

Set Your Sights On San Francisco

APHA 2020 • Oct. 24 – 28



APHA 2020

ANNUAL MEETING & EXPO
SAN FRANCISCO | OCT. 24 – 28

CREATING THE HEALTHIEST NATION:
PREVENTING VIOLENCE

Exhibitor Prospectus

apha.org/expo



YOUR BOOTH IS JUST THE BEGINNING

BASIC BOOTH PACKAGES

COMMERCIAL BOOTHS

Inline \$2,550 per 10' x 10'
Corner \$2,800 per 10' x 10'

NON-PROFIT BOOTHS

Inline \$2,050 per 10' x 10'
Corner \$2,200 per 10' x 10'

PREMIUM BOOTHS

\$2,950 per 10' x 10' booth (See floor plan for designated premium booths.)

- Premium Booths are located near Exhibit Hall entrances or adjacent to high-traffic areas.

ENGAGE YOUR TARGET AUDIENCE



APHA offers many opportunities to meet attendees and engage with them on a higher level.

The Industry Expert Theater

is a highly interactive setting where exhibitors can present live demonstrations, showcase their products and promote their services.

The **APHA PLAY** social media contest and the **Exhibitor Video Contest** are engagement activities for attendees to learn more about your company before and during the meeting.

All exhibits must be fully staffed during official exhibit hours. Any exhibiting company that tears down its exhibit before 5 p.m. on Tuesday, Oct 27, will not be allowed to participate in priority registration for the 2021 Annual Meeting and Expo in Denver. All exhibiting companies and APHA agree to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education and ANCC Standards for Commercial Support of Continuing Nursing Education. Further information is available at <http://bit.ly/accme-def-comm-sup>

"As a German company we love exhibiting at APHA - it's a great place for us not only to keep personally in touch with our clients in the US, but also to make new contacts, reaching potential clients in the field of Public Health - high ranking universities, public and private research institutes, leading companies in health related industry. We have been exhibitors for eleven years now - for us it is one of the best organized exhibitions in the US!"

— Isabel Kuckartz, VERBI Software GmbH

"APHA provides an unparalleled opportunity for our company to connect with public health professionals. Each year we gain quality leads and feedback while meeting existing and potential clients. This meeting continually exceeds our expectations, and we look forward to exhibiting year after year!"

— Brooke Erchinger, StataCorp

"Year after year, APHA stands out as a well organized event in a convenient location that allows us to connect with key stakeholders and visionaries in public health. It always provides a great opportunity to catch up with alumni and former colleagues."

— Bobbie Newell, Jiann-Ping Hsu College of Public Health, Georgia Southern University

"Whenever we exhibit at APHA, we find it is a highly productive event. In one week, we are able to engage with so many of our current and potential partners as well as raise awareness to thousands of APHA participants about our mission to reduce the burden of chronic disease in every U.S. state and territory."

— Paige L. Rohe, National Association of Chronic Disease Directors

EXPAND YOUR REACH WITH THE VIRTUAL PUBLIC HEALTH EXPO

This online offering lets attendees preview your products and services before they arrive in San Francisco.

ENHANCED ONLINE LISTINGS:

LEVEL 1

FREE to all APHA Exhibitors

- 500 character description
- 1 searchable product category
- Company name, address and website
- Contact information
- Share button for Facebook page
- LinkedIn profile button
- Follow button for Twitter account

LEVEL 2

PREMIUM BOOTH UPGRADE for \$495

- Includes Level 1 benefits plus:
- 2,000 character description
- 5 searchable product categories
- Company logo
- 5 products to showcase
- 1 video upload

LEVEL 3

ULTIMATE BOOTH UPGRADE for only \$895

BEST VALUE! Includes everything in levels 1 and 2 plus:

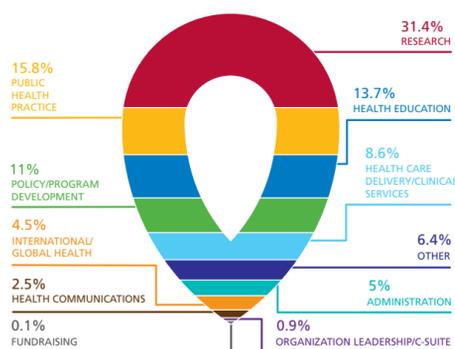
- Premium placement at the top of the exhibitor list and search results
- 3,000 character description
- 10 searchable product categories
- 5 news releases
- 5 special event listings
- 2 video uploads

ADDITIONAL DIGITAL PROMOTIONS:

