with one custom graphic (approx. size 3' w x 5' tall)
- Recognition in session/event descriptions

NEW! Hand Sanitizing Stations - Outside the Exhibit Hall

\$1,500 - each

Increase your exposure by sponsoring hand sanitizer (hotel-provided stations) around the educational rooms.

Benefits include:

- Signage at each hand sanitizer station with one custom graphic (approx. size 3' w x 5' tall)
- Recognition in session/event descriptions

NEW! Water Station Sponsor

\$1,000 per station

Help keep attendees hydrated with this opportunity to sponsor the various water stations located throughout the meeting. Your logo showing your support will appear next to each station you sponsor.



ONSITE SIGNAGE

Exhibit Hall Floor Stickers

\$2,500 - 3 packages available

Place your custom message in front of attendees as they navigate the exhibit hall area. 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'.

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. (approx. size 3' w x 5' tall)

Registration Floor Stickers - Exclusive

\$2,500

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'.

ADVERTISING

DIGITAL ADVERTISING

NEW! Eblast

\$3,000

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.

NEW! Registration Confirmation Email Banner – EXCLUSIVE

\$2,000

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 950 attendees, your company banner will reach them all.

“Know Before You Go” Email Banner – EXCLUSIVE

\$2,000

Display your company's custom graphic banner (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 950 attendees, your company banner will reach them all.

Daily Update Email

\$1,500 – 3 available, 1 per day

Display your company's custom graphic banner (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 950 attendees, your company banner will reach them all.

PRINTED ADVERTISING

Registration Bag Insert – 15 available

\$2,500

Take your message directly to ASCP attendees by placing your company flyer in each meeting tote bag. Please note that each sponsor must provide 1,200 flyers; the flyer can't be larger than an 8.5" x11" single sheet but may be double-sided.

NEW! Hotel Room Drops

\$1,000 – License Fee

Have your literature or product sample delivered to each attendee's hotel room. Item will be placed outside their hotel door. *Additional hotel room fees will apply.*

MOBILE APP ADVERTISING

Splash Screen – EXCLUSIVE

\$7,500

Your custom graphic will be seen by all attendees each time they open the app.

Banner Ads – EXCLUSIVE

\$2,000

Display your custom advertising on a banner inside the mobile app exhibitor directory section. Your custom ad will be seen by attendees when they search for exhibitors.

Push Notifications – 3 available per day

\$750 each

Send out text alerts through the ASCP 2021 app. With 100 characters, you can remind attendees to stop by your booth, attend your sponsored event or stop by your hospitality event.

Gamification

\$1,000

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

EXHIBITOR TERMS AND CONDITIONS

All exhibits need to comply with IAEE Guidelines for Display Rules and Regulations

CHARACTER OF EXHIBIT: The purpose of exhibits at ASCP meetings, consistent with ASCP objectives. All exhibits must both complement and enhance the ASCP program to which it is tied. Exhibitors must comply with the Booth Rules and Regulations. In general, Exhibitors are not permitted to obstruct the view or adversely affect the displays of other exhibitors. The general appearance of the show must take precedence over that any individual exhibit and ASCP may, in its sole determination, require rearrangement, at the exhibitor's expense, of any display that is in violation of the Rules and Regulations. ASCP reserves the right to prohibit any exhibit, part thereof, or proposed exhibit that, in its opinion, is not in keeping with the spirit and character of the exhibit as same is set forth in this document. ASCP reserves the right to restrict exhibits that become objectionable because of noise, method of operation, materials, or any other reason and also to prohibit or to evict any exhibit that, in the opinion of ASCP, may detract from the general character of the exhibit program as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that ASCP determines is objectionable to the exhibit program as a whole. In the event of such restriction or eviction, ASCP is not liable for any refund or other expenses incurred by the exhibitor. Acceptance of this contract by ASCP should in no way be construed as an endorsement by the ASCP of the exhibiting company or its products or services. The exhibition is organized and managed by ASCP. Any matters not covered in these Rules and Regulations are subject to the interpretation of ASCP, and all exhibitors must abide by their decisions. Exhibitors must comply with the Town and Country Resort protocols & procedures. The Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

ASSIGNMENT AND RELOCATION OF EXHIBITS: Exhibitor understands and agrees that ASCP has sole discretion on the assignment of booths. ASCP is under no obligation to assign exhibitor any of the booths preferred by exhibitor. ASCP reserves the right to alter exhibitor's assigned location at any time in its sole discretion if deemed in the best interest of the exhibit program as a whole. Before exercising its discretion, ASCP will contact exhibitor. All measurements shown on the diagram are believed to be accurate, but ASCP reserves the right to make such modifications as may be necessary to meet the need of Exhibitors and the exhibit program as a whole. Booths will be assigned on a first-come, first-served basis. Applications without authorized signature and required deposit will not be processed. Booths will not be held without completed applications and required deposit.

