



APHA 2019 ANNUAL MEETING & EXPO

CREATING THE HEALTHIEST NATION:
FOR SCIENCE. FOR ACTION. FOR HEALTH.

Welcome to PHILADELPHIA

APHA 2019 NOV. 2 – 6

Exhibitor Prospectus

apha.org/expo



EXPAND YOUR REACH WITH THE VIRTUAL PUBLIC HEALTH EXPO

This online offering lets attendees preview your products and services before they arrive in Philadelphia.

ENHANCED ONLINE LISTINGS: LEVEL 1

FREE to all APHA Exhibitors

- 500 character description
- 1 searchable product category
- Company name, address and website contact information
- Share button for Facebook page
- LinkedIn profile button
- Follow button for Twitter account

LEVEL 2

PREMIUM BOOTH UPGRADE for \$495

Includes Level 1 benefits plus:

- 2,000 character description
- 5 searchable product categories
- Company logo
- 5 products to Showcase
- 1 video upload

LEVEL 3

ULTIMATE BOOTH UPGRADE for only \$895

BEST VALUE! Includes everything in levels 1 and 2 plus:

- Premium placement at the top of the exhibitor list and search results
- 3,000 character description
- 10 searchable product categories
- 5 news releases
- 5 special event listings
- 2 video uploads

ADDITIONAL DIGITAL PROMOTIONS:

Company logo as Rotating Banner Ad – \$295
Logo on your Floor Plan Booth – \$395
Exclusive Online Exhibitor List – Clickable Logo \$1,995
Exclusive Online Floor Plan – Clickable Logo \$1,595

REACH YOUR TARGET AUDIENCE AT APHA 2019!

BASIC BOOTH PACKAGES

COMMERCIAL BOOTH

Inline..... **\$2,550** per 10' x 10'
Corner..... **\$2,800** per 10' x 10'

NON-PROFIT BOOTH

Inline **\$2,050** per 10' x 10'
Corner **\$2,200** per 10' x 10'

PREMIUM BOOTH*

\$2,950 per 10 x 10 booth

*See floor plan for designated premium booths.

- Premium Booths are near the Exhibit Hall entrances or adjacent to high-traffic areas.
- Automatically includes a bonus on the Virtual Expo.

All exhibits must be fully staffed during official exhibit hours. Any exhibiting company that tears down its exhibit before 5:30 p.m. on Tuesday, Nov. 5 will not be allowed to participate in priority registration for the 2020 Annual Meeting and Expo in San Francisco. All exhibiting companies and APHA agree to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education and ANCC Standards for Commercial Support of Continuing Nursing Education. More information is available at <http://bit.ly/accme-def-comm-sup>.



YOUR BOOTH IS JUST THE BEGINNING

APHA offers many opportunities to meet attendees and engage with them on a higher level.

The **Industry Expert Theater** is a highly interactive setting where exhibitors can give live demonstrations, showcase their products and promote their services.

The **APHA Play** social media contest and the **Exhibitor Video Contest** are engagement activities for attendees to learn more about your company before and during the meeting. More details on how to participate to come!

"We return to APHA annually because it is the best venue to engage with health professionals looking to make a difference in US public policy. We walk away from the APHA exhibit with a significant number of contacts for qualified practitioners, educators, leaders, and interested students. No other meeting would provide the same ROI for a non-profit career development program like ours."

— Olga Francois | Senior Director for Outreach, Engagement and Communication Systems, AAAS Science & Technology Policy Fellowships

"ETR has been exhibiting at APHA for over 15 years. It is by far the best opportunity to market products and services to public health professionals in the country. A must attend event for anyone in the field."

— Matt McDowell | Director of Product Development & Dissemination, ETR

"As a research software company (MAXQDA) based in Germany we love exhibiting at the APHA — it's a great place for us to personally keep in touch with our clients in the US Public Health sector, as well as make new contacts. We have been APHA exhibitors for more than a decade and in our opinion, it is one of the best-organized exhibitions we attend".

— Lucas de Melo | Manager Customer Communications, VERBI Software GmbH

"We have exhibited at APHA for many years and it remains one of our favorite meetings to attend. This is true as much for how Dedoose is received by the meeting attendees as how professionally managed we find the entire process and actual implementation. Among the many large meetings we attend each year, APHA is clearly the leader in assuring an attractive, organized, and well trafficked exhibit hall."

