

AACP Virtual Pharmacy School Fairs

Exclusive Participant Offer

As a valued participant in the AACP Virtual Pharmacy School Fairs, your institution is eligible for an exclusive voucher toward **Echo-Targeting** — AACP’s powerful digital advertising program for pharmacy program recruitment.

\$500 VOUCHER

Register for Both Fairs

\$300 VOUCHER

Register for One Fair

Voucher must be applied toward Echo-Targeting services within one month of fair participation.

What Is Echo-Targeting?

Echo-Targeting is an affordable banner advertising tool that connects your pharmacy program with prospective students who are actively exploring their options. Prospects browsing Future Pharmacy Student pages on AACP and PharmCAS websites are then retargeted with banner ads from your institution as they browse the Internet — keeping your program top of mind.

Why Use Your Voucher?

- **Extend your fair reach** — keep engaging prospective students long after the event ends
- **Increase program visibility** — stay visible to students who browsed but haven’t yet applied
- **Amplify your recruitment ROI** — a cost-effective complement to your fair investment
- **Already an Echo customer?** Apply the voucher to increase your existing monthly spend in the month following the fair.

This incentive is completely optional. You are not required to use the voucher to participate in the fairs. Fair registration and Echo-Targeting are independent programs.

Ready to maximize your recruitment impact?

Learn more about Echo-Targeting at aaccp.org/echo-targeting