



APHA 2021

ANNUAL MEETING & EXPO

CREATING THE HEALTHIEST NATION:
STRENGTHENING SOCIAL CONNECTEDNESS

Join Us in DENVER

APHA 2021
Oct. 23 – 27

Exhibitor Prospectus
apha.org/expo



DON'T MISS THE BIGGEST PUBLIC HEALTH EVENT OF 2021!

QUICK REFERENCES

For current exhibitor information, visit apha.org/expo

APHA SHOW MANAGEMENT
Lynn Schoen, CEM
Exhibits Manager
Phone: 202-777-2479
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APHA HEADQUARTERS
800 I Street, NW
Washington, DC 20001

FACILITY
The Colorado Convention Center
700 14th St, Denver, CO 80202
Phone: 303-228-8000

DECORATOR SERVICES
Freeman
4493 Florence Street
Denver, Colorado 80238-2479
Phone: 303-320-5100
FreemanDenverES@freemanco.com

Denver Warehouse Shipping Address:
Exhibiting Company Name / Booth # _____
APHA ANNUAL MEETING & EXPO
C/O FREEMAN

PAYMENT SCHEDULE
All applications must include a deposit of 50% per 10 x 10 booth. The balance is due by July 30, 2021.

CANCELLATIONS
Prior to July 30, 2021, the Association will refund 50% of the total contracted fee, less a \$50 service fee. After July 30, the exhibitor forfeits the entire booth fee.



EXHIBITORS RECEIVE:

- Two complimentary full Annual Meeting registrations per booth (approximately \$2,000 value).
- Five complimentary expo-only guest passes (not to be used by staff).
- An opportunity to present in the Industry Expert Theater and feature 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 from the time you sign your agreement through the meeting!

For more detailed information, please refer to the Exhibitor Standards.

MOVE IN

Friday, Oct. 22 1 – 6 p.m.
 Saturday, Oct. 23 8 a.m. – 6 p.m.
 Sunday, Oct. 24 8 a.m. – noon

OFFICIAL EXHIBIT HOURS

Sunday, Oct. 24 1:30 – 6 p.m.
 Monday, Oct. 25 9 a.m. – 5 p.m.
 Tuesday, Oct. 26 9 a.m. – 5 p.m.

MOVE OUT

Tuesday, Oct. 26 5 – 10 p.m.
 Wednesday, Oct. 27 8 a.m. – 2 p.m.

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

2021 FAST FACTS AND DEADLINES

- MAY 31** Last chance to sponsor attendee bags.
- JUNE 1** Registration and housing opens.
- JULY 16** Exhibitor Service Kits emailed by Freeman.
- JULY 30** Final booth payment due.
- AUG. 12** Advertisement copy deadline for the October issue of the *American Journal of Public Health*.
Advertisement copy deadline for the October issue of *The Nation's Health*.
- SEPT. 22** First day for freight shipments to arrive at warehouse.
Final date to register company booth staff.
- OCT. 2** Advance orders for decorator discount due.
- OCT. 15** Deadline for arrival of shipments at the advance warehouse without surcharge.
- OCT. 23** First day for direct shipments to Colorado Convention Center.



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DENVER | OCT. 23 – 27
CREATING THE HEALTHIEST NATION:
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CONNECT WITH PUBLIC HEALTH LEADERS

The American Public Health Association's Annual Meeting & Expo celebrates nearly 150 years of public health advancements and accomplishments. The recognized leader in public health, APHA is 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.



DENVER — COMBINE ELEVATION WITH INSPIRATION

Welcome to Denver — where 300 days of sunshine, diverse neighborhoods, and the Rocky Mountain backdrop combine for the world's most spectacular playground. Much of the city's rich Western history has been preserved to offer stunning architecture, award-winning dining and unparalleled views, all within walking distance from its famed 16th Street pedestrian mall. A free shuttle carries visitors up and down this central corridor, and a new light rail system connects downtown to a series of nearby attractions.

APHA's Annual Meeting will follow a campus plan, utilizing function space at the Colorado Convention Center and the adjacent Hyatt Regency Denver at Colorado Convention Center. The Public Health CareerMart, Poster Sessions, APHA Press, Registration, Opening Session and many concurrent scientific sessions will be located in the Colorado Convention Center for maximum exposure and proximity to the exhibits.