PAYMENT: The cost for rental of exhibit space is shown on the application. 50% deposit is due upon booth rental and must accompany this application as a deposit. Requests for space will be considered only after a signed application has been

received. Refund of the exhibitor's deposit will be made in the event that ASCP does not accept the exhibitor's application. Assigned exhibit space must be paid in full by September 10, 2021. Checks must be payable in U.S. dollars to ASCP. Exhibitors failing to make the final payment as required will forfeit their right to participate as an exhibitor and lose their deposit. Exhibitors with unpaid invoices will not be allowed to exhibit. In addition, Exhibitors will reimburse ASCP for the cost of any collection or legal service utilized by ASCP to collect any amounts due hereunder. Notwithstanding any provision in an Order or other agreement to the contrary, if Customer is an agency, both agency and principal advertiser are jointly and severally liable for all payments due hereunder. If Customer is an agency, ASCP reserves the right to notify principal advertisers regarding any overdue and unpaid invoices.

CANCELLATION/REDUCTION OF SPACE: In the event that the exhibitor cancels participation in the exhibit or wishes to reduce exhibit space, exhibitor shall promptly notify ASCP in writing. If the cancellation or reduction is received by ASCP through **July 5, 2021**, 0% of the full exhibit price or full price for the space relinquished will be retained by ASCP. If the cancellation or reduction is received by ASCP **July 5, 2021** through **September 10, 2021**, 50% of the full exhibit price or full price for the space relinquished will be retained by ASCP. No refund will be made for a cancellation or reduction received after **September 10, 2021**. If the cancellation or reduction of an island booth is received prior to **July 5, 2021**, 50% of the full exhibit price or full price for the space relinquished will be retained by ASCP. No refund will be made for a cancellation or reduction of an island booth received after **July 5, 2021**. Upon cancellation Exhibitor loses all right to space and ASCP reserves the right to reassign that space to another Exhibitor. ASCP reserves the right to treat exhibitor's downsizing of booth space as a cancellation of the original contract and an offer to purchase new booth space. Exhibitor may be required to move to a new location if it requests a downsizing of space. Exhibitor agrees that it is responsible for the total exhibit space rental for the originally contracted and assigned space.

FAILURE TO MAKE PAYMENT: Any person, partnership, or corporation contracting for space who shall fail to make the payment as herein provided, whether such person, partnership, or corporation desires to exhibit or not, shall thereby and thereupon forfeit all rights to the use of the selected space, and the ASCP shall have the right to dispose of such space in such a way as it may consider to its interests without any liability on the part of the ASCP. In the event space contracted for by an Exhibitor remains unoccupied on the opening day of the exhibit and such space be not sold by the ASCP, the exhibitor who fails to pay for and occupy said space will be charged for the expenses incurred by ASCP to cover the booth area and convert it to a lounge area.

BOOTH SETUP AND DISMANTLING: Each Exhibitor must deliver to the exhibit hall area all equipment, apparatus, goods, materials, etc., and there erect and completely install the display in the space contracted by such exhibitor no later than four hours prior to the published opening time of the exhibit hall. Work will be strictly prohibited after that time. Property received after the opening must be arranged in spaces only during the hours the exhibit hall is not open to attendees.

Exhibits will not be permitted to be packed or removed from the building at any time after installation until the final closing of the exhibit hall unless special permission in writing is obtained from ASCP. Failure to comply will result in a \$300 fine. Booth must be fully staffed during the entire Conference. ASCP reserves the right to make such modifications in the exhibit hours as may be necessary to meet program needs, with full and sufficient notice given to all contracted Exhibitors.

SOUND RESTRICTIONS: Sound-producing or amplifying devices that project sound must be tuned so as not to exceed 85db. ASCP reserves the right to determine at what point sound constitutes interference with other Exhibitors. Public address announcements are prohibited.

