

Door Drop Service



107TH ANNUAL MEETING

November 4-7, 2021 | Miami Beach

American Academy
of Periodontology

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.

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 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.

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

Yes. You *must* email your sample PDF to Marge Palonis of AAP at margery@perio.org to obtain approval in writing, no later than October 11.

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

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

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 envelope. You will pay less to have us do everything than if you made all the arrangements, shipped materials and cut checks to the hotels yourself!

How do I work with Convention Communications?

Call Tom Marshall at (513) 934-3700 to discuss your requirements, or email to tom@doordrop.com. We are able to accommodate most special requests.

Convention Communications will:

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

Your materials will be delivered on Wednesday night, November 3, 2021, to attendees' rooms of the Miami hotels affiliated with the AAP Annual Meeting. It will also be delivered on Thursday night November 4, 2021 to guests checking in on Thursday.

Details

All Hotels	\$2,450*
Deadline for Materials:	October 25

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

Convention
Communications