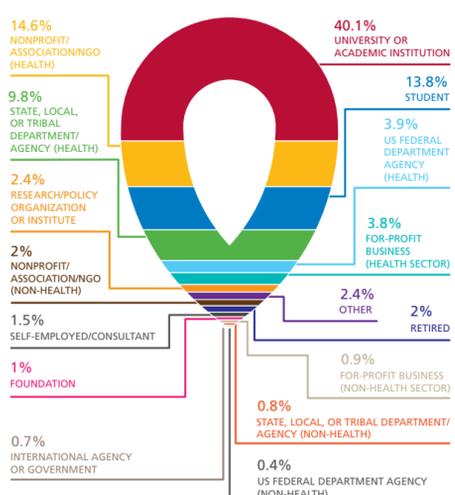
- Company logo as Rotating Banner Ad **\$295**
- Logo and Booth on the Digital Floor Plan **\$395**
- Exclusive Online Exhibitor List – Clickable Logo **\$1,995**
- Exclusive Online Floor Plan – Clickable Logo **\$1,995**

THE POWER OF FACE-TO-FACE ENGAGEMENT

ATTENDEES' PROFESSIONAL FOCUS



ATTENDEES' PLACE OF EMPLOYMENT



Based on attendee data from the previous year.

EXHIBITORS AT THE PUBLIC HEALTH EXPO WILL:

- Connect with nearly 13,000 public health professionals.
- Generate greater awareness on a grassroots level.
- Network with influential decision-makers.
- Enhance their image.
- Increase product awareness through brand presence.

THE NUMBERS SAY IT ALL

- **\$142** is the cost of making an initial face-to-face visit with a potential customer through an exhibition lead — compared to \$259 without exhibiting.
- **81%** of expo attendees have buying influence over one or more major products.
- **92%** of expo attendees come to see and learn about what's new in products and services.
- **67%** of all attendees represent a new prospect and potential customer for exhibiting companies.

Statistics are based on the Center for Exhibition Industry Research current reports.

APHA MEMBER GROUPS REPRESENT PUBLIC HEALTH PROFESSIONALS IN EVERY AREA OF PUBLIC HEALTH:

- Aging and Public Health
- Alcohol, Tobacco and Other Drugs
- Applied Public Health Statistics
- Chiropractic Health Care
- Community Health Planning and Policy Development
- Community Health Work
- Disability
- Environment
- Epidemiology
- Ethics
- Food and Nutrition
- Health Administration
- Health Informatics and Information Technology
- HIV/AIDS
- Injury Control and Emergency Health Services
- Integrative, Complementary and Traditional Health Practices
- International Health
- Law
- Maternal and Child Health
- Medical Care
- Mental Health
- Occupational Health and Safety
- Oral Health
- Pharmacy
- Physical Activity
- Podiatric Health
- Public Health Education and Health Promotion
- Public Health Nursing
- Public Health Social Work
- School Health Education and Services
- Sexual and Reproductive Health
- Veterinary Public Health
- Vision Care

apha.org/annualmeeting

SPONSORSHIP OPPORTUNITIES EXPERIENCE. ENGAGE. CONNECT.

CHOOSE FROM THE PRE-DESIGNED SPONSORSHIP PACKAGES, OR WORK WITH US TO CREATE YOUR OWN.

BRONZE LEVEL \$1,000 – \$6,500

Includes logo placed on the Annual Meeting webpage, sponsorship specific signage, social media wall and General Session screens.

NAVIGATE AND NETWORK ORIENTATION \$3,000

Reach new and returning attendees during this informational session on how to get the most out of the meeting. Welcome them and take this opportunity to make a lasting impression.

EXHIBITOR HOSPITALITY AREA \$4,000

Reach out to exhibitors! This sponsorship provides food and beverages and a place for you to network and share with leading companies in public health.

LACTATION LOUNGE \$5,000

Offer attendees privacy and a comfortable atmosphere for pumping, storing milk and feeding. Your sponsorship contribution will transform an ordinary meeting room into a lounge and provide these attendees with the supplies and resources that make this part of their day seamless.

PUBLIC HEALTH CAREERMART \$5,000

Bring employers and job seekers together or recruit for yourself. Your logo will be built into the area and you will receive a booth to host interviews with candidates during the Career Days.

TIER 1 CHARGING STATION \$5,500

Help attendees stay charged and connected. Battery life goes quickly when using the mobile app, taking notes and connecting with colleagues. The stations are strategically placed in high-traffic areas in the Expo Hall, inviting attendees to network, and share thoughts and experiences.

MOBILE APP BANNERS \$6,500

More than 11,000 attendees rely on the app to navigate the meeting. Your clickable banner will go to an in-app page with more information about your organization.

SILVER LEVEL \$6,501 – \$19,999

Includes one complimentary attendee registration, logo placement on the attendee newsletter, Annual Meeting webpage, sponsorship specific signage, social media wall and General Session screens.

APHA DANCE PARTY \$10,000

Get attendees on their feet at this fun and active get together on one of the biggest days of the meeting. The sponsor will welcome attendees, provide beverages, giveaways and literature.

