



APHA 2026

ANNUAL MEETING & EXPO

NOVEMBER 1-4, 2026 • SAN ANTONIO, TX

Together We Thrive: Health Across the Lifespan

Exhibitor & Sponsorship

Prospectus



Exhibitor & Sponsorship Prospectus

The voice of public health, the American Public Health Association has been uniting members, corporations, organizations and government agencies for the benefit of society for more than 150 years. Join us in San Antonio for APHA 2026, and engage with thousands of public health professionals and leaders who are making a difference across the nation.

2026 Fast Facts and Deadlines*

Nov. 2025	Booth selection opens for APHA 2026
May 29, 2026	Last day to reserve expo space at early rates
Early Jun. 2026	Registration and housing open
June 16, 2026	Exhibitor service kit available
Aug. 1, 2026	Final payments due. after Aug. 1, expo payments must be made in full when reserving space
Jun. 30, 2026	Last chance to sponsor attendee bags
Sept. 25, 2026	Advance orders for decorator discounts are due.
Oct. 1, 2026	First day for freight shipments to arrive at warehouse
Oct. 22, 2026	Deadline for arrival of shipments at the advance warehouse without surcharge.
Oct. 30, 2026	First day for direct shipments to the Henry B. González Convention Center (San Antonio Convention Center)
Nov. 1-3, 2026	APHA 2026 Annual Meeting & Expo

On-site Exhibitor Schedule*

	Friday, Oct. 30	1:30 – 4:30 p.m.
MOVE IN	Saturday, Oct. 31	8 a.m. – 4:30 p.m.
	Sunday, Nov. 1	8 – 10 a.m.
OFFICIAL EXHIBIT HOURS	Sunday, Nov. 1	12:15 – 6 p.m.
	Monday, Nov. 2	9 a.m. – 4 p.m.
	Tuesday, Nov. 3	9 a.m. – 4 p.m.
MOVE OUT	Tuesday, Nov. 3	4 – 8 p.m.
	Wednesday, Nov. 4	8 a.m. – 12 p.m.

**All dates are subject to change and APHA reserves the right to alter the convention hours in the best interest of the Association and our exhibitors.*

Quick References

For current exhibitor information,
[APHA.org/Events-and-Meetings/Annual/Partners](https://www.apha.org/Events-and-Meetings/Annual/Partners)

APHA Show Management

Edward Shipley
Senior Business Development Manager
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Ed.Shipley@APHA.org

APHA Headquarters

800 I Street, NW
Washington, D.C., 20001

Facility

Henry B. González Convention Center
900 E Market Street
San Antonio, TX 78205

Payment Schedule

All applications require a \$1,500 deposit to secure any size booth space. Deposit is non-refundable. Remaining balance due Aug. 1, 2026.

Cancellations

The deposit is non-refundable. An exhibitor who cancels all or part of reserved booth space prior to Aug. 15, 2026 will forfeit fifty percent (50%) of the total contracted costs plus \$150 service fee to APHA. No cancellation of space will be accepted or refunds made after Aug. 15, 2026, 11:59 p.m. EDT.



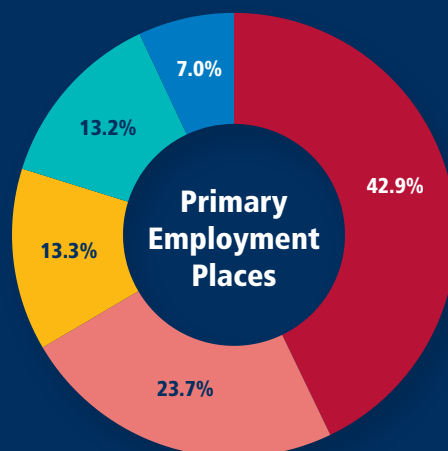
Connect and Network with Your Target Audience

APHA is the largest Public Health event annually.

