

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®



EXHIBITOR PROSPECTUS

AAP experience

National Conference & Exhibition

November 2–6, 2018 | Orlando

AAPexperience.org



Sky's the Limit

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Establish new relationships and strengthen existing ones by exhibiting at the AAP 2018 National Conference & Exhibition.

The American Academy of Pediatrics (AAP) invites you to exhibit at the 2018 National Conference & Exhibition in Orlando, November 2 – 6. 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.



Included in your booth rental package:

- Booth space with backdrape and siderail 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 2019 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

2018 EXHIBIT SPACE RATES

- 10' x 10' Booth \$3,400
add \$150 per corner booth
- 10' x 10' Inline Nonprofit Booth \$2,400*
**Only 1 booth can be purchased at this rate.*

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, November 2 at 7:00 PM.

Be sure to visit our exhibits website aapexhibits.org

2018 EXHIBIT DATES & HOURS

- Saturday, November 3 12:15 PM–4:00 PM
- Sunday, November 4 10:00 AM–4:00 PM
- Monday, November 5 10:00 AM–2:00 PM

2018 EXHIBIT INSTALLATION DATES

- Thursday, November 1 8:00 AM–5:00 PM
- Friday, November 2 8:00 AM–7:00 PM

2018 EXHIBIT DISMANTLE DATES

- Monday, November 5 2:00 PM–10:00 PM
- Tuesday, November 6 8:00 AM–5:00 PM



TO RESERVE A BOOTH

[CLICK HERE TO LEARN MORE >>](#)

Exhibit Sales:

Barry Sacks, 312/265-9642
barry@corcexpo.com

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
- Virtual Reality

Profile of Attendees

TOTAL 2017 CONFERENCE ATTENDANCE:

15,563



TOTAL PROFESSIONALS: 10,479

4,875 MEMBERS **2,613 NONMEMBERS**



MEMBERS

1,919
INTERNS/
RESIDENTS/
STUDENTS



**ALLIED
HEALTH/OTHER**

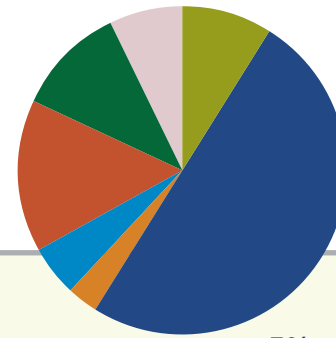
884

188 EXHIBITS ONLY
PROFESSIONALS

2,573 International Attendees

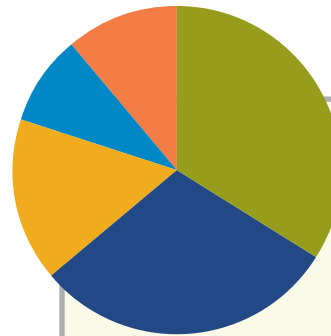
Attendee Profile

Allied Health	5%
General Pediatrics	49%
Hospitalist	3%
Medical Student	7%
Medical or Surgical Subspecialist	17%
Pediatric Resident or Fellow	11%
Other	8%



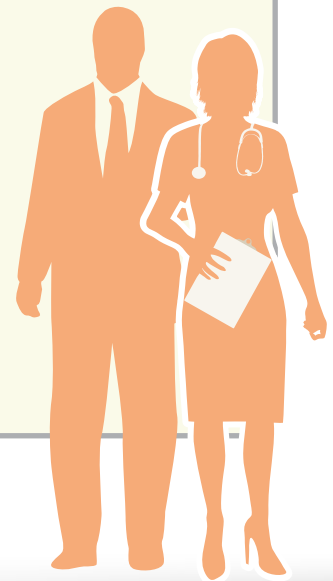
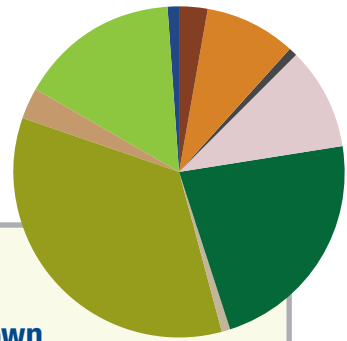
Purchaser Profile

\$50,000 – \$100,000	40%
\$100,000 – \$250,000	27%
\$250,000 – \$500,000	15%
\$500,000 – \$1,000,000	8%
Over \$1,000,000	10%



Medical or Surgical Subspecialist Breakdown

Allergy & Immunology	3%
Cardiology/Cardiac Surgery	9%
Dermatology	1%
Development & Behavioral	10%
Emergency Medicine	23%
Endocrinology	1%
Neonatology/Perinatology	35%
Pulmonology	3%
Surgery	16%
Urology	1%



Promotional Opportunities

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 Torstiner Woodbury in the AAP Development Office at 630/626-6548 or twoodbury@aap.org. Or Aimee Harden at 630/626-6526 or aharden@aap.org.

ADVERTISING [CLICK HERE TO LEARN MORE >>](#)

For more information about our premier advertising opportunities, download the 2018 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 [CLICK HERE TO LEARN MORE >>](#)

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.

For more information, please contact Eva Fujino at 630/626-6585, efujino@aap.org or Racheal McDonald at 630/626-6243, rmcdonald@aap.org.

INDUSTRY SYMPOSIA [CLICK HERE TO LEARN MORE >>](#)

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 non-exhibitors)! Applications are due by August 1, 2018 to Nikki Gould at ngould@aap.org.

MATCH TO WIN RAFFLE [CLICK HERE TO LEARN MORE >>](#)

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, 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@tradeshawlogistics.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

Torstiner Woodbury, Corporate and Foundation Relations Officer

630/626-6548
twoodbury@aap.org

Aimee Hearden, Corporate and Foundation Relations Officer

630/626-6526
ahearden@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

PRODUCT THEATERS AND MATCH TO WIN RAFFLE

Eva Fujino, Exhibits Manager

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efujino@aap.org

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FUTURE DATES

2019 New Orleans, LA

Ernest N. Morial Convention Center
October 25 – 29, 2019

2020 San Diego, CA

San Diego Convention Center
October 2 – 6, 2020

2021 Philadelphia, PA

Philadelphia Convention Center
October 8 – 12, 2021