AWARDS CEREMONY & RECEPTION \$10,000

This event recognizes individuals receiving APHA's most distinguished awards. Network with APHA leaders and prominent members of the public health community and receive verbal recognition from APHA's executive director.

WELLNESS CENTER \$12,000

Visit the Wellness Center to take physical and mental breaks between sessions and enjoy activities such as yoga, meditation, games, and massages. Your sponsorship associated with the Wellness Center reaches a large audience and shares your commitment to wellness. Sponsors may recommend activities to boost participation in this area.

FILM FESTIVAL \$10,000 – \$15,000

Your sponsorship will support films that explore and highlight public health on a local, national and global level. Last year, more than 5,500 attendees visited the film festival. You will also have the opportunity to sponsor awards!

TIER 2 AND 3 CHARGING STATIONS \$9,000 – \$17,500

Give attendees some extra space and comfort in these premium charging areas. These stations are larger with comfortable seating, more charging areas and extra opportunities for sponsorship recognition.

GOLD LEVEL \$20,000 & UP

Includes two complimentary attendee registrations, logo placement on the attendee newsletter, online program, Annual Meeting webpage, sponsorship specific signage, social media wall and General Session screens, a print advertisement in The Nation's Health and more.

GREEN SCREEN PHOTO STATION \$20,000

Create a custom green screen background for attendees to pose in front of. Your logo will also be placed on all photos alongside the meeting information.

MOBILE APP SPLASH SCREEN \$20,000

Create a custom screen that will be displayed each time an attendee launches the app. During the meeting alone, the splash screen is viewed more than 300,000 times!

MIX & MINGLE LOUNGE \$25,000

Your logo will be featured on signs and built structures throughout the area. A prominent hotspot for networking and relaxing, the lounge attracts more than 7,000 attendees each day. Attendees use the area to charge their devices, meet with friends and continue the conversation after sessions. This area guarantees high visibility.

SOCIAL MEDIA WALL \$30,000

Your brand will be visible to all attendees in this high traffic area on the giant screen, through sponsored tweets and in a 1 minute custom video from your organization. Bring attendees and social media together in this engaging area. This giant screen features highlighted events, video content, photos and a live social media feed. Attendees enjoy stopping by to see their photos and tweets, and those who don't attend the meeting can follow the conversation.

FYI: During the meeting, APHA gets over 1 million impressions on Twitter alone!

NPHW BILLION STEPS CHALLENGE AND ANNUAL MEETING STEPS CHALLENGE PACKAGE \$35,000

NEW Take advantage of this new, year-round sponsorship opportunity to showcase your organization's commitment to achieving better health and wellness through walking! Surpass more than one million views and impressions through print and digital recognition in addition to nearly 100 million Twitter impressions during National Public Health Week. Take this exciting step forward in partnership with APHA!

WI-FI \$20,000 – \$45,000

Provide attendees with access to free Wi-Fi at the convention center. When attendees log on, they will see your logo, tagline and information about your organization. Your organization will catch the attention of attendees and exhibitors.

APHA LIVE \$50,000

Allow public health professionals to be a part of the Annual Meeting without traveling. You will be providing thousands of people with live and on-demand access to the meeting's most engaging sessions. Your logo will be prominent on the streaming platform and in all marketing for APHA Live.

FYI: Last year, APHA Live was viewed 9,900 times



View All Sponsorship Opportunities envision.freeman.com/show/apha-2020

Additional Advertising Opportunities Print? Web? Both? You Choose...

Contact: Lynn Schoen lynn.schoen@apha.org • 202-777-2479
Angelica Walker angelica.walker@apha.org • 202-777-2478

CONNECT WITH PUBLIC HEALTH LEADERS



The **APHA 2020 Expo** will be held in **San Francisco**, at the Moscone Convention Center. San Francisco is a city where big ideas are born. From music to food to technology, what begins in San Francisco goes on to change the world. Groups that meet in San Francisco see

higher attendance compared to other cities because it's a top destination. San Francisco is a city that celebrates diversity in its people and in its neighborhoods. Every corner of the city is unique. Part of San Francisco's magic is its manageability. A crossroads to everywhere, its attractions range from Fisherman's Wharf to Ocean Beach, from the Golden Gate Bridge to Golden Gate Park. Its shopping hub, Union Square, anchors a who's who of world famous stores.

APHA's Annual Meeting will utilize function space at the Moscone Convention Center and the adjacent San Francisco Marriott Marquis Hotel. The Public Health CareerMart, Poster Sessions, APHA Press, Registration, Opening Session and many concurrent scientific sessions will be located in the Moscone Convention Center for maximum exposure and proximity to the exhibits.

The American Public Health Association's Annual Meeting & Expo celebrates nearly 150 years of public health advancements and accomplishments. APHA is a recognized leader in public health, uniting members, corporations, organizations and government agencies for the benefit of society. Convene with APHA and thousands of public health professionals who are making a difference in the nation's health.

