



APHA 2018
ANNUAL MEETING & EXPO

WELCOME TO SAN DIEGO

APHA 2018 NOV. 10 – 14

Exhibitor Prospectus

www.apha.org/Expo



CREATE A YEAR-LONG PRESENCE BEGINNING AT APHA 2018!

EXPAND YOUR REACH & GENERATE SALES

The Public Health Virtual Expo allows attendees to find out more about your products and services online before they arrive in San Diego.

LEVEL 1 FREE to all APHA Exhibitors

- Company Name, Address, Website
- 50 Word Description
- 1 Searchable Product Category
- Company Facebook "share" button
- Company "follow us" on Twitter button
- Company LinkedIn profile button

LEVEL 2 PREMIUM BOOTH UPGRADE only \$395

You get even more! Everything in level 1 plus:

- 300 Word Description
- 5 Searchable Product Categories
- Company Logo with description
- 2 Company Contacts
- 5 Products to Showcase
- YouTube Embedded Video
- Company Brochure

LEVEL 3 ULTIMATE BOOTH UPGRADE for \$545

Everything in levels 1 and 2 plus:

- 600 Word Description
- 10 Searchable Product Categories
- Company Logo on the floor plan
- 5 Company Contacts
- 2 Press Releases
- 4 Special Event Listings
- Video Webcast

BASIC BOOTH PACKAGES

COMMERCIAL BOOTH

Inline **\$2,500** per 10' x 10'
Corner **\$2,750** per 10' x 10'

NON-PROFIT BOOTH

Inline **\$2,000** per 10' x 10'
Corner **\$2,175** per 10' x 10'

PREMIUM BOOTH*

\$2,900 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
- Includes Premium Virtual Expo Upgrade

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. 13 will not be invited to participate in priority registration for the 2019 Annual Meeting and Expo in Philadelphia. 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 can be accessed at <http://bit.ly/accme-def-comm-sup>

"The APHA community represents the best of society's commitment to a positive and healthy future for the planet. It's always exciting to be among these thinkers and doers."

— Sheri W. Sussman, Executive Editor, Springer Publishing Company

"Exhibiting at APHA for several years has generated awareness of our products among public health professionals that has exceeded our expectations. This well-organized conference allows us to create and foster a conversation among current and potential clients in a truly personal way. We are always grateful to be invited to join this remarkable community of professionals, researchers, staff, and students."

— Ashley Schnell, Marketing Coordinator, StataCorp LP

"Attending and exhibiting at the APHA conferences helped grow our tobacco prevention efforts from a little known Massachusetts specific movement to a nationwide phenomenon. Every year we are met with an overwhelmingly enthusiastic response from attendees, which leads to gaining productive contacts and conversations. We certainly plan to continue to attend."

— Thomas Geist, Tobacco 21

"Exhibiting at APHA has long been one of the key outreach events on our calendar and one we look forward to every year. The exposition portion of the conference provides us with multiple opportunities to interact with attendees, which is a real plus we are able to interact with a wide range of individuals from students to senior level professionals, career services staff and academics. This concentrated exposure is a valuable asset."

— Angelina H. Gordon, Director, Communications, Outreach, and Diversity, Global Health Fellows Program II



APHA 2018 ANNUAL MEETING SPONSORSHIP

Your booth is just the beginning!

APHA offers many sponsorship opportunities and gives your organization the flexibility to create a customized package to meet your goals, attract your target audience and increase visibility at the meeting. **With more than 12,000 public health professionals in attendance, this is the premier public health event of the year.** If you want to be seen as a leader in the field, APHA 2018 is the place to be.

Contact **Lynn Schoen** at **202-777-2479** or lynn.schoen@apha.org to learn more about how your organization can participate!

STUNNING STATS

\$96 is the cost of making an initial face-to-face visit with a potential customer through an exhibition lead — compared to \$1,039 without exhibiting.

94% of exhibition attendees have buying influence over one or more major types of products at shows.

87% of purchasing decision-makers found that exhibitions are an "extremely useful" source of needed purchasing information.

76% of all attendees represent a new prospect and potential customer for exhibiting companies.

