The American Academy of Pediatrics (AAP) invites you to exhibit at the 2020 National Conference & Exhibition in San Diego, October 2–6, 2020 at the San Diego Convention Center. This is the most comprehensive pediatric meeting in the world and represents the full spectrum of pediatric medical professionals and decision-makers, including pediatricians in general practice and subspecialties, young physicians, pediatric residents, and other allied health professionals. Your participation at this meeting offers unequalled opportunities to be present among other leaders in the health care industry and to showcase your products and services to the pediatric community. Your representatives will have the opportunity to meet with over 10,000 key decision makers from around the world. Don’t delay! Please submit your application to reserve your space as soon as possible. The AAP values the educational contribution made by exhibiting companies who share the vision and objectives of our members in the pediatric community.

Establishe new relationships and strengthen existing ones by exhibiting at the 2020 AAP National Conference & Exhibition.

Included in your booth rental package:

- Booth space with backdrape and sidereal drape
- Booth identification sign
- Five complimentary exhibitor registrations per 10’ x 10’ booth
- Listing on www.aapexperience.org
- Listing in the AAP Exhibit Guide
- Listing in the conference app
- Opportunity to rent pre-show and post-show attendee mailing lists
- Opportunity to choose your 2021 booth location onsite
- Opportunity to earn priority points for exhibiting
- Opportunity to increase your exposure by becoming a National Conference sponsor
- Opportunity to host a Product Theater
GENERAL INFORMATION

2020 EXHIBIT SPACE RATES
10’ x 10’ Booth / $3,500
10’ x 10’ Inline Nonprofit Booth / $2,500
Add $200 per corner booth *Only 1 booth can be purchased at this rate

2020 EXHIBIT DATES & HOURS
Saturday, October 3
12:15am – 4:00pm
Sunday, October 4
10:00am – 4:00pm
Monday, October 5
10:00am – 2:00pm

2020 EXHIBIT INSTALLATION DATES
Thursday, October 1
8:00am – 5:00pm
Friday, October 2
8:00am – 7:00pm

2020 EXHIBIT DISMANTLE DATES
Monday, October 5
2:00pm – 10:00pm
Tuesday, October 6th
8:00am – 5:00pm

2020 EXHIBIT SALES
BARRY SACKS
312/265-9642
BARRY@CORCEXPO.COM

GENERAL INFORMATION

2020 EXHIBITOR BENEFITS
Here is how the AAP is helping you meet your exhibit objectives...

Exhibitor Benefits
Here is how the AAP is helping you meet your exhibit objectives...

Unopposed Exhibit Hours
7 hours of unopposed exhibit time.
14 hours of total exhibit time.

AAP Restaurant
Restaurant within the exhibit hall open for attendees during all exhibit hours.

Attendee Activities
• AAP Resource Center
• Product Theaters
• Complimentary Massage Area
• Match to Win Raffle

ELIGIBILITY TO EXHIBIT
All products and services exhibited must be directly related to the practice and advancement of pediatrics and the education of the AAP professional attendees. The AAP has the right to withhold approval of exhibitor’s products and services that in its judgment do not further the educational, scientific, or practice needs of its members and attendees. At the request of the AAP, an exhibitor shall remove any product or service included in the display for which approval has not been given. Applications from exhibitors who have balances due to the AAP and its contractors or vendors will not be processed without full payment of delinquent accounts. Exhibitors must be set up by Friday, October 2 at 7:00pm.

BE SURE TO VISIT OUR EXHIBITS WEBSITE
AAPEXHIBITS.ORG

AAP National Conference & Exhibition • October 2 – 6, 2020 • San Diego • AAPexperience.org
**OFFICIAL SPONSORSHIPS**
Get more exposure during the conference by becoming a general conference sponsor, or a specific sponsor of an official event or product! Increase that exposure by committing to Gold, Silver and Bronze-level sponsorships. Contact Aimee Hearden at 630-626-6526 or ahearden@aap.org or Kirstin Samp at 630-626-6485, ksamp@aap.org.

**ADVERTISING**
For more information about our premier advertising opportunities, download the 2020 Ad Rate Card published by The Walchli Tauber Group, Inc., or contact Joe Frank, 443/512-8899, ext. 114, or joseph.frank@wt-group.com.

**PRODUCT THEATERS**
Product theaters are non-CME educational presentations from exhibiting companies during the conference. It’s a great way to educate attendees about the hottest pediatric products and services. Contact Eva Fujino at 630/626-6585 or efujino@aap.org or Racheal McDonald at 630/626-6243, rmcdonald@aap.org.

**INDUSTRY SYMPOSIA**
Confirmed exhibitors have the option of applying to host an evening symposium in conjunction with the conference for reduced rates (paying $10,000 less than nonexhibitors)! Applications are due by July 1, 2020 to Nikki Gould at ngould@aap.org.