— Eli Lieber | President, Dedoose/SCRC

THE POWER OF FACE-TO-FACE ENGAGEMENT

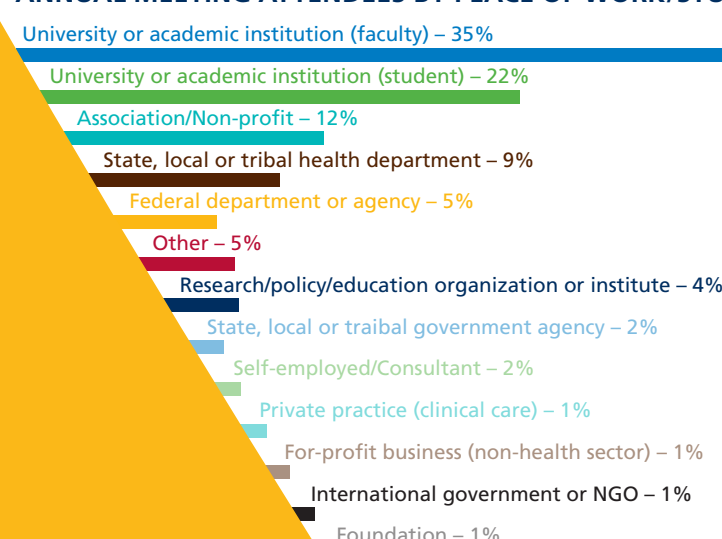
EXHIBITORS AT THE PUBLIC HEALTH EXPO WILL:

- Connect with more than 12,000 public health professionals.
- Generate greater awareness on a grassroots level.
- Network with influential decisionmakers.
- Enhance their image.
- Increase product awareness through brand presence.

APHA MEMBER GROUPS REPRESENT PUBLIC HEALTH PROFESSIONALS IN EVERY AREA OF PUBLIC HEALTH:

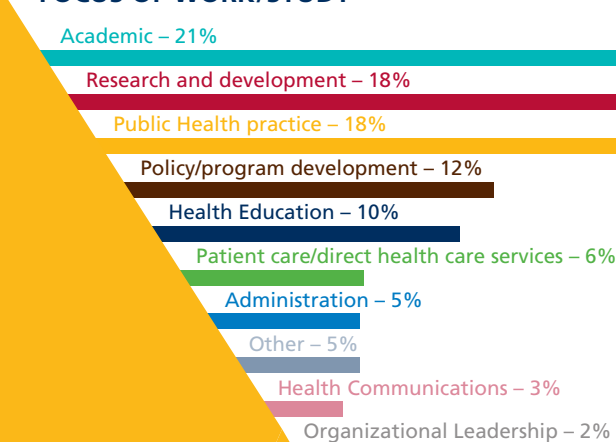
- Aging and Public Health
- Alcohol, Tobacco and Other Drugs
- Applied Public Health Statistics
- Chiropractic Health Care
- Community Health Planning and Policy Development
- Community Health Work
- Disability
- Environment
- Epidemiology
- Ethics
- Food and Nutrition
- Health Administration
- Health Informatics and Information Technology
- HIV/AIDS
- Injury Control and Emergency Health Services
- Integrative, Complementary and Traditional Health Practices
- International Health
- Law
- Maternal and Child Health
- Medical Care
- Mental Health
- Occupational Health and Safety
- Oral Health
- Pharmacy
- Physical Activity
- Podiatric Health
- Public Health Education and Health Promotion
- Public Health Nursing
- Public Health Social Work
- School Health Education and Services
- Sexual and Reproductive Health
- Student Assembly
- Veterinary Public Health
- Vision Care

ANNUAL MEETING ATTENDEES BY PLACE OF WORK/STUDY



Based on 2017 attendee data

ANNUAL MEETING ATTENDEES BY FOCUS OF WORK/STUDY



\$142 is the cost of making an initial face-to-face visit with a potential customer through an exhibition lead — compared to \$259 without exhibiting.

92% of expo attendees come to learn about innovative products and industry trends that help their work.

81% of expo attendees have buying influence or the power to buy products.

67% of all attendees are new prospects and potential customers for exhibiting companies.

THE NUMBERS SAY IT ALL

Statistics are based on the Center for Exhibition Industry Research current reports.

apha.org/annualmeeting

SPONSORSHIP OPPORTUNITIES

EXPERIENCE. ENGAGE. CONNECT.

SELECT ONE OR MORE OF THE PRE-DESIGNED SPONSORSHIP PACKAGES OR CONTACT US TO CREATE YOUR OWN.

BRONZE LEVEL • \$1,000 – \$5,000

Logo placed on the Annual Meeting landing page • sponsorship specific signage • social media wall • General Session screens and more

Navigate and Network Orientation \$3,000

Reach new and returning attendees during this informational session on how to get the most out of the meeting. Welcome them and take this opportunity to make a lasting impression.

Exhibitor Hospitality Area \$4,000

Reach out to exhibitors! This sponsorship provides food and beverages and a place for you to network and share with leading companies in public health.