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

THE POWER OF PUBLIC HEALTH PROMOTION

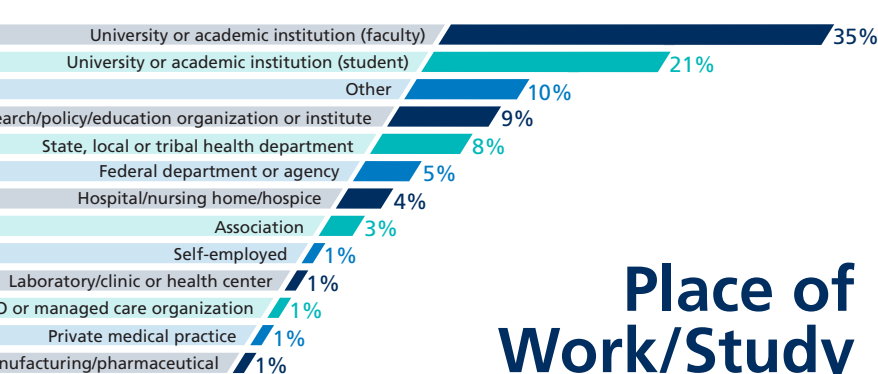
MEET FACE-TO-FACE WITH PUBLIC HEALTH PROFESSIONALS:

- Generate greater awareness on a grassroots level
- Network with influential decision-makers
- Enhance your corporate image
- Increase product awareness through sampling and brand presence

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

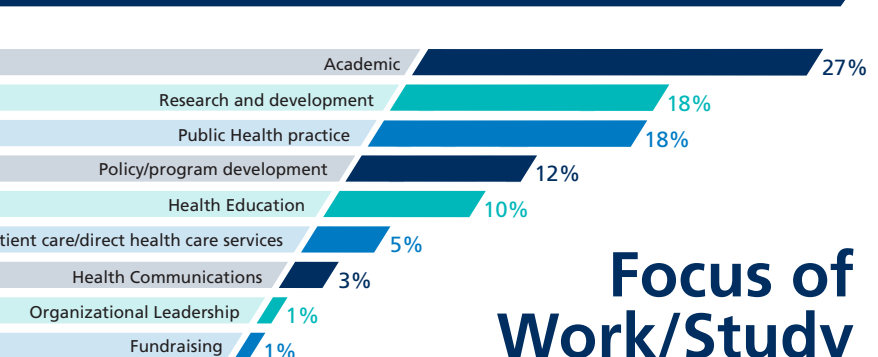
- Aging and Public Health
- Alcohol, Tobacco and Other Drugs
- Applied Public Health Statistics
- Chiropractic Health Care
- Community Health Planning and Policy Development
- Community Health Work
- Disability
- Environment
- Epidemiology
- Ethics
- Food and Nutrition
- Health Administration
- Health 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
- Population, Reproductive and Sexual Health
- Public Health Education and Health Promotion
- Public Health Nursing
- Public Health Social Work
- School Health Education and Services
- Student Assembly
- Veterinary Public Health
- Vision Care

ANNUAL MEETING ATTENDEES BY:



Place of Work/Study

ANNUAL MEETING ATTENDEES BY:



Focus of Work/Study

Based on 2016 attendee data

WWW.APHA.ORG/ANNUALMEETING

BECOME A SPONSOR AND INCREASE YOUR VISIBILITY

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 homepage • sponsorship specific signage • social media wall and General Session screens

RECYCLE BINS \$1,000

Your environmental investment will contribute towards waste minimization. Display your logo to more than 12,000 public health professionals. Your commitment as a sponsor enables APHA to take action to have a positive impact on the environment during the Annual Meeting. Be an advocate for sustainability!

NAVIGATE AND NETWORK ORIENTATION \$2,000

Reach new attendees as they arrive at the Annual Meeting. Welcome them and take this opportunity to make an impression that could last for years.

EXHIBITOR HOSPITALITY AREA \$4,000

Reach exhibitors in this high traffic area. Your sponsorship provides food and beverages and a place for you to network and share with leading companies in public health.

ANNUAL MEETING DAILY BLOG \$5,000

Place your logo on the APHA Annual Meeting blog. The blog attracts more than 2,000 visitors per day and is the “go to” place for up-to-date news. Your company will become part of the blog buzz!

ANNUAL MEETING MOBILE APP BANNER (LIMITED TO 5 SPONSORS) \$5,000

Display your company and brand with a clickable banner placed directly in the mobile app. Be included in all app marketing.

STEPS CHALLENGE \$5,000

Encourage attendees to maintain their active lifestyles while away from home by promoting walking/running to improve health. APHA attendees are offered incentives to participate. All they need to do is sign up and log steps to win prizes. In past years, this challenge has engaged over 400 participants with over 10 million steps over the course of 2 and a half days!

SILVER LEVEL \$5,001 – 19,999

Includes: 1 complimentary attendee registration • logo in attendee newsletter • online program • on the Annual Meeting homepage • sponsorship specific signage • social media wall and General Session screens

APHA'S GLOBAL PUBLIC HEALTH FILM FESTIVAL \$10,000

Showcased films explore and highlight public health on a local, national and global level. Feature films include documentaries, public service announcements, short clips and more. Your sponsorship dollars will help bring the best films to the Annual Meeting. Last year, over 1,000 attendees attended.

