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.

Establish new relationships and strengthen existing ones by exhibiting at the AAP 2018 National Conference & Exhibition.

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 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.

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

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

Be sure to visit our exhibits website aapexhibits.org
Profile of Attendees

TOTAL 2017 CONFERENCE ATTENDANCE:

15,563

TOTAL PROFESSIONALS: 10,479

4,875 MEMBERS

2,613 NONMEMBERS

1,919 INTERNS/RESIDENTS/STUDENTS

188 EXHIBITS ONLY PROFESSIONALS

884 ALLIED HEALTH/OTHER

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%

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%

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%

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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, Or Aimee Hearden at 630/626-6526 or ahearden@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 jfrank@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 or Racheal McDonald at 630/626-6243, 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.

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 or Racheal McDonald at 630/626-6243, 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

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

SPONSORSHIPS, FRIENDS OF CHILDREN,
AND CORPORATE GIVING
Torstiner Woodbury, Corporate and
Foundation Relations Officer
630/626-6548
twoodbury@aap.org
Aimee Hearden, Corporate and
Foundation Relations Officer
630/626-6526
ahearden@aap.org

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

FUNCTION SPACE REQUESTS
Racheal McDonald, Meeting
Services & Exhibits Coordinator
630/626-6243
rmcdonald@aap.org

PRODUCT THEATERS AND MATCH TO WIN RAFFLE
Eva Fujino, Exhibits Manager
630/626-6585
efujino@aap.org
Racheal McDonald, Meeting
Services & Exhibits Coordinator
630/626-6243
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