REACH BEYOND THE MEETING

- When you reach APHA 2021 attendees, you also reach the people they work with 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.

TRAFFIC GENERATING FEATURES IN THE EXPO HALL

- Dedicated expo-only hours
- APHA Play social media contest
- 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 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
- Public Health Publications/Videos
- Software/Information Systems
- Substance Abuse Programs
- Telemedicine Programs
- Schools and Programs of Public Health

EXHIBIT HALL TRAFFIC DURING PAST MEETINGS

TUESDAY 9,210

MONDAY 10,713

SUNDAY 20,000

CREATE A YEAR-LONG PRESENCE WITH APHA!

EXPAND YOUR REACH WITH THE VIRTUAL PUBLIC HEALTH EXPO

This online offering lets attendees preview your products and services before they arrive in Denver, and after the meeting as well.

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:

- Rotating Banner Ad on Virtual Expo Platform – **\$295**
- Logo on your Floor Plan Booth – **\$395**
- Ad above the list of exhibitors – **\$1,995**
- Logo at the top of the Virtual Expo Floor Plan – **\$1,595**

YOUR BOOTH IS JUST THE BEGINNING

APHA offers many opportunities to meet attendees and engage on a higher level:



- The **Industry Expert Theater** is an interactive setting where exhibitors can present live demonstrations to showcase their products and services. *Presentation slots are available on a first-come, first-served basis.*
- The **Exhibitor Video Contest** takes place before the meeting and the **APHA PLAY** social media contest takes place during the meeting. Both are engagement activities to bring traffic to the exhibit hall, *have a little fun* and connect attendees with exhibiting companies.

BASIC BOOTH PACKAGES

Commercial Booths Inline\$2,550 per 10' x 10'

Corner\$2,800 per 10' x 10'

Non-Profit Booths Inline \$2,050 per 10' x 10'

Corner \$2,200 per 10' x 10'

Premium Booths \$2,950 per 10 x 10 booth*

*See floor plan for designated premium booths.

- Premium Booths are located near Exhibit Hall entrances or adjacent to high-traffic areas.
- Automatically includes a premium Virtual Expo upgrade.

All exhibits must be fully staffed during official exhibit hours. Any exhibiting company that tears down its exhibit before 5:00 p.m. on Tuesday, Oct. 26, will not be allowed to participate in priority registration for the 2022 Annual Meeting & Expo in Boston. 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. Further information is available at <http://bit.ly/acme-def-comm-sup>

As a German company we love exhibiting at APHA — it's a great place for us not only to keep personally in touch with our clients in the US, but also to make new contacts, reaching potential clients in the field of Public Health - high ranking universities, public and private research institutes, leading companies in health related industry. We have been exhibitors for eleven years now - for us it is one of the best organized exhibitions in the US!"

Isabel Kuckartz, VERBI Software GmbH

APHA provides an unparalleled opportunity for our company to connect with public health professionals. Each year we gain quality leads and feedback while meeting existing and potential clients. This meeting continually exceeds our expectations, and we look forward to exhibiting year after year!"

Brooke Erchinger, StataCorp

Year after year, APHA stands out as a well organized event in a convenient location that allows us to connect with key stakeholders and visionaries in public health. It's always provides a great opportunity to catch up with alumni and former colleagues."

Bobbie Newell, Jiann-Ping Hsu College of Public Health, Georgia Southern University

Whenever we exhibit at APHA, we find it is a highly productive event. In one week, we are able to engage with so many of our current and potential partners as well as raise awareness to thousands of APHA participants about our mission to reduce the burden of chronic disease in every U.S. state and territory."

Paige L. Rohe, National Association of Chronic Disease Directors

THE POWER OF FACE-TO-FACE ENGAGEMENT

apha.org/annualmeeting

THE NUMBERS SAY IT ALL

\$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.

81% of expo attendees have buying influence over one or more major products.

92% of expo attendees come to see and learn about new products and services.

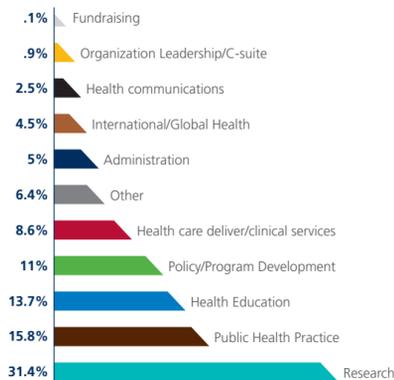
67% of all attendees represent a new prospect and potential customer for exhibiting companies.