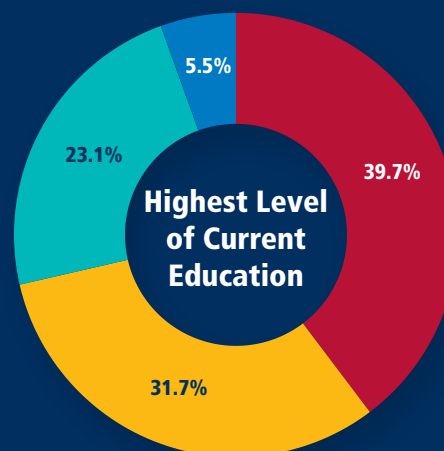
WHO ATTENDS?*



- Research
- Public Health practice
- C-Suite/Organizational Leadership/Administration
- Policy/Program development and Communications
- Health care delivery/clinical services
- Health Education
- International/Global health



- University or academic institution
- Nonprofit/Association/NGO
- State, local or tribal health department/agency
- For-profit business/organization
- U.S. federal department or agency



- Master's degree
- PhD/DrPH
- Bachelor's degree
- Medical degree

Top International Countries



South Korea
China
Canada
Japan
United Kingdom
Germany

What APHA Attendees Want From Exhibitors**

62%

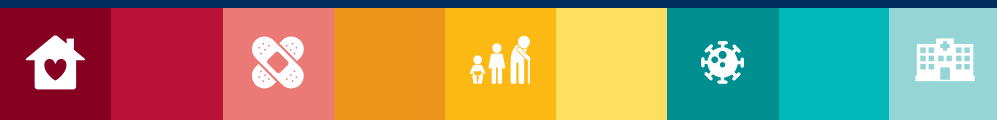
Product samples or service demos at exhibitor booths/activations

59%

Discovering new products

54%

Hands-on/interactive demos at exhibitor booths/activations



Meeting Your Customers Where They Are Matters*

- **92%** of trade show attendees are **looking for new products**
- **91%** of attendees report receiving **the most useful buying information** from trade shows
- **90%** of expo attendees **have not met face-to-face with any companies** exhibiting at the show in the 12 months prior to the event
- **81%** of trade show attendees **have buying authority**
- **67%** of trade show attendees **represent a new prospect and potential customer** for exhibiting companies
- The **average attendee** at a trade show **spends 5.5 hours** on the expo floor
- **72%** of attendees are **more likely to buy from exhibitors they meet** at trade shows
- **51%** of attendees **request a follow-up visit** from a sales representative post-event

Why Come to APHA 2026 in San Antonio?*

- Trade shows are the **second most effective marketing tactic** for generating leads, after company websites.
- **88% of businesses exhibit at trade shows** to raise awareness for their brand or new products and services.
- **90%** of exhibitors said they find in-person events **enable them to keep up** with industry trends.
- **79%** of exhibitors value the **professional networking** opportunities of being on site.

- **93%** of exhibitors believe that **quality of leads** is the most important outcome of events they attend.
- The **average cost per lead** generated at a trade show is **\$112**
- Meeting a prospect face-to-face at a trade show event costs about **\$142 per meeting**. This is less than the \$250 it costs to meet a prospect at their office
- It is **38% less expensive to convert a trade show lead** than it is to rely on sales calls alone
- **And WHY APHA hosts 12,000+ persons for you:** 95% of exhibitors prefer in-person to virtual events (and so do attendees!)



APHA 2026 EXPO

APHA's Annual Meeting is more than just sessions. APHA 2026 will host hundreds of world-class exhibitors and be an inclusive space for organizations to share services, products, tools and solutions with attendees.

2026 Exhibitor Booth Pricing*

	Standard rate	Agency member rate (-\$400 discount)
Non-profit / School / Government	\$3,095	\$2,695
Commercial	\$3,695	\$3,295

*Per each 10' x 10' Booth (100 square feet).

Rates increase \$400 per booth space after May 29, 2026.

All applications require a \$1,500 deposit to secure any size booth space. Deposit is non-refundable. Remaining balance due August 1, 2026.

The following items are not included with a booth space purchase: Tickets for Special Events (Parties, Awards, Etc.), CEU fees, Carpet/Floor Coverings, Electric, WiFi, Lead Retrieval, Rigging, or Furniture. These items can be purchased through APHA's Preferred Vendors: SPARGO, Freeman Decorating and Freeman AV, and the Henry B. González Convention Center.