USE OF COPYRIGHTED MUSIC: Exhibitor agrees to pay all royalties, license fees or other charges for any music, either live or recorded, or other entertainment of any kind or natures, played, staged, or produced by the exhibitor, his agents or employees, within the premises by this License Agreement, including but not limited to royalties or licensing fees due to BMI, ASCAP, or SESAC. The exhibitor agrees to indemnify and hold ASCP harmless against any and all such claims or charges.

USE OF SPACE: All promotional material must be distributed from within the confines of the exhibitor's own contracted space. Materials bearing any name or form of advertisement may not be displayed anywhere other than the space contracted. No Exhibitor shall sublet space allotted. Each exhibitor is responsible for keeping the aisle or aisles near contracted space free of congestion resulting from demonstrations or promotions.

MARKETING PARAMETERS: Exhibitors are prohibited from scheduling hospitalities or programs outside of their exhibit contracted space(s) during times of the ASCP official program.

FORCE MAJEURE: Because of the nature of the enterprise undertaken by ASCP, the same being dependent on its securing a sufficient and satisfactory number of Exhibitors at the Conference, it is specifically understood and agreed that if, in the sole opinion of ASCP, it is not practical to carry out the terms of this agreement for any reason, without limiting it to any embargo or regulation of any department or agency of the United States government against the holding or carrying out of said exhibit program as a whole, ASCP shall have the right to cancel the same and this agreement, in which event any payment made by the Exhibitor to ASCP shall be returned to exhibitor, and ASCP hereby expressly waives any and all claims of any kind and nature except for such amount as exhibitor has previously paid for space, excepting if said event causes the exhibit program to be canceled ten days or less prior to the opening date of such exhibit program, fifteen (15%) percent of the full exhibit contract fee will be retained by ASCP.

LIABILITY: Exhibitor must operate and maintain exhibits so that no injury will result to any persons or property. Exhibitor undertakes and agrees to indemnify and hold harmless ASCP and its officers, board, agents, and representatives from any and all claims for damages, suits, etc., by any person by reason of negligence of the exhibitor, its agents, representatives, or employees. Exhibitor agrees to release and to indemnify

and hold harmless ASCP and its officers, board, agents and representatives from any and all claims for damages, suits, etc., for injuries to themselves or their employees and for damages to property in their custody, owned or controlled by them, which claims for damages may be incidental to, grow out of, or be connected with their use or occupation of space contracted; however, nothing herein shall release ASCP and its officers, board, agents and representatives from any liability for claims, damages, suits, etc., that are the result of the negligence or willful misconduct of ASCP and its officers, board, agents and representatives. Exhibitor must surrender space occupied by him in the same condition as it was at the commencement of occupation. The exhibitor shall assume all responsibility for damage to the exhibit hall and shall indemnify and hold harmless the exhibit facility, ASCP and its officers, board, agents and representatives for all liability which might ensue from any cause whatsoever arising out of the exhibitor's participation in the exhibit program or in conference activities. ASCP will not be liable in any instance for any unforeseen expenses incurred by exhibitor due to the terms of the lease that ASCP has with the exhibit facility.

INSURANCE: The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than minimum \$1,000,000 per occurrence/\$2,000,000 aggregate coverage. Such insurance shall name the American Society of Consultant Pharmacists, Sponsorship Boost, the Town and Country Resort, and Shepard Exposition Services as an additional insured. During the term hereof, the exhibitor shall maintain Workers' Compensation and Occupational Disease insurance in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall. Proof of such insurance, including a Certificate of Insurance, shall be provided to Sponsorship Boost as soon as practical but in no event more than three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

EXHIBITOR BADGES: Appropriate badges will be furnished to Exhibitors and their employees by ASCP upon proper registration. Exhibitor badges give Exhibitors access to conference activities. Each company is entitled to 4 complimentary badges per contracted space. Additional badges may be purchased. The exhibitor full-conference badge allows entrance to sessions, and the exhibit hall during all set-up, dismantle, and regular show hours. No exhibitor badge registrations include CE credit. The official ASCP badge must be worn whenever a representative is in the exhibit hall.

TAX AND LICENSING: Exhibitors who choose to sell products or services assume full responsibility for securing licenses and collecting all applicable fees and taxes. Exhibitor will comply with all federal, state, and local laws as well as the rules and regulations of the host venue. Exhibitors will be liable for all obligations resulting from non-compliance and will indemnify and hold harmless ASCP from any and all costs and/

or expenses (including counsel fees) involved in addressing or defending any matters arising in whole or in part from exhibitor's sale of products or services.