Blog \$5,000

Become a part of the blog buzz! Place a clickable banner on the APHA Annual Meeting blog. The blog attracts thousands of visitors per day and is the go-to place for Annual Meeting news, announcements and highlights. **Ask about our premium guest blog sponsorship.**

Mobile App Banners \$5,000

Join us as we eliminate the traditional printed program and go green! Almost all attendees download and rely on the app to navigate the meeting. Your clickable banner will lead to an in-app page with your company description, contact information and a link to the webpage of your choice.

ADDITIONAL ADVERTISING OPPORTUNITIES

Print? Web? Both? You Choose...

Ashell Alston

ashell.alston@apha.org • 202-777-2470

SILVER LEVEL • \$5,001 – \$19,999

Includes one complimentary attendee registration • logo in attendee newsletter • on the Annual Meeting landing page • sponsorship specific signage • social media wall • General Session screens and more

Awards Ceremony & Reception \$10,000

This event recognizes individuals who will receive APHA's most distinguished awards. Network with APHA's leaders and prominent members of the public health community and receive verbal recognition from APHA's executive director.

Wellness Center \$10,000

This is the place people come to take physical and mental breaks between sessions. They partake in yoga, meditation exercises, games, stretch routines, receive relaxing massages and more. Recommend activities to boost participation in this area.

Badge Stock \$13,000

Let our attendees increase your brand awareness! Each attendee will be carrying your information on their badges and tickets. Don't forget to include your tagline and booth number so they can find you in the expo.

Lanyards \$13,000

Select this high-visibility item to see attendees wearing your company's name all week! Because everyone must have a badge at all times, you will gain extra exposure through the thousands of photos taken during the meeting.

Global Public Health Film Festival \$10,000 – \$15,000

Your sponsorship will support films that explore and highlight public health on a local, national and global level. Last year, more than 5,500 attendees visited the film festival. You will also have the opportunity to sponsor awards!

GOLD LEVEL • \$20,000 & UP

Includes two complimentary attendee registrations • logo in attendee newsletter • online program • on the Annual Meeting homepage • sponsorship specific signage • social media wall • General Session screens • a print advertisement in The Nation's Health and more

Mobile App Splash Screen \$20,000

Your brand will be front and center, making a great first impression! Every time attendees open the app, the splash screen will showcase your logo and custom artwork while the app is launching. During the meeting alone, the splash screen is viewed more than 300k times! With the traditional program gone, even more people will turn to the app for their APHA 2019 needs.

Conference Bags \$25,000

Build a year-long presence with this reusable item! Annual Meeting bags are available to all attendees. This is an ideal sponsorship because it has an extended length of exposure; attendees use these bags during and after the meeting. Hurry; this opportunity is only available until May 31!

Mix & Mingle Lounge \$25,000

A prominent hotspot for networking and relaxing, the lounge attracts more than 7,000 attendees each day. Attendees use the area to charge their devices, meet with friends and continue the conversation after sessions. This area guarantees high visibility. Your logo will be featured on signs and structures located throughout the lounge.

Social Media Wall \$30,000

Show your love for attendees and social media by bringing them together. This giant screen features highlighted events, video content, photos and a live social media feed. Attendees enjoy stopping by to see their photos and tweets, and those who don't attend the meeting can follow the conversation. As the sponsor, your brand will be visible to all attendees in this high traffic area on structure signage, through sponsored tweets and in a 1 minute custom video from your organization.

FYI: During the Annual Meeting, APHA gets over 1 million impressions on Twitter alone!

Wi-Fi \$25,000 – 45,000

Provide attendees with access to free wi-fi at the convention center. When attendees log on, they will see your logo, tagline and information about your organization. This high-profile sponsorship item guarantees visibility by thousands of attendees and exhibitors.

APHA Live \$50,000 (PRIMARY)

Allow public health professionals to be a part of the Annual Meeting without traveling. You will be providing thousands of people with live and on-demand access to the Annual Meeting's hottest sessions. Your logo will be prominent on the streaming platform and in all marketing for APHA Live.



FIND OUT ABOUT ALL SPONSORSHIP OPPORTUNITIES • PLANTOUR.COM/SHOW/PHA-2019/HOME

CONNECT WITH PUBLIC HEALTH LEADERS

The American Public Health Association's Annual Meeting and Expo celebrates nearly 150 years of public health advancements and accomplishments. APHA is a recognized leader in public health, uniting members, corporations, organizations and government agencies for the benefit of society. Convene with APHA and thousands of public health professionals who are making a difference in the nation's health.

REACH BEYOND THE MEETING

- When you reach APHA 2019 attendees, you also reach their colleagues at hospitals, medical care facilities, health departments and universities.
- Maximize your marketing dollars and reach a diverse and multi-disciplinary audience all under one roof.