REACH BEYOND THE MEETING

- When you reach APHA 2020 attendees, you also reach the people they work with at hospitals, medical care facilities, health departments and universities.
- Maximize your marketing dollars and reach a diverse and multi-disciplinary audience all under one roof.

THE ULTIMATE VENUE FOR:

- Aging Services/ Programs
- Analytical Services
- Community Health Services
- Consulting Services
- Continuing Education Programs
- Data Collection & Management
- Emergency Preparedness
- Environmental Health Programs & Services
- HIV/AIDS Programs/ Products
- Immunization/ Vaccines
- Maternal & Child Health Programs
- Medical/Health Promotion Products
- Mobile/Wearable Technology
- Nutrition Information
- Pharmaceutical/ Laboratory Products
- Population/ Reproductive Health Programs
- Publications/Videos
- Software/ Information Systems
- Substance Abuse Programs
- Telemedicine Programs
- Universities/Schools of Public Health

EXHIBIT HALL TRAFFIC DURING PAST MEETINGS



TRAFFIC GENERATING FEATURES IN THE EXPO HALL

- Dedicated expo-only hours
- APHA Play Social Media Contest
- Food concessions
- Public Health CareerMart
- Section/SPIG Pavilion
- Poster Sessions
- Free headshots for attendees
- APHA Press and book signing events
- APHA membership booth

DON'T MISS THE BIGGEST PUBLIC HEALTH EVENT OF THE YEAR!

2020 FAST FACTS AND DEADLINES

- May 31** Last chance to sponsor attendee bags.
- June 1** Registration and housing opens.
- June 7** Exhibitor Service Kits emailed by Freeman.
- July 31** Final booth payment due.
- Sept. 7** Advertisement copy deadline for the November issue of the American Journal of Public Health.
- Sept. 14** Advertisement copy deadline for the November/December issue of The Nation's Health.
- Sept. 22** First day for freight shipments to arrive at warehouse.
Final date to register company booth staff.
- Oct. 2** Advance orders for decorator discount due.
- Oct. 15** Deadline for arrival of shipments at the advance warehouse without surcharge.
- Oct. 23** First day for direct shipments to Moscone Convention Center.

EXHIBITORS RECEIVE:

- Two complimentary full Annual Meeting registrations per booth (Approximately \$1,862 value). **Early Bird Special** — sign up by **Dec. 31** and receive three complimentary badges.
- Five complimentary expo-only guest passes (not to be used by staff).
- A free opportunity to present in the Industry Expert Theater and feature your products and services.
- A listing in the Virtual Expo.
- A listing in the mobile app.
- Pipe, drape and a two-line booth sign.
- Access to Exhibitor Lounge.
- 24-hour general security.
- Free personal consulting service from the time you sign your agreement through the meeting!

For more detailed information, please refer to the Exhibitor Standards included with this Prospectus.

MOVE IN

Friday, Oct 23 1 – 6 p.m.
Saturday, Oct 24 8 a.m. – 6 p.m.
Sunday, Oct 25 8 a.m. – noon

OFFICIAL EXHIBIT HOURS

Sunday, Oct 25 1:30 – 6 p.m.
Monday, Oct 26 9 a.m. – 5 p.m.
Tuesday, Oct 27 9 a.m. – 5 p.m.

MOVE OUT

Tuesday, Oct 27 5 – 10 p.m.
Wednesday, Oct 28 8 a.m. – 2 p.m.

APHA reserves the right to alter the convention hours in the best interest of the Association.

QUICK REFERENCES

For current exhibitor information visit apha.org/expo

APHA SHOW MANAGEMENT

Lynn Schoen, CEM
Exhibits Manager
Phone: 202-777-2479
lynn.schoen@apha.org

APHA HEADQUARTERS

800 I Street, NW
Washington, DC 20001

FACILITY

Moscone Convention Center
747 Howard St
San Francisco, CA 94103-3118
Phone: 415-974-4000
Fax: 415-974-4073
www.moscone.com

DECORATOR SERVICES

Freeman
245 S. Spruce Ave., Suite 100
South San Francisco, CA 94080
Phone: 650-878-6100
Fax: 469-621-5607

San Francisco Warehouse Shipping Address:

Exhibiting Company Name / Booth # _____
APHA ANNUAL MEETING & EXPO
C/O FREEMAN
245 S. Spruce Ave., Suite 100
South San Francisco, CA 94080

PAYMENT SCHEDULE

All applications must have a deposit of 50% per 10 x 10 booth requested. The balance must be paid by July 31, 2020.

CANCELLATIONS

Prior to July 31, 2020, the Association will refund 50% of the total contracted fee, less a \$50 service fee. After July 31, the exhibitor forfeits the entire booth fee.

