

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](http://AAPexperience.org)



*Sky's the Limit*

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# AAP experience

## National Conference & Exhibition

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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 3 – 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](http://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](http://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

### Exhibit Sales:

Barry Sacks, 312/265-9642  
[barry@corcexpo.com](mailto: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

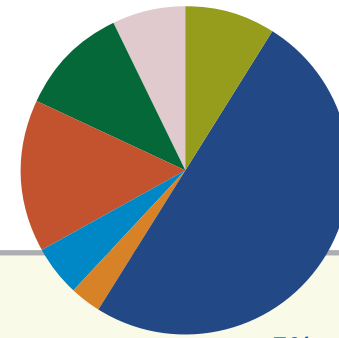


**ALLIED  
HEALTH/OTHER**

**884**

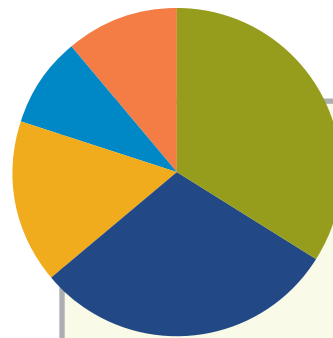
**188 EXHIBITS ONLY  
PROFESSIONALS**

**2,573 International Attendees**



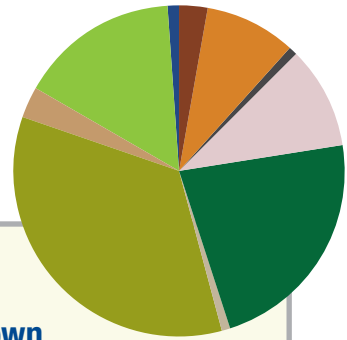
### Attendee Profile

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



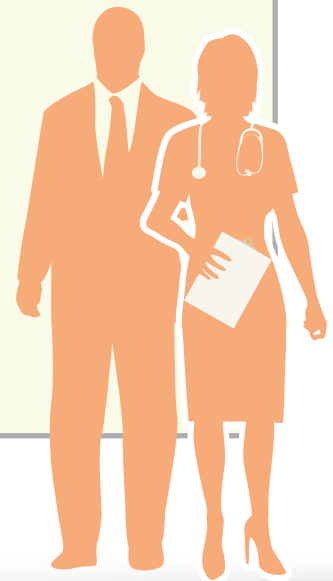
### Purchaser Profile

- \$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](mailto:twoodbury@aap.org). Or Aimee Harden at 630/626-6526 or [aharden@aap.org](mailto:aharden@aap.org).

## ADVERTISING

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](mailto: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 630/626-6585, [efujino@aap.org](mailto:efujino@aap.org) or Racheal McDonald at 630/626-6243, [rmcdonald@aap.org](mailto:rmcdonald@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 Nikki Gould at [ngould@aap.org](mailto: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, [efujino@aap.org](mailto:efujino@aap.org) or Racheal McDonald at 630/626-6243, [rmcdonald@aap.org](mailto: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](mailto:efujino@aap.org)

## EXHIBITS SALES, COSTS, AND GUIDELINES

**Barry Sacks**

312/265-9642  
[barry@corcexpo.com](mailto:barry@corcexpo.com)

## EXHIBIT SERVICE ONLINE MANUAL AND INFORMATION ON ORDERING BOOTH MATERIALS

**TradeshowLogistics Exhibitor Care**

877/857-2838, Ext. 2  
[aapexhibitorcare@tradeshawlogistics.com](mailto:aapexhibitorcare@tradeshawlogistics.com)

## SATELLITE SYMPOSIA AND EDUCATIONAL PROGRAMS

**Nikki Gould, National Conference Program Manager**

630/626-6282  
[ngould@aap.org](mailto:ngould@aap.org)

## SPONSORSHIPS, FRIENDS OF CHILDREN, AND CORPORATE GIVING

**Torstiner Woodbury, Corporate and Foundation Relations Officer**

630/626-6548  
[twoodbury@aap.org](mailto:twoodbury@aap.org)

**Aimee Hearden, Corporate and Foundation Relations Officer**

630/626-6526  
[ahearden@aap.org](mailto:ahearden@aap.org)

## ADVERTISING OPPORTUNITIES

**Joe Frank**

443/512-8899, ext.114  
Mobile: 410/804-4777  
[joseph.frank@wt-group.com](mailto:joseph.frank@wt-group.com)

## FUNCTION SPACE REQUESTS

**Racheal McDonald, Meeting Services & Exhibits Coordinator**

630/626-6243  
[rmcdonald@aap.org](mailto:rmcdonald@aap.org)

## PRODUCT THEATERS AND MATCH TO WIN RAFFLE

**Eva Fujino, Exhibits Manager**

630/626-6585  
[efujino@aap.org](mailto:efujino@aap.org)

**Racheal McDonald, Meeting Services & Exhibits Coordinator**

630/626-6243  
[rmcdonald@aap.org](mailto:rmcdonald@aap.org)



# 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

