



AAP experience

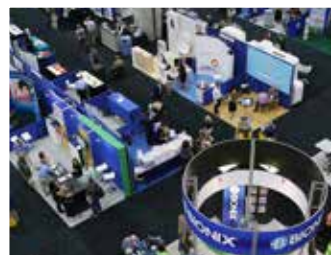
National Conference & Exhibition

October 22 – 25, 2016
San Francisco

October 21 Pre-conference Sessions & Events

EXHIBITOR PROSPECTUS

AAPexperience.org



CONNECTIONS



Make New -CONNECTIONS

AAP experience National Conference & Exhibition

October 22 – 25, 2016 | San Francisco

October 21 Pre-conference Sessions & Events

Establish new relationships and strengthen existing ones by exhibiting at the AAP 2016 National Conference & Exhibition.

The American Academy of Pediatrics (AAP) invites you to exhibit at the 2016 National Conference & Exhibition in San Francisco, October 22–25. 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 AAP Exhibit Guide
- Listing on AAP mobile website
- Opportunity to rent pre-show and post-show attendee mailing lists
- Opportunity to choose your 2017 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

2016 EXHIBIT SPACE RATES

10' x 10' Booth \$3,300
add \$150 per corner booth

10' x 10' Inline Nonprofit Booth \$2,300*
**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, October 21 at 7:00 PM.

2016 EXHIBIT DATES & HOURS

Saturday, October 22 12:15 PM–4:00 PM
Sunday, October 23 10:00 AM–4:00 PM
Monday, October 24..... 10:00 AM–2:00 PM

2016 EXHIBIT INSTALLATION DATES

Thursday, October 20..... 8:00 AM–5:00 PM
Friday, October 21 8:00 AM–7:00 PM

2016 EXHIBIT DISMANTLE DATES

Monday, October 24..... 2:00 PM–10:00 PM
Tuesday, October 25 8:00 AM–5:00 PM

**Be sure to visit our exhibits
website aapexhibits.org**

TO RESERVE A BOOTH

Exhibit Sales:

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

HEADQUARTER HOTEL

San Francisco Marriott Marquis

HELPING EXHIBITORS

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



Profile of Attendees

TOTAL 2015 CONFERENCE ATTENDANCE:

15,111



TOTAL PROFESSIONALS: 10,053

4,615 MEMBERS **2,296** NONMEMBERS



MEMBERS

1,725
INTERNS/
RESIDENTS/
STUDENTS

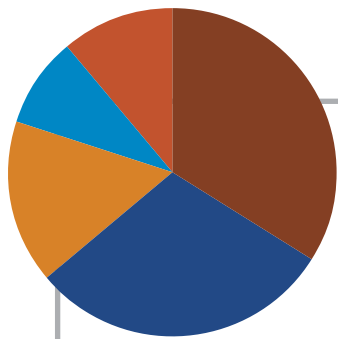


ALLIED
HEALTH/OTHER

911

198 EXHIBITS ONLY
PROFESSIONALS

2,156 International Attendees



Purchaser Profile

\$50,000 - \$100,000	34%
\$100,000 - \$250,000	30%
\$250,000 - \$500,000	16%
\$500,000 - \$1,000,000	9%
over \$1,000,000	11%

Attendee Profile

Allied Health	5%
General Pediatrics	47%
Hospitalist	4%
Medical Student	6%
Other	9%
Medical or Surgical Subspecialist	16%
Pediatric Resident or Fellow	12%
Other	1%
Family Physician	
Physician's Assistant	
Practice Manager	

Medical or Surgical Subspecialist Breakdown

Adolescent Health	2%
Allergy & Immunology	3%
Cardiology/Cardiac Surgery	10%
Child Abuse	2%
Critical Care	5%
Development & Behavioral	7%
Emergency Medicine	18%
Hematology/Oncology/Hospice	2%
Infectious Disease	4%
Neonatology/Perinatology	31%
Pediatric Surgery	2%
Pulmonology	2%
Surgery	9%
Other	3%
Dermatology	
Endocrinology	
Gastroenterology	
Obstetrics	
Orthopaedic Surgery	
Pediatric Nephrology	
Urology	

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 Tori Woodbury in the AAP Development Office at 847/434-7948 or twoodbury@aap.org.

ADVERTISING

For more information about our premier advertising opportunities, download the 2016 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. For more information, please contact Eva Fujino at 847/434-7885, efujino@aap.org or Marge Gates at 847/434-4321, [mgates@aap.org](mailto:m Gates@aap.org).

INDUSTRY OR FOUNDATION SYMPOSIUM

Confirmed exhibitors have the option of applying to host an evening satellite symposium in conjunction with the conference for reduced rates (paying \$10,000 less than non-exhibitors)! Applications are due by June 1 to Tori Davis at tdavis@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

847/434-7885
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

HOUSING, AND HOTEL-RELATED REQUESTS

Laura Jurgens, Senior Meeting Planner

847/434-4794
ljurgens@aap.org

SATELLITE SYMPOSIA AND EDUCATIONAL PROGRAMS

Tori Davis, Program & Marketing Specialist

847/434-7882
tdavis@aap.org

SPONSORSHIPS, FRIENDS OF CHILDREN, AND CORPORATE GIVING

Tori Woodbury, Manager, Corporate Relations

847/434-7948
twoodbury@aap.org

ADVERTISING OPPORTUNITIES

Joe Frank

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

FUNCTION SPACE REQUESTS

Laura Jurgens, Senior Meeting Planner

847/434-4794
ljurgens@aap.org

PRODUCT THEATERS

Eva Fujino, Exhibits Manager

847/434-7885
efujino@aap.org

Marge Gates, Exhibits and Meeting Services Assistant

847/434-4321
mgates@aap.org

Future Dates

2017 Chicago, IL

McCormick Place
September 16 – 19, 2017
Pre-conference Events
Friday, September 15

2018 Orlando, FL

Orange County Convention Center
November 3 – 6, 2018
Pre-conference Events
Friday, November 2

2019 New Orleans, LA

Ernest N. Morial Convention Center
October 26 – 29, 2019
Pre-conference Events
Friday, October 25

2020 San Diego, CA

San Diego Convention Center
October 3 – 6, 2020
Pre-conference Events
Friday, October 2