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

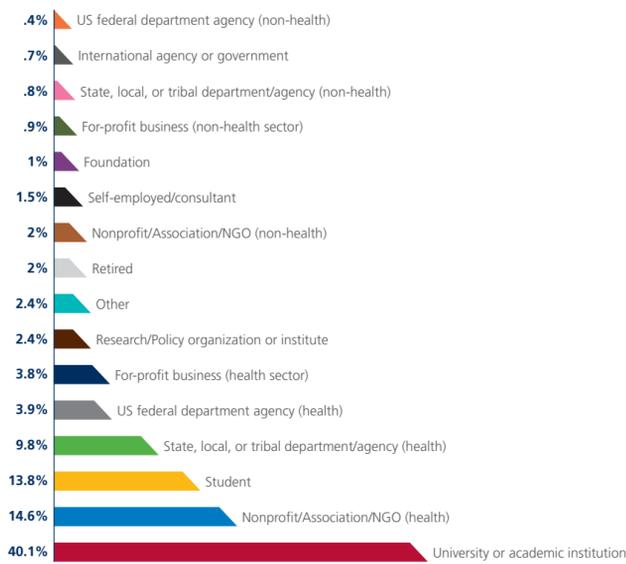
EXHIBITORS AT THE PUBLIC HEALTH EXPO WILL:

- Connect with nearly 13,000 public health professionals.
- Generate greater awareness of your products, services and brand.
- Network with influential decision-makers.
- Have a virtual presence online to connect with more prospects.

ATTENDEES' PROFESSIONAL FOCUS



ATTENDEES' PLACE OF EMPLOYMENT



APHA MEMBER GROUPS REPRESENT 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

SPONSORSHIP OPPORTUNITIES

Experience. Engage. Connect.

Choose from pre-designed sponsorship packages, or work with us to customize your own.

◆ GOLD LEVEL \$20,000 & UP

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

APHA FEATURE SESSIONS\$50,000
(FORMERLY APHA LIVE)	
CONVENTION CENTER WI-FI\$40,000
STEPS CHALLENGE PACKAGE\$35,000
SOCIAL MEDIA WALL\$30,000
CONFERENCE BAGS\$25,000
MIX & MINGLE LOUNGE\$25,000
EXHIBIT HALL COFFEE CART\$20,000
GREEN SCREEN PHOTO STATION\$20,000
MOBILE APP SPLASH SCREEN\$20,000

◆ SILVER LEVEL \$10,000 – \$19,999

Includes one complimentary attendee registration, logo included in attendee newsletter, the Annual Meeting webpage, sponsorship specific signage, social media wall and General Session screens.

INTERNET CAFÉ\$15,000
PUBLIC HEALTH FILM FESTIVAL\$10,000 – \$15,000
BADGE STOCK\$13,000
LANYARDS\$13,000
WELLNESS CENTER\$12,000
APHA DANCE PARTY\$10,000
AWARDS CEREMONY & RECEPTION\$10,000

◆ BRONZE LEVEL \$1,000 – \$5,000

Logo placed on the Annual Meeting webpage, sponsorship specific signage, social media wall and General Session screens.

CHARGING STATION (TIER 1-3)\$5,000 – \$17,500
MOBILE APP BANNERS\$6,500
CAREERMART INTERVIEW BOOTH\$5,000
LACTATION LOUNGE\$5,000
MILLION MINUTES CHALLENGE\$5,000
(FORMERLY STEPS CHALLENGE)	
EXHIBITOR HOSPITALITY AREA\$4,000
NAVIGATE AND NETWORK ORIENTATION\$3,000
RECYCLE BINS\$1,500
SPEAKER READY ROOM\$1,500

Read the full descriptions of sponsorship opportunities at envision.freeman.com/show/apha-2021

Virtual Sponsorship Opportunities

- Attendee Newsletter – **\$6,500**
- Online Program Rotating Banner – **\$6,500**
- Daily Email Banners – **\$15,000**

Reach out to inquire about custom virtual opportunities.

Additional Advertising Opportunities

Print? Web? Both? You Choose...
Contact Ashell Alston
ashell.alston@apha.org, 202-777-2470