WELLNESS CENTER \$10,000

Be a part of attendee wellness in San Diego. During the meeting hundreds of attendees will visit the Wellness Center for activities such as yoga, games, meditation, stretching, massages and more.

AWARDS CEREMONY AND 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. Your sponsorship dollars will help support the awardees and the evening reception.

ATTENDEE BADGE STOCK \$13,000

Reach every registered conference attendee! Everyone will recognize your company as a major sponsor because your information will be printed on badges and tickets received by all attendees. Include your booth number and tag line as well!

LANYARDS \$13,000

Attendees will be wearing your company's name all week! Select this high visibility sponsor item where your logo will be printed on the lanyard and distributed to all exhibitors and attendees with their badges.

ADVERTISING OPPORTUNITY

Print? Web? Both? You Choose...

For additional information on Annual Meeting advertising opportunities, contact **Ashell Alston** at ashell.alston@apha.org or 202-777-2470.

GOLD LEVEL \$20,000 & UP

Includes: 2 complimentary attendee registrations • logo in attendee newsletter • online program • the Annual Meeting homepage • sponsorship specific signage • social media wall and General Session screens • a print advertisement in The Nation's Health and more.

MOBILE APP SPLASH SCREEN \$20,000

Put your brand front and center and make the greatest first impression on the APHA 2018 Mobile App Splash Screen. Every time attendees open the app, the splash screen will bear your logo and company information while the app is launching.

WI-FI AT THE CONVENTION CENTER \$25,000

Provide attendees with access to free Wi-Fi at the San Diego Convention Center. When attendees log on they will see your logo and information about your organization. This high profile sponsorship item guarantees visibility by thousands of attendees.

MIX & MINGLE LOUNGE \$25,000

This networking and relaxation hotspot attracts more than 7,000 attendees each day. Attendees use this centrally located area to access the Wi-Fi, charge their phones, meet up with friends and meet new ones. Utilized by almost all attendees, you are guaranteed visibility. Your organization will be featured on signs and structures located throughout the lounge.

SOCIAL MEDIA WALL \$35,000

Build recognition about your brand through social media. This is the place for attendees to find information about the Annual Meeting and keep up with current happenings. Some features included are wayfinding, video content and scrolling media feeds from Twitter, Facebook, Instagram and more. Attendees love to stop by the media wall to see their tweets and themselves in photos. Sponsor this high traffic item to be seen by all. Your sponsorship will be recognized with a large sign, on the screen with special tweets on the feed and with a 1 min. video that you create and submit.

APHA 2018 CONFERENCE BAGS (RESTRICTIONS APPLY) \$40,000

Build a year long presence with this reusable item! Annual Meeting bags are distributed to over 11,000 attendees. This sponsorship has an extended length of exposure because attendees use these bags during and after the meeting. Hurry, this opportunity is only available until May 31!

APHA LIVE-VIRTUAL CONFERENCE (PRIMARY) \$50,000

While there's nothing like attending the Annual Meeting in person, we know that not everyone can travel and those who can attend often wish they could see more. APHA Live allows public health professionals to view on-demand sessions and be a part of APHA 2018 without traveling to San Diego. As a sponsor, you put knowledge and the APHA Annual Meeting experience into the hands of public health professionals!



CONNECT WITH PUBLIC HEALTH LEADERS

The American Public Health Association's Annual Meeting & Expo celebrates 146 years of public health advancements—accomplishments that have contributed to the increase in life expectancy achieved in the past century. APHA is the brand name in public health, uniting members, corporations, organizations and government agencies for the benefit of society. Join APHA for a Public Health Expo of national importance.

REACH BEYOND THE MEETING

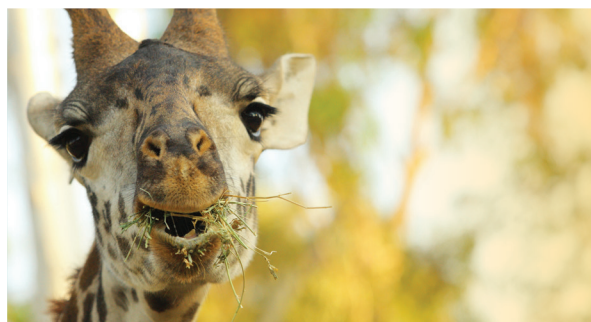
- When you reach APHA members, you also reach the hospitals, medical care facilities, health departments and universities where they work and the people they work with
- Maximize your marketing dollars and reach a diverse, multi-disciplinary, unique audience all under one roof

