



# Door Drop Service for JFPS Exhibitors

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## What is a Door Drop?

A convenient exhibitor marketing tool that delivers your promotional materials, symposia announcements, etc. directly to the hotel rooms of attendees. Door Drops are an effective way of reaching attendees and giving them an opportunity to plan which exhibitors they need to visit.

## Who is Convention Communications?

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

## 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 very effective way to reach trade show attendees is to have a hard copy of your promotional material delivered directly to their hotel rooms.

## 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 for JFPS. Convention Communications does *all* of the legwork.

## 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) to obtain approval in writing.

## How do I work with Convention Communications?

Call Tom Marshall at (513) 934-3700 to discuss your requirements, or email to [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

All JFPS Rooms \$800\*

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

Deadline for Materials: September 1

Your materials will be delivered on Sunday night, September 10, 2017 to the rooms of all guests affiliated with the JFPS.