APHA works with Freeman to establish a discounted "Basic Booth Package." For 2026, this will provide for Blue Carpet, one (1) 6' draped table, two (2) chairs, wastebasket. For all exhibitors regardless of status, the rate will be \$535 per package / per each 10' x 10' booth space (\$160 increase after August 1, 2026).



Why you should exhibit at APHA

- You receive **exclusive, exhibition-only hours** each of the 3 days
- You receive **pipe, drape, and standard booth location signage**
- Three complimentary full-meeting registrations** per 10' x 10' booth (up to a \$3,000+ value) are INCLUDED.
- "APHA Central"** is the hub for all things relating to the organization and is **visited by 89% of all attendees** over the course of 3 days
- APHA **Headshot Lounge**, which is **enjoyed by 1,000+ attendees** annually
- Networking within conversation areas** throughout the expo hall
- Interactive social areas**, like the Wellness Lounge, which was **visited by 67% of all attendees** in 2024
- Over 295 poster presentations** during 9 sessions, bringing attendees through the hall and past your exhibit (**91% of all attendees attend at least one poster session**)



Sponsorship Opportunities

APHA sponsorships and advertising deliver significant marketing impact, aligning your brands with APHA leading up to, during and after the meeting. The sponsorship team is here for support and guidance to develop a custom opportunity to fit your brand's needs.

APHA has four sponsorship tiers: **Supporter**, **Advocate**, **Visionary** and **Premier**. APHA works closely with sponsors to:

- **Reach target demographics** by honing the activation approach.
- Integrate sponsor **products and offerings**.
- Achieve **marketing goals** and amplify **sponsor initiatives**.
- **Grab the attention of thousands** of influential public health leaders and media while **influencing thousands** of attendees and consumers.

PREMIER LEVEL is \$100,000 or above for one item or a combination of items. Acknowledgment automatically includes top level logo placement on all sponsorship graphics and signage, up to a 10' x 20' exhibition space with double standard set (or one (1) 10' x 10' exhibition space with standard set, if preferred), one (1) full-meeting registration per \$5,000 plus an additional 4 full-meeting registrations, two (2) direct marketing emails in the two weeks prior to APHA 2026 and one (1) post-event email sent before December 31, 2026, half-page ad in The Nation's Health, full page ad in the APHA 2026 final program, along with any specific benefits which may come with the chosen item to support.



VISIONARY LEVEL is \$50,000 to \$99,999, second level acknowledgement, one (1) 10' x 10' exhibition space with standard set, one (1) full-meeting registration per \$5,000, one (1) direct marketing email two or more weeks prior to APHA 2026, $\frac{3}{10}$ page ad in The Nation's Health, along with any specific benefits which may come with the chosen item to support.

ADVOCATE LEVEL is \$25,000 to \$49,999, third level acknowledgement, one (1) full-meeting registration per \$7,500, one (1) 10' x 10' exhibition space, along with any specific benefits which may come with the chosen item to support.

SUPPORTER LEVEL begins at \$2,500 to \$24,999, fourth level acknowledgement, one (1) full-meeting registration per \$7,500, along with any specific benefits which may come with the chosen item to support.



Sponsorship Opportunities, Continued

APHA Partner Symposia Educational Sessions

Begin at \$5,500 per session

APHA is proud to offer the APHA Partner Symposia—a unique opportunity for external organizations to present high-quality educational content as part of the official Annual Meeting program. These symposia allow your organization to host a session during dedicated scientific time slots or the open lunch hours on Monday and Tuesday, ensuring strong visibility and attendance. As a featured part of the agenda, Partner Symposia provide a powerful platform to share research, spotlight innovations, and engage directly with a highly qualified public health audience—positioning your organization as a thought leader and active contributor to the field. You may also consider making your Symposia an invited breakfast or lunch session. Ask for details.

