Home Drop Service for Exhibitors

What is a Home Drop?
A Home Drop is a convenient marketing tool that delivers promotional material, invitations, announcements, etc. directly to the home or office, of virtual trade show attendees. A Home Drop is a very effective way of reaching your prospects. And Home Drops comply with all professional guidelines.

Why should I do a Home Drop? What about technology?
On-line advertising can be beneficial, however a well-designed hard copy of your promotional material, delivered directly to the trade show attendees, is a very effective way to reach your prospects.

Will Convention Communications mailing service get our promotional materials to the proper contact?
Because we work with several exhibitors to provide a shared Home Drop Service, we combine all items in a single envelope. Items in the official AAO 2020 Virtual envelope are much more likely to be read than a single flyer.

Why should I work with Convention Communications instead of contacting the attendees myself?
The Academy has designated Convention Communications as the only approved provider of Home Drop services. Convention Communications does all of the legwork.

Do we need approval from show management to do a Door Drop?
Yes. After contracting with us, you must email your PDF sample to Anna Zammataro at azammataro@aao.org, to obtain approval, prior to printing.

How do I work with Convention Communications?
Call Tom Marshall at (513) 934-3700 to discuss your requirements, or email tom@doordrop.com

Convention Communications will:
Your materials will be delivered to the attendees five to seven days prior to the start of AAO 2020 Virtual.

<table>
<thead>
<tr>
<th>Details</th>
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<tbody>
<tr>
<td>Domestic Attendees:</td>
<td>$1.00/item</td>
</tr>
<tr>
<td>Deadline for Approvals:</td>
<td>October 14</td>
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<tr>
<td>Deadline for Materials:</td>
<td>October 20</td>
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(Goal image for Convention Communications)