



## APhA2018 Pre-Show Exhibitor Bulletin

### Be a Part of the Treasure Hunt!

- The Treasure Hunt is a fun, interactive game attendee's will play through the official APhA2018 Mobile App
- It's an easy and cost-effective way to increase traffic to your booth
- Each participating exhibitor will be given a preset code. It will be up to you how you give out the code whether you require to scan the attendees badge, require the attendee to take a short survey or just have signage at their booth with the code
- Attendees will visit all of the participating booths and collect the codes to become eligible for the prize
- The winner will be announced at 2:30pm on Sunday, March 18 in the APhA Exposition.
- Limiting participation to 6-8 exhibitors
- **\$1,000 to participate**

If you are interested in participating in the Treasure Hunt, please contact John Russell by e-mail at [jrussell@aphanet.org](mailto:jrussell@aphanet.org).

### [Pre-Show Registration List](#)

Reach new and current customers with target marketing mailing lists or the APhA2018 Pre-Registration list! The pre-show mailing list does include e-mail addresses. Click [here](#) to order your pre-show mailing lists.

### Community Service Project



We are once again proud to announce that Paws for Veterans will serve as the APhA2018 Community Service Project. [Paws for Veterans](#) provides Psychiatric Service Dogs, training, and therapeutic group sessions to Veteran and Active Duty men and women struggling with Post Traumatic Stress Disorder and Traumatic Brain Injury.

As an exhibitor, you have the unique opportunity to help support this worthy project and at the same time increase your exposure at APhA2018. Every exhibitor who agrees to donate a minimum of \$2.00 to Paws for Veterans for each attendee badge swiped at their booth will be recognized in a mobile alert sent through the official APhA2018 Mobile App. The alert will list all participating companies with their booth numbers and encourage attendees to visit those booths.

If you are interested in participating, please contact John Russell by e-mail at [jrussell@aphanet.org](mailto:jrussell@aphanet.org).

## **Opening Reception Theme in the Exposition: LIVE from Nashville!**

Kick up your heels and get your honky tonk on as we kick off our week together in Nashville! The most legendary country performers will be among the faces in this star packed crowd. Mix and mingle with look-alike impersonators of Garth Brooks, Tim McGraw, Willie Nelson and the First Lady of country music - Dolly Parton. You will be treated to hors d'oeuvres, live entertainment, and get your first opportunity to connect with attendees. Complimentary non-alcoholic beverages and cash bars are available; bring proper ID. **Dress is casual and we invite your team to dress in the theme to help us welcome attendees to APhA2018!**

### **Exhibitor Tool Kit**

You will find everything you need to successfully participate in the meeting within this page. Take the time now to review this page carefully. It will save you TIME and MONEY.

### **Exhibitor Badge Pick Up**

Exhibitor badges will NOT be mailed in advance, but instead can be picked up at the Exhibitor Registration Desk located in the Music City Center, Hall C-D, beginning Thursday, March 15 at 2:00 PM.

### **On-Site Booth Sales for APhA2019**

You will receive an e-mail in early March with your pre-scheduled appointment time to select your booth space on-site for the APhA2019 Annual Meeting & Exposition. Next year's meeting will take place at the Washington State Convention Center in Seattle, Washington, March 22-25, 2018.

### **APhA2018 Exposition Schedule-At-A-Glance**

#### **Exhibitor Move-In:**

Thursday, March 15	8:00 am-5:00 pm
Friday, March 16	8:00 am-5:00 pm

#### **Exposition Hours:**

Friday, March 16	7:00 pm-9:00 pm*
Saturday, March 17	11:00 am-3:00 pm
Sunday, March 18	11:00 am-3:00 pm

\*The Opening Reception, held in the Exposition on Friday, March 16, 7:00-9:00pm, will welcome attendees to APhA2018 with hors d'oeuvres, live entertainment, and activities.

#### **Move-Out/Breakdown:**

Sunday, March 18	3:00 pm-8:00 pm
Monday, March 19	8:00 am-12:00 pm

**Questions? Contact John Russell, Director of Expositions by e-mail at [jrussell@aphanet.org](mailto:jrussell@aphanet.org), or by phone at (202) 429-7570.**