Conference Bags

Exclusive Support: \$50,000

Co-Support (max 5): \$15,000 minimum

Sponsoring the annual meeting conference tote bags offers lasting brand exposure and a highly visible presence throughout the event. Distributed to all attendees at registration, these reusable bags serve as a practical and valued item carried throughout the conference and often kept long after it ends. Featuring your logo alongside the event branding, the tote bag sponsorship places your organization directly in the hands of participants—from session rooms to exhibit halls and everywhere in between. This opportunity reinforces your support of the event in a tangible way, while aligning your brand with sustainability, utility, and high visibility.

Advance Newsletter “Know Before You Go” Communication Series (6 total)

Exclusive Support: \$15,000

Individual Messages: \$3,500

Partnering with the official “Know Before You Go” email series offers a valuable opportunity to place your brand front and center in the weeks leading up to the conference. These six informative emails—sent to all registered attendees—deliver essential event details, highlight keynote speakers, and provide timely updates that help participants plan and engage more effectively. As a sponsor, your visibility is integrated into the most-read communications, ensuring repeated exposure to a highly engaged audience. This consistent presence builds familiarity, reinforces your support of the event, and positions your brand as a trusted partner in creating a seamless, well-informed attendee experience.

Daily Attendee Emails Communication Series (4 total)

Exclusive Support: \$20,000

Individual Day: \$5,000

Supporting the daily conference email communications is a high-visibility opportunity to align your brand with the core attendee experience during the five days of the annual meeting. These morning emails are sent to all registered participants and serve as essential guides—sharing key highlights, schedule reminders, and timely updates to help attendees navigate each day with confidence and ease. As the exclusive supporter of this trusted communication stream, your organization will be featured prominently in the inboxes of thousands of engaged professionals, reinforcing your presence at the event and showcasing your commitment to enhancing the attendee journey from start to finish.



Sponsorship Opportunities, Continued

APHA 2026 Digital Program Scheduler & Annual Meeting App

Exclusive Support: \$40,000

Co-Support (max 8): \$10,000

Underwriting the annual meeting conference app and the online digital program listing—including the personal scheduler—offers high-impact, sustained visibility throughout the attendee journey. These digital tools are essential for navigating the event, allowing participants to browse sessions, plan their schedules, and receive real-time updates, all from their mobile devices or desktops. As a sponsor, your brand will be prominently featured in the platforms that attendees rely on most—before, during, and even after the conference. This sponsorship positions your organization as an integral part of the attendee experience, aligning your brand with innovation, convenience, and connectivity while maximizing your reach across thousands of highly engaged users.

Lanyards

\$30,000

Supporting the conference lanyards offers unparalleled visibility and continuous brand exposure throughout the duration of the annual meeting. As the essential item that every attendee wears—holding their name badge and granting access to sessions and events—the lanyard is a highly visible, constantly seen accessory worn around the neck of every participant. Featuring your logo prominently, this sponsorship ensures your brand is front and center in countless interactions, conversations, and photo opportunities. It's a simple yet powerful way to showcase your organization's presence and commitment, providing maximum exposure with lasting impact across the entire attendee experience.

Back of the Registration Badge

\$30,000

Featuring your organization on the event registration badges offers premium, high-impact visibility at every turn of the conference and trade show. Worn by all attendees, these badges are required for access to sessions, exhibit halls, and networking events—making them one of the most visible and frequently viewed items throughout the event. As the exclusive supporter, your branding will appear on the back of each badge, a prime piece of real estate that's seen repeatedly in conversations, at check-in points, and in virtually every face-to-face interaction. This sponsorship ensures your organization is top-of-mind from the moment attendees arrive, offering constant exposure and reinforcing your leadership and presence at the event.

Headshot Lounge

\$50,000

Elevating the Headshot Lounge is a high-value opportunity to align your brand with professional development and attendee experience. This popular activation offers attendees complimentary, high-quality headshots—perfect for LinkedIn profiles, professional bios, and other career-focused platforms. As the exclusive supporter, your organization will be recognized throughout the lounge space and in promotional materials, creating a positive brand association with growth, confidence, and career advancement. The Headshot Lounge draws steady traffic and meaningful engagement, giving your brand repeated exposure while providing a memorable, appreciated service that attendees will associate with your support long after the event ends.