TRAFFIC GENERATING FEATURES

- Dedicated Exhibit Only Hours
- Public Health CareerMart
- Section/SPIG Pavilion
- APHA Press/Book Signings
- Interactive APHA Membership Booth
- Food Court
- Poster Sessions
- Attractive Show Entrance

EXHIBIT HALL TRAFFIC DURING PAST MEETINGS

SUNDAY	6,500
MONDAY	7,600
TUESDAY	8,700



AMERICA'S FINEST CITY

What's Best in the West? San Diego offers immense options for both business and pleasure. It is the home to world famous attractions such as the San Diego Zoo, Balboa Park and the Gaslamp Quarter, and a 16 block area adjacent to the convention center designated as a National Historic District. Enrich your visit in Old Town, the first settlement of San Diego where the Spanish established both a presidio for the soldiers and a mission for the priests. Take in the Pacific coastline with a walk along the San Diego Bay or a short sail to Coronado Island.

APHA 2018 will utilize a campus plan at the San Diego Convention Center and several of the hotels located within the Marina area. The Public Health Expo, which includes the Public Health CareerMart, poster sessions, APHA Press and many concurrent scientific sessions, will be located in the convention center for maximum convenience and access.

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

BE PART OF THE BIGGEST PUBLIC HEALTH EVENT

2018 FAST FACTS AND DEADLINES

MAY 31	Last chance to sponsor attendee bags
JUNE 4	Registration and housing opens
JUNE 18	Exhibitor Service Kits emailed by Freeman
JULY 27	Final booth payment due
AUG. 10	Submission deadline of Exhibit Contract for company listing and description in Annual Meeting Final Program. Booth description deadline on Public Health Virtual Expo.
SEPT. 14	Advertisement copy deadline for the Annual Meeting Final Program. Advertisement copy deadline for the November issue of the American Journal of Public Health Advertisement copy deadline for the November issue of The Nation's Health
OCT. 12	First day for freight shipments to arrive at warehouse Final date to register company booth staff
OCT. 19	Advance orders for decorator discount due
NOV. 2	Deadline for arrival of shipments at the advance warehouse without surcharge
NOV. 9	First day for direct shipments to San Diego Convention Center

EXHIBIT AT APHA AND YOU ALSO GET:

- Three complimentary full Annual Meeting registrations per booth (approximately \$2,400 value)
- Five complimentary “Expo Only” Guest Passes (not to be used by staff)
- Industry Expert Theater presentation opportunity for you to feature your new services/products
- Public Health Virtual Expo listing
- Annual Meeting Final Program listing
- Annual Meeting Mobile App listing
- Pipe, drape and a two-line booth sign
- Access to Exhibitor Lounge
- General Exhibit Hall cleaning
- 24-hour general security
- Year-round free personal consultant service, from contract through post-meeting!

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

ON-SITE EXHIBITOR SCHEDULE

MOVE IN

FRIDAY, Nov. 9	1 p.m. – 6 p.m.
SATURDAY, Nov. 10	8 a.m. – 6 p.m.
SUNDAY, Nov. 11	8 a.m. – noon

OFFICIAL EXHIBIT HOURS

SUNDAY, Nov. 11	1:30 p.m. – 5:30 p.m.
MONDAY, Nov. 12	9:30 a.m. – 5:30 p.m.
TUESDAY, Nov. 13	9:30 a.m. – 5:30 p.m.

MOVE OUT

TUESDAY, Nov 13	5:30 p.m. – 10:00 p.m.
WEDNESDAY, Nov. 14	8:00 a.m. – 2:00 p.m.

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

QUICK REFERENCES

For current exhibitor information visit <https://apha.org/expo>

APHA SHOW MANAGEMENT

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

APHA HEADQUARTERS

800 I Street, NW
Washington, DC 20001

FACILITY

San Diego Convention Center
111 West Harbor Drive
San Diego, CA 92101
Phone: 619-525-5000
Fax #: 619-525-5005
Web Site: www.visitsandiego.com

DECORATOR SERVICES

Freeman
901 E. South Street
Anaheim, CA 92805
Phone: 714-254-3410
Fax: 469-621-5606
Email: FreemanAnaheimES@freeman.com

PAYMENT SCHEDULE

All applications must have a deposit of 50% per 10 x 10 booth requested. The balance must be paid by July 27, 2018.

CANCELLATIONS

Prior to July 27, 2018 the Association will refund 50% of the total contracted fee, less a \$50 service fee. After July 27, the exhibitor forfeits the entire booth fee.



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