



Pre-Registered Attendee Mailing List Order Form

Reach new and current customers with target marketing mailing lists or the APhA2018 Pre-Registration list! *Target marketing* is one of the most important pre-show activities your company can perform to help ensure a successful show. What is **target marketing**? Target marketing is defining the specific audience you want to reach at a trade show and doing everything necessary to draw that audience to your exhibit. APhA has developed four *target marketing* mailing lists exhibitors can use to promote their presence at APhA2018. APhA will provide a complimentary list (in excel format) to each exhibiting company to use for a one-time pre-show mailing.

*Each list will contain 2,000-4,000 names and complete mailing addresses and can be sorted by last name or by zip code. E-mail addresses are not included.

Using up-to-date membership and pre-registration lists, APhA will provide an electronic file of one of the following target marketing lists:

- 1) Want to invite pharmacists who are pre-registered for APhA2018 and invite them to visit your booth? Then purchase the pre-convention registration list for \$750. The list does include e-mail addresses.
- 2) Looking only for local area pharmacists? The **Regional List** includes members located within a one day drive of Nashville, TN. *Complimentary list.*
- 3) Looking for pharmacist decision-makers? The **Nationwide Managerial List** contains staff pharmacists, managers, supervisors, owners, directors of pharmacy and presidents of both chain and independent pharmacies. *Complimentary list.*
- 4) Want to reach new practitioners nationwide? Order the APhA **New Practitioner List!** These pharmacists are new practitioners and represent pharmacists in the early part of their careers (members eligible up to 5 years after they graduate). *Complimentary list.*

John Russell
American Pharmacists Association
2215 Constitution Avenue, NW
Washington, DC 20037
Phone: 202-429-7570 Fax: 202-448-8734
Email: jrussell@aphanet.org



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This form must be returned to APhA no later than February 1, 2018.

Company Name: _____

Primary contact and title: _____

Booth #: _____ Telephone: _____ Email: _____

Check one list only (will be sorted in alphabetical order)

- Send the pre-registration List ** at \$750 **by last name.**
- Send the Regional List
- Send the Managerial List
- Send the New Practitioners List

**For the pre-registration list, supply credit card information or mail with a check, payable to APhA.

Credit Card Payment: VISA American Express Master Card

Card Number: _____

Expiration Date: _____ Amount: _____

Name as it appears on the Card: _____

Street address and zip code of billing address: _____

* All lists are for a one-time, direct mail use only. Misuse and/or retention of names is prohibited. Membership data may not be entered into any electronic databases. By signing this agreement, the exhibitor agrees to abide by the above rules. I agree to abide by the above rules governing the use of the APhA electronic file.

Signature: _____ Date: _____

Return form to John Russell by February 1. You will receive the list by email in excel format after the early bird registration deadline.

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