SERVICE INFORMATION: All services customarily required by exhibitors will be available and must be obtained through the official service contractor. No other contractors will be permitted without prior written approval of ASCP. Complete shipping instructions and information regarding furniture, carpet rental, electrical work, labor and dismantling, drayage, etc. will be available to exhibitors in advance. A service desk will be maintained in the exhibit area. Under no circumstances will ASCP or the San Diego Town and Country Resort assume responsibility for loss or damage to goods consigned to the official contractor. The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. ASCP assumes no responsibility for damage or loss of packing boxes or crates.

VIOLATIONS: Any violation of these terms and conditions and/or the rules and regulations contained in the prospectus on the part of any Exhibitor will nullify exhibitor's right to occupy space. Such exhibitor will not be released from liability and will forfeit to ASCP all monies that have been paid. In case of any violation of the terms and conditions and/or the rules and regulations on the part of the exhibitor, right is hereby given to the ASCP, at its option, to terminate the agreement to occupy space, and the ASCP may enter and take possession of the space occupied by the exhibitor and remove all persons and goods at the exhibitor's own risk.

AMENDMENT TO TERMS AND CONDITIONS: Any and all matters or questions not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of ASCP. ASCP may, in its sole discretion, make reasonable changes, amendments, or additions to these terms and conditions. Any such changes, amendments, or additions shall be binding on exhibitor equally with the other terms and conditions contained herein.

THIRD PARTY BENEFICIARIES: There are no third-party beneficiaries of these terms and conditions, and no person not a party to these terms and conditions may enforce them or rely on them, in whole or in part.

DISPUTES: In the event of a dispute between the parties with respect to the exhibitor's obligations or compliance with these terms and conditions, the parties shall work together in good faith and in a prompt and cooperative manner to develop or facilitate a resolution.

LIMITATION ON ASCP'S LIABILITY: Neither the meeting/exhibition sponsor, nor its show management company or other agents or representatives, or their shareholders, officers, directors, employees or contractors shall be responsible for any injury, loss, or damage that may occur to exhibitor or to exhibitor's agents, employees, affiliated personnel, officers, directors, shareholders, contractors or representatives or any of their property, businesses, or other activities from any cause whatsoever, prior to, during or subsequent to the conference or exposition event. By signing this Agreement, exhibitor expressly and voluntarily and knowingly assumes all such risk and expressly agrees, and hereby does, indemnify, defend and hold harmless the meeting/exhibition sponsor, its show management company

and other agents and representatives, and their shareholders, officers, directors, employees and contractors, from and against all claims and liabilities arising out of, or in any way related to, the acts or negligence of exhibitor, exhibitor's agents, employees or representatives.

SOLICITATION OF EXHIBITORS: No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of ASCP.

LABOR: Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Services Kit.

FOOD AND BEVERAGE: Exhibitor distribution of food and beverages for consumption in the building is prohibited, except with written permission from Show Management. All requests must be submitted in writing. The Town and Country Resort reserves the right to purchase, prepare and provide all food and beverage items.

SECURITY: ASCP will have a locked exhibit hall when the hall is not in use. The furnishing of such service is in no case to be understood or interpreted by Exhibitors as a guarantee to them against loss, theft, and/or damage of any kind. ASCP or any officer, its agents, staff members, the venue, or the official general service contractor, will not be liable for the safety of the Exhibitors' property, agents, or employees from theft and/or damage by fire, accident, or any other causes. Exhibitors wishing to insure their exhibit materials, goods, and/or wares of exhibits against theft, damage by fire, accident, or loss of any kind must do so at their own expense.

TRADEMARKS: ASCP will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the Town and Country Resort logo, design, trademark, trade name, patent, copyrighted work or symbol must be approved in writing by the Town and Country Resort marketing department. No exhibitor may use ASCP's name or logo(s) without the written consent of ASCP.

PHOTOGRAPHING & FILMING OF EXHIBITS: Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to, photographing, or videotaping its exhibit. The taking of pictures, other than by the official photographer/videographer, is expressly prohibited during setup, dismantling and non-exhibit hours. Individual cameras will not be allowed on the exhibit floor. The use of a camera cell phone is prohibited during the above-mentioned hours. Only the exhibitor may grant permission to have its exhibit photographed, videotaped, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request from Show Management or the official photographer/videographer to photograph or film the exhibit from outside the perimeter of the booth.