

# Door Drop Service for Exhibitors

# APhA2019

Annual Meeting & Exposition

Seattle, Washington | March 22-25

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## What is a Door Drop?

A convenient exhibitor marketing tool that delivers your promotional materials, invitations, etc., directly to the hotel rooms of meeting attendees. Door Drops are an effective way to reach your prospects and increase booth traffic.

## Why should I do a Door Drop? What about technology?

Does a restaurant tell you to look at their app or do they give you a menu? A hard copy of your promotional material, delivered directly to the hotel rooms of trade show attendees, is a very effective way to reach your prospects.

## Who is Convention Communications?

Convention Communications is the dedicated Door Drop provider. Door Drops are our only business.

## Do we need approval from show management to do a Door Drop?

Yes. You *must* email your request to John Russell at [jrussell@aphanet.org](mailto:jrussell@aphanet.org) and obtain approval in writing.

## Will Convention Communications save my company money?

Because we work with several exhibitors, we are able to combine all Door Drop items in a single door-hanger bag. You will pay less to have us do everything than if you made all the arrangements, shipped materials and cut checks to all the hotels yourself!

## Why should I work with Convention Communications instead of contacting the hotels myself?

The American Pharmacists Association has designated Convention Communications as the exclusive provider of Door Drop services. Instead of having to coordinate all the details with many hotels, you work only with us. Convention Communications does *all* of the legwork.

## Can My Company Sponsor the Door Drop Bag?

Yes. Call Tom Marshall.

## How do I work with Convention Communications?

Call Tom Marshall at (513) 934-3700 to discuss your requirements, or email [tom@doordrop.com](mailto:tom@doordrop.com).

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### Convention Communications will:

- Coordinate logistics with each hotel.
- Deliver your materials to each hotel.
- Be on-site to ensure that your literature is distributed on schedule.

### Details

Pricing:	\$3,800*
Deadline for Materials:	March 12

\* Pricing for a single item. Over 2.0 ounces additional.

Your materials will be delivered on Friday night, March 22, 2019 to the Seattle hotel rooms affiliated with APhA2019.

