APHA EXHIBITOR BULLETIN – JUNE 2020

APHA 2020 Goes Virtual

After careful consideration of the health risks posed by the ongoing COVID-19 pandemic, APHA has announced that APHA’s 2020 Annual Meeting and Expo will be a virtual event. The health and safety of the APHA community (members, staff, exhibitors, etc.) is our paramount concern and was the most important factor in our decision to transition to an all virtual meeting.

We very much look forward to bringing the APHA community together to learn, share and connect in a new virtual format. Our goal is to create an extraordinary online event with many opportunities for engagement, and enduring content that will be available much beyond the dates of the meeting.

A critical part of APHA 2020 Virtual will be our new Virtual Expo. We are working hard to provide enhanced engagement opportunities for you, and we think you’re going to love what you see!

Some of the enhancements you can expect are:

- 2000 word organization descriptions
- Five searchable product categories
- Products to showcase
- Video upload
- Press Release
- Show Special (product promotions, discounts, bonuses)
- Additional slots and features for the Exhibitor Industry Expert Theater
- Special discounts on APHA advertising the month prior, month of and month after the event!*

*Advertising discounts available for Virtual Expo exhibitors only. Learn more or secure your discount by contacting Cleo Chitester, APHA Advertising Manager or call 804-469-0360.

One of our most exciting upgrades is the new Virtual Connection Suite which will enable attendees and exhibitors to engage via intelligent matchmaking services. Exhibitors can also view a list of attendees and favorite attendees they’d like to connect with.

APHA is extending the exhibitor cancellation deadline to August 14 to allow more time to assess the situation and confirm your participation in the Virtual Expo. Please note, we will be unable to accept any refund requests after that date. Check your contract for cancellation policy.
Reach APHA Attendees Before and After the Meeting by Email or Mail

- In September, exhibitors can have marketing materials sent to attendees via email using our vendor Exhibitor Invites or mail using postal addresses for APHA attendees.
- Let thousands of attendees know who you are, where you’re from and what products, services and important health information you offer.
- Purchase the Attendee List.

Exhibitor Video Contest

We’ll be accepting entries for the third annual Exhibitor Video Contest. This is a great opportunity to promote your organization before the meeting. Check out some of the entries from APHA 2019. More details to come.

GENERAL RESOURCES

- Online Exhibitor Portal Login
- Exhibitor Information Page
- Sponsorship and Advertising
- Hosted Reception or Business Meeting

Questions? APHA Show Management is happy to help. Email Lynn Schoen, or call 202-777-2479.