THE ULTIMATE VENUE FOR:

- Aging Services/Programs
- Analytical Services
- Community Health Services
- Consulting Services
- Continuing Education Programs
- Data Collection & Management
- Emergency Preparedness
- Environmental Health Programs & Services
- HIV/AIDS Programs/Products
- Immunization/Vaccines
- Maternal & Child Health Programs
- Medical/Health Promotion Products
- Mobile/Wearable Technology
- Nutrition Information
- Pharmaceutical/Laboratory Products
- Population/Reproductive Health Programs
- Publications/Videos
- Software/Information Systems
- Substance Abuse Programs
- Telemedicine Programs
- Universities/Schools of Public Health



TRAFFIC GENERATING FEATURES IN THE EXPO HALL

- Dedicated expo-only hours
- APHA Play social media wall
- Food concessions
- Public Health CareerMart
- Section/SPIG Pavilion
- Poster sessions
- Free headshots for all attendees
- APHA Press and book signing events
- Interactive APHA membership booth

THE PAST IS PRESENT IN PHILADELPHIA

Philadelphia is home to history, hospitality and a rich variety of culture and cuisine. The City of Brotherly Love is a unique blend of historic sites, cobblestone streets, big city entertainment and hometown service. Philadelphia has the best features to create an unforgettable meeting experience. Historically, 80 percent of the conventions that come to Philadelphia surpass attendance records, and more than one-third of those conventions are health-related. We look forward to a wonderful Annual Meeting and Expo in Philadelphia.

APHA 2019 will utilize a campus plan at the Pennsylvania Convention Center and several of the hotels located within the marina area. The Public Health Expo — which includes Public Health CareerMart, poster sessions, APHA Press and many concurrent scientific sessions — will be located in the convention center for maximum convenience and access.

QUICK REFERENCES

For current exhibitor information, visit apha.org/expo

APHA SHOW MANAGEMENT

Lynn Schoen, CEM
Exhibits Manager
202-777-2479
lynn.schoen@apha.org

APHA HEADQUARTERS

800 I Street, NW
Washington, DC 20001

FACILITY

Pennsylvania Convention Center
1101 Arch Street
Philadelphia, PA 19102
215-418-4700
Fax: 215-418-4747
paconvention.com

DECORATOR SERVICES

Freeman
909 Newark Turnpike
Kearny, NJ 07032
201-299-7400
Fax: 469-621-5618
FreemanNewYorkES@freeman.com

PAYMENT SCHEDULE

All applications must include a deposit of 50% per 10 x 10 booth requested. The balance must be paid by July 26, 2019.

CANCELLATIONS

Prior to July 26, 2019, the Association will refund 50% of the total contracted fee, less a \$50 service fee. After July 26, the exhibitor forfeits the entire booth fee.

DON'T MISS THE NATION'S BIGGEST PUBLIC HEALTH EVENT!

EXHIBITORS RECEIVE:

- 3 complimentary full Annual Meeting registrations per booth (approximately \$2,400 value).
- 5 complimentary expo-only guest passes **(not to be used by staff)**.
- An opportunity to present in the Industry Expert Theater to present your new products and services.
- A listing in the Virtual Expo.
- A listing in the mobile app.
- Pipe, drape and a two-line booth sign.
- Access to Exhibitor Lounge.
- 24-hour general security.
- Free personal consulting service through the meeting!

For more detailed information, please refer to the Exhibitor Standards included with this Prospectus.

ON-SITE EXHIBITOR SCHEDULE

MOVE IN

FRIDAY, Nov. 1	1 – 6 p.m.
SATURDAY, Nov. 2	8 a.m. – 6 p.m.
SUNDAY, Nov. 3	8 a.m. – noon

OFFICIAL EXHIBIT HOURS

SUNDAY, Nov. 3	1:30 – 5:30 p.m.
MONDAY, Nov. 4	9 a.m. – 5 p.m.
TUESDAY, Nov. 5	9 a.m. – 5 p.m.

MOVE OUT

TUESDAY, Nov. 5	5 – 10 p.m.
WEDNESDAY, Nov. 6	8 a.m. – 2 p.m.

APHA reserves the right to alter the convention hours in the best interest of the Association.

2019 FAST FACTS AND DEADLINES

MAY 31	Last chance to sponsor attendee bags
JUNE 3	Registration and housing open
JUNE 15	Exhibitor Service Kits emailed by Freeman
JULY 26	Final booth payment due
SEPT. 12	Advertisement copy deadline for the November issue of the <i>American Journal of Public Health</i>
	Advertisement copy deadline for the November issue of <i>The Nation's Health</i>
OCT. 1	First day for freight shipments to arrive at warehouse
	Final date to register company booth staff
OCT. 10	Advance orders for decorator discount due
OCT. 24	Deadline for arrival of shipments at the advance warehouse without surcharge
NOV. 1	First day for direct shipments to Philadelphia Convention Center



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