**MATCH TO WIN RAFFLE**
This opportunity offers exhibiting companies the chance to add their logo or company name on the raffle card. Participating companies will submit a question that the attendee needs to match to the company/logo correctly in order to receive a stamp. Once the attendee has their card stamped by all participants they will enter their AAP experience Match To Win Raffle Card into a daily drawing to win a valuable prize.
For more information, please contact Eva Fujino at 630/626-6585 or efujino@aap.org or Racheal McDonald at 630/626-6243, rmcdonald@aap.org.

90% OF ATTENDEES AT THE AAP NATIONAL CONFERENCE & EXHIBITION HAVE DECISION-MAKING INFLUENCE OVER PURCHASING PEDIATRIC PRODUCTS AND SERVICES.
CONFERENCE CONTACTS

EXHIBITS MANAGER
Eva Fujino
Exhibit Manager
630/626-6585
efujino@aap.org

EXHIBITS SALES, COSTS, AND GUIDELINES
Barry Sacks
312/265-9642
barry@corcexpo.com

EXHIBIT SERVICE ONLINE
MANUAL AND INFORMATION ON ORDERING BOOTH MATERIALS
TradeshowLogistics Exhibitor Care
877/857-2838, Ext. 2
aapexhibitorcare@tradeshowlogistics.com

INDUSTRY SYMPOSIA AND EDUCATIONAL PROGRAMS
Nikki Gould
National Conference Program Manager
630/626-6282
ngould@aap.org

SPONSORSHIPS, FRIENDS OF CHILDREN, AND CORPORATE GIVING
Aimee Hearden
Manager, Corporate Relations
630/626-6526
ahearden@aap.org
Kirstin Samp
Manager, Corporate Relations
630/626-6485
ksamp@aap.org

PRODUCT THEATERS AND MATCH TO WIN RAFFLE
Eva Fujino
Exhibit Manager
630/626-6585
efujino@aap.org
Racheal McDonald
Meeting Services & Exhibits Coordinator
630/626-6243
rmcdonald@aap.org

ADVERTISING OPPORTUNITIES
Joe Frank
443/512-8899, ext.114
Mobile: 410/804-4777
joseph.frank@wt-group.com

FUNCTION SPACE REQUESTS
Racheal McDonald
Meeting Services & Exhibits Coordinator
630/626-6243
rmcdonald@aap.org

FUTURE DATES

2021 PHILADELPHIA, PA
Philadelphia Convention Center
October 8 – 12, 2021

2022 ANAHEIM, CA
Anaheim Convention Center
October 7 – 11, 2022

2023 WASHINGTON D.C.
Walter E. Washington Convention Center
October 20 – 24, 2023
# Profile of Attendees

## Total 2019 Conference Attendance

**14,449** Attendees

- **4,856** Members
- **9,671** Professionals

## Attendee Profile

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allied Health Professional</td>
<td>13%</td>
</tr>
<tr>
<td>General Pediatrician</td>
<td>46%</td>
</tr>
<tr>
<td>Hospitalist</td>
<td>3%</td>
</tr>
<tr>
<td>Medical Student</td>
<td>7%</td>
</tr>
<tr>
<td>Pediatric Medical or Surgical Subspecialist</td>
<td>19%</td>
</tr>
<tr>
<td>Pediatric Resident or Fellow in Training</td>
<td>12%</td>
</tr>
</tbody>
</table>

## Medical or Surgical Subspecialist Breakdown

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adolescent Medicine</td>
<td>1%</td>
</tr>
<tr>
<td>Allergy &amp; Immunology</td>
<td>5%</td>
</tr>
<tr>
<td>Cardiology/Cardiac Surgery</td>
<td>9%</td>
</tr>
<tr>
<td>Dermatology</td>
<td>1%</td>
</tr>
<tr>
<td>Development &amp; Behavioral Medicine</td>
<td>9%</td>
</tr>
<tr>
<td>Emergency Medicine</td>
<td>24%</td>
</tr>
<tr>
<td>Endocrinology</td>
<td>2%</td>
</tr>
<tr>
<td>Neonatology/Perinatology</td>
<td>29%</td>
</tr>
<tr>
<td>Pulmonology</td>
<td>3%</td>
</tr>
<tr>
<td>Surgery</td>
<td>16%</td>
</tr>
<tr>
<td>Urology</td>
<td>1%</td>
</tr>
</tbody>
</table>

## Purchaser Profile

<table>
<thead>
<tr>
<th>Revenue Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000 - $100,000</td>
<td>32%</td>
</tr>
<tr>
<td>$100,000 - $250,000</td>
<td>23%</td>
</tr>
<tr>
<td>$250,000 - $500,000</td>
<td>17%</td>
</tr>
<tr>
<td>$500,000 - $1,000,000</td>
<td>14%</td>
</tr>
<tr>
<td>Over $1,000,000</td>
<td>14%</td>
</tr>
</tbody>
</table>