



Virtual Exhibits Program

\$3,000 commercial
\$2,000 non profit

The American Academy of Pediatrics will host its first-ever virtual National Conference & Exhibition this October with an innovative program designed to reach a wider audience than ever before.

This virtual conference will use creative ways to deliver outstanding opportunities to connect exhibitors and attendees in a virtual space. We are excited to announce our new virtual exhibits program!

Exhibitors participating in the 2020 virtual conference will receive a profile that includes a company description, logo, representative contact information, brief video, company resource attachments and the ability to video chat directly with attendees.



Why should you exhibit?

- ✓ Ability to virtually meet and connect with the largest pediatric audience
- ✓ Ability to add additional marketing tools to help reach even more attendees
- ✓ Attendees have access to both educational content and exhibitor profiles for at least 90 days following the meeting
- ✓ Attract a broader audience this year by reaching pediatricians that may not have been able to attend the live show in the past

New to Virtual Exhibiting? We are here to help!



Included in your virtual “booth” fee, AAP’s new Expert Exhibitor Experience is a customizable suite of a-la-carte marketing tools and services designed to help drive traffic to your online presence, increase engagement and improve your ROI in the new virtual event arena and beyond.

- ✓ Choose from an array of effective digital marketing tactics including social media management, video production, microsite development and more.
- ✓ Rely on dedicated customer care specialists to answer questions and provide guidance before, during and after the event.
- ✓ Benefit from tutorials and webinars explaining how to create multi-faceted sales and marketing strategies to maximize your experience and improve customer interaction.
- ✓ Extend your efforts to support year-round engagement to strengthen your position as in-person events re-emerge.

Reserve your virtual exhibit space today! For more information about this program or to secure this opportunity, please contact:

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