APHA Expo Extra - #4
July

QUICK LINKS
Current Exhibitors
Sponsorship
Advertising
Virtual Expo
Exhibitor Prospectus (PDF)
2019 Contract (PDF)

KEY DATES
June 3
Registration & Housing Open

July 26
Final Booth Payment Due

SET-UP HOURS
Nov. 1 1 – 6 p.m.
Nov. 2 8 a.m. – 6 p.m.
Nov. 3 8 a.m. – noon

SHOW HOURS
Nov. 3 1:30 – 6 p.m.
Nov. 4 9 a.m. – 5 p.m.
Nov. 5 9 a.m. – 5 p.m.

MOVE OUT HOURS
Nov. 5 5:30 – 10 p.m.
Nov. 6 8 a.m. – 2 p.m.

SHOW MANAGEMENT
Lynn Schoen, CEM
Exhibits Manager
Lynn.Schoen@apha.org
202-777-2479

Booth Payment
- Final payment is due July 26.
- Please enclose one copy of the invoice if paying by check.
- You may pay for your booth online using the Exhibitor Service Center.
- Refer to the Confirmation letter both mailed and emailed to you for the link and password to your ebooth portal.

Freeman Service Kit Available July 25th
- **Remember that carpet and booth furnishings are not included in your booth fee.**
- Be sure to take advantage of the Freeman discounts to order your booth furnishings.
- Look for the Non-Profit Discount or Commercial Packages as well as all other booth services.

Reach APHA Attendees Before/After the Meeting by Email or Mail
- Attendee lists for APHA’s meeting may be purchased.
- Review the guidelines and complete the List Order Form.

Exhibitor Registration (NOT APPLICABLE TO SECTIONS/SPIGS)
Check your Confirmation letter for the link to your Exhibitor Service Center.
- Register your staff.
- Three complimentary full meeting registrations are included with each 10x10 booth.
- A maximum of three additional EXPO HALL ONLY badges can be purchased for $90 each.
- Questions on Housing or Staff Registration? Call 571-549-4524.

GUEST PASS – ONE DAY ONLY.
- Invite “friends” of your company to visit the Public Health Expo.
- The five Guest Passes can be requested for use for **one day** by family or colleagues to visit the hall.
- NOT to be used by your own staff, public health professionals, suppliers, vendors or companies who wish to gain admittance for the purpose of making contacts.
- To request up to five guest passes, please return a completed Guest Pass Form to Lynn Schoen.

Public Health Expo Show Colors
- This year the Public Health Expo will feature white drape and Teal carpeting.
- We hope you will select booth carpet to compliment and accent our show colors.

Industry Expert Theater
- Showcase your products or services for up to 35 people during a 45-minute presentation.
• This is your opportunity to highlight new, improved or key products/services to APHA meeting attendees.
• The theatre will be in the center of Exhibit Hall A/B.
• To request a time slot, please return a completed Industry Expert Theater Request Form to Lynn Schoen.

Sponsorship/Advertising Opportunities
• Increase your visibility at the meeting, establish new (and broaden existing) relationships and contribute to goodwill in the public health community.
• APHA offers several sponsorship opportunities as well as the flexibility for you to customize your own package.
• APHA’s award-winning newspaper and journal provide the opportunity for you to advertise to an entire spectrum of public health professionals.

Exhibitor Tip of the Month: Avoid 5 Mistakes Exhibitors Make
• Select a carpet color that is a complementary tone — not strikingly different than that of the aisle carpet.
• Most marketers focus on visual appeal, but don’t shy away from using other elements to reach out to potential leads.
• Avoid lining your exhibit’s perimeter with walls, towers or displays that project a fortress vibe. Instead, create a welcoming environment.
• Train staff to be aware of their behavior, and practice welcoming body language.
• Identify any potential “safety zones” within your booth and alert staff to avoid congregating in clumps inside them.

Host a Reception/Business Meeting
• Maximize your time at APHA 2019 and meet with your clients, colleagues, members and alumni in a private setting.
• Reserve a room during the Annual Meeting to hold a business meeting or social event.
• Space is available at the Pennsylvania Convention Center and the Marriott Philadelphia Downtown.
• To reserve a meeting space, please complete the Related Organization Application and return to Natalie Koo at natalie.koo@apha.org. For questions, call 202-777-2528.