

## Door Drop Service for Exhibitors

### What is a Door Drop?

A convenient exhibitor marketing tool that delivers your promotional materials, invitations, survey, samples, etc. directly to the hotel rooms of trade show attendees. Door Drops are an effective way of reaching your prospects 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.

### How does Convention Communications operate?

We work with the show hotels to have your promotional materials, seminar invitation or announcement delivered to the hotel room of each person registered under the room block.

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

Yes. You *must* fax your request to Lisa Rose of AAPM at (301) 209-0862, or [rose@aapm.org](mailto:rose@aapm.org) to obtain approval.

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

Convention Communications does all of the legwork for you. Instead of having to contact each hotel, work out the logistics, send the proper quantity of announcements and have a separate check generated for each hotel, you deal only with us. We handle all the details.

### 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. This saves the hotel work, allowing them to charge us less. 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!

### 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).

\*Price for a single item, maximum 2.0 ounces.

Deadline for Materials: July 19

#### 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.

Your materials will be delivered on Sunday night, July 25, 2004, to the Pittsburgh hotel rooms of the AAPM Annual Meeting attendees.

**Convention**  
Communications

tel. (513) 934-3700 fax (513) 934-3708

#### Details

1,500 Hotel Rooms \$2,100\*