Join Us in DENVER

APHA 2021
Oct. 23 – 27

Exhibitor Prospectus
apha/expo

EXHIBITORS RECEIVE:
• Two complimentary full Annual Meeting registrations per booth (approaching $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
• Rop, ropes 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.

2021 FAST FACTS AND DEADLINES

MAY 31
• Last chance to sponsor attendee bags.
• APHA 1 Registration and housing opens.
• July 16
• Exhibitor Service Kits emailed by Freeman.
• Aug. 30
• Final booth payment due.
• Aug. 12
• Advertisement copy deadline for the October issue of the American Journal of Public Health.

Sept. 22
• First day for freight shipments to arrive at warehouse.

Oct. 2
• Advance orders for decorator discount plane
• Oct. 15
• Deadline for arrival of shipments at the advance warehouse without surcharge
• Oct. 23
• First day for direct shipments to Colorado Convention Center.

DIRECTIONS TO COLORADO CONVENTION CENTER
• Accessible from DIA: 17 miles
• Accessible from Denver: 7 miles
• Accessible from Colorado Springs: 36 miles
• Accessible from Boulder: 33 miles

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.

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 Consultant
• SeniorPGS Pavilion
• Poster Sessions
• Free headshots for all attendees
• APHA Press and book signing events
• Interactive APHA membership booth

THE ULTIMATE VENUE FOR:
• Applying for/submitting a grant
• Becoming a fellow
• Building partnerships
• Career development
• Continuing education
• Exposing new products and services
• Free headshots for all attendees
• Free personal consulting service from the time you sign your agreement through the meeting!

DON’T MISS THE BIGGEST PUBLIC HEALTH EVENT OF 2021!
EXPAND YOUR REACH WITH THE VIRTUAL PUBLIC HEALTH EXPO
This online-only platform allows you to promote your products and services before they arrive in Denver, and all year long.

ENHANCED ONLINE LISTINGS
LEVEL 1
$2,800 per 10’ x 10’
• 1 display panel
• 1 full-color logo
• 1 year product category
• Company page on apha.org
• 1 exhibitor profile
• Display ad in attendee newsletter
• Social media wall and General Session signage

LEVEL 2
$3,950 per 10’ x 10’
• 2 display panels
• 2 full-color logos
• 2 year product categories
• Company page on apha.org
• 2 exhibitor profiles
• Display ad in attendee newsletter
• Social media wall and General Session signage

LEVEL 3
$4,500 per 10’ x 10’
• 3 display panels
• 3 full-color logos
• 3 year product categories
• Company page on apha.org
• 3 exhibitor profiles
• Display ad in attendee newsletter
• Social media wall and General Session signage

ADDITIONAL DIGITAL PROMOTIONS:
• Mention in all APHA digital communications – $250
• Logo or • Mention in all APHA digital communications – $250
• Logo on all digital communications – $250
• Logo on the top of the Virtual Expo Floor Plan – $2,950

BASIC EXHIBIT PACKAGES
APHA Annual Meeting
• $2,350 per 10’ x 10’
• Corner — $2,800 per 10’ x 10’
Premium Booths
• $2,950 per 10’ x 10’ (6’ x 6’)

APHA’s Annual Meeting is one of the largest public health gatherings in the world where you will connect with nearly 13,000 public health professionals. Network with influential public health leaders and organizations. Generate greater awareness of your expertise and your organization. You’ll have a virtual presence online to connect with more prospects.

EXHIBITORS AT THE PUBLIC HEALTH EXPO WILL:
• Connect with nearly 13,000 public health professionals.
• Generate greater awareness of your product, service, and brand.
• Network with influential decision makers.
• Have a virtual presence online to connect with more prospects.

ATTENDEES’ PROFESSIONAL FOCUS
• Engineering
• Education
• Economic Development
• Health Informatics and Information Technology
• Healthcare
• Oral Health
• Mental Health
• Maternal and Child Health
• Law
• Student Assembly
• School Health Education and Services
• Public Health Nursing
• Applied Public Health Statistics
• Alcohol, Tobacco and Other Drugs
• Aging and Public Health
• Injury Control and Emergency Health Services
• International/Global Health
• Health Education
• Policy/Program Development
• Health care delivery/clinical services
• Health care delivery/clinical services
• Health care delivery/clinical services
• Health care delivery/clinical services
• Health care delivery/clinical services
• Health care delivery/clinical services

ATTENDEES’ PLACE OF EMPLOYMENT
• Corporate/For-profit business (non-health sector)
• Nonprofit/Association/NGO (health)
• US federal department/agency (health)
• International/Global Health
• State and territory.
• For-profit business (non-health sector)
• Foundation
• International/Global Health
• For-profit business (non-health sector)
• Self-employed/consultant
• School
• Applied Public Health Statistics
• Alcohol, Tobacco and Other Drugs

GOLD LEVEL $20,000 & UP
Includes one virtual event, attendee registrations, logo in attendee newsletter, online program and on the Annual Meeting Exhibit Floor. Sponsorship specific signage, a print advertisement in The National’s health policy, and an exhibit package.

APHA FEATURE SESSIONS — $15,000
CONVENTION CENTER HALLS — $15,000
STAND-ALONE PACKAGE — $15,000
SOCIAL MEDIA WALLS — $15,000
CONVERSE BOOTH — $15,000
B2B & Mingle Lounge — $15,000
EXHIBIT HALL COFFEE CART — $15,000
GOLDEN SCREEN PHOTO STATION — $15,000
MOBILE APP SHOW SEARCH — $15,000

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SILVER LEVEL $5,000 – $17,500
Includes one virtual event, attendee registrations, logo in attendee newsletter, online program and on the Annual Meeting Exhibit Floor. Sponsorship specific signage, a print advertisement in The National’s health policy, and an exhibit package.

INTERNATIONAL CASH — $10,000
PUBLIC HEALTH FILM FESTIVAL — $10,000 – $15,000
BRIDGE VICTORY — $10,000
LAKESIDE CENTER — $10,000
WELNESS CENTER — $10,000
ASHA DANCE PARTY — $10,000
AWARDS CEREMONY & RECEPTION — $10,000
BIDDER READY ROOM — $10,000

BRONZE LEVEL $1,000 – $5,000
Includes one virtual event, attendee registrations, logo in attendee newsletter, online program and on the Annual Meeting Exhibit Floor. Sponsorship specific signage, a print advertisement in The National’s health policy, and an exhibit package.

CABIN ENTRANCE — $1,500
PUBLIC HEALTH FILM FESTIVAL — $1,500 – $2,000
BRIDGE VICTORY — $1,500
LAKESIDE CENTER — $1,500
WELNESS CENTER — $1,500
ASHA DANCE PARTY — $1,500
AWARDS CEREMONY & RECEPTION — $1,500
BIDDER READY ROOM — $1,500

Additional Advertising Opportunities
Print? Web? Both? You Choose... Contact Ashell Atkinson at ashell.alston@apha.org, 202-777-2470

The Numbers Say It All
In the end of making an initial face-to-face visit at the Annual Meeting, 92% of expo attendees come to see and learn from expo companies.
92% of expo attendees have buying influence over one or more major products.
86% of expo attendees come to see and learn and after the meeting as well.
31.4% of expo attendees come to see and learn and after the meeting as well. Based on attendee data from the previous year.

Medical Marketing & Media, 2019

Create a Year-Long Presence with APHA!