

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

GO THE EXTRA MILE >>



AAP
experience
National Conference & Exhibition

September 16–19, 2017 | Chicago

SEPTEMBER 15 PRE-CONFERENCE SESSIONS & EVENTS

EXHIBITOR PROSPECTUS

AAPexperience.org   



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September 15 Pre-conference Sessions & Events

GO THE EXTRA MILE >>

Establish new relationships and strengthen existing ones by exhibiting at the AAP 2017 National Conference & Exhibition.

The American Academy of Pediatrics (AAP) invites you to exhibit at the 2017 National Conference & Exhibition in Chicago, September 16–19. 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 backdrrape 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 on the AAP mobile website
- Opportunity to rent pre-show and post-show attendee mailing lists
- Opportunity to choose your 2018 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

2017 EXHIBIT SPACE RATES

10' x 10' Booth \$3,350
add \$150 per corner booth

10' x 10' Inline Nonprofit Booth \$2,350*
**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, September 15 at 7:00 PM.

2017 EXHIBIT DATES & HOURS

Saturday, September 16 12:15 PM–4:00 PM
Sunday, September 17 10:00 AM–4:00 PM
Monday, September 18 10:00 AM–2:00 PM

2017 EXHIBIT INSTALLATION DATES

Thursday, September 14 8:00 AM–5:00 PM
Friday, September 15 8:00 AM–7:00 PM

2017 EXHIBIT DISMANTLE DATES

Monday, September 18 2:00 PM–10:00 PM
Tuesday, September 19 8:00 AM–5:00 PM

**Be sure to visit our exhibits
website aapexhibits.org**

TO RESERVE A BOOTH

[CLICK HERE TO LEARN MORE >>](#)

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



TOTAL 2016 CONFERENCE ATTENDANCE:

15,142



Profile of Attendees

TOTAL PROFESSIONALS: 10,306

4,836



MEMBERS

2,598 NONMEMBERS

1,580

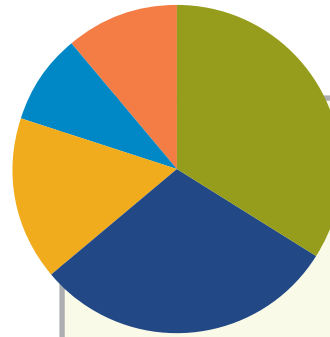
INTERNS/
RESIDENTS/
STUDENTS



ALLIED
HEALTH/OTHER

1,160

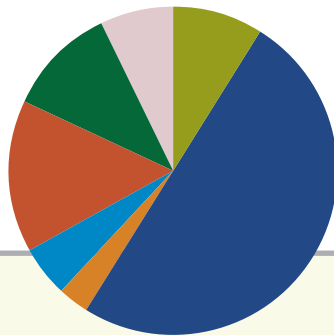
132 EXHIBITS ONLY
PROFESSIONALS



Purchaser Profile

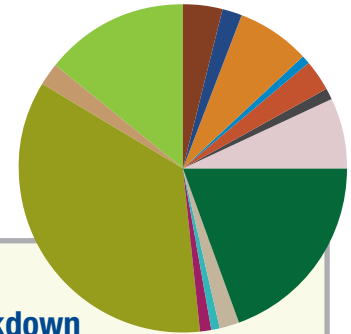
\$50,000 - \$100,000	35%
\$100,000 - \$250,000	29%
\$250,000 - \$500,000	16%
\$500,000 - \$1,000,000	10%
over \$1,000,000	11%

2,425 International Attendees



Attendee Profile

Allied Health	9%
General Pediatrics	50%
Hospitalist	3%
Medical Student	5%
Medical or Surgical Subspecialist	15%
Pediatric Resident or Fellow	11%
Other	7%
Family Physician	
Physician's Assistant	
Practice Manager	



Medical or Surgical Subspecialist Breakdown

Allergy & Immunology	4%
Adolocent Health	2%
Cardiology/Cardiac Surgery	7%
Child Abuse	1%
Critical Care	3%
Dermatology	1%
Development & Behavioral	7%
Emergency Medicine	19%
Endocrinology	2%
Hemotolgy, Hospice, Oncology	1%
Infectious Disease	1%
Neonatology/Perinatology	35%
Pulmonology	2%
Surgery	14%



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 847/434-7948 or twoodbury@aap.org.

ADVERTISING [CLICK HERE TO LEARN MORE >>](#)

For more information about our premier advertising opportunities, download the 2017 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.

PRODUCT THEATERS [CLICK HERE TO LEARN MORE >>](#)

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 847/434-7885, efujino@aap.org or Marge Gates at 847/434-4321, [mgates@aap.org](mailto:m Gates@aap.org).

INDUSTRY OR FOUNDATION SYMPOSIUM [CLICK HERE TO LEARN MORE >>](#)

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 Tori Davis at tdavis@aap.org.

MATCH TO WIN RAFFLE [CLICK HERE TO LEARN MORE >>](#)

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 847/434-7885, efujino@aap.org or Marge Gates at 847/434-4321, [mgates@aap.org](mailto:m Gates@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

847/434-7885
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

HOUSING, AND HOTEL-RELATED REQUESTS

Laura Jurgens, Senior Meeting Planner

847/434-4794
ljurgens@aap.org

SATELLITE SYMPOSIA AND EDUCATIONAL PROGRAMS

Tori Davis, Program & Marketing Specialist

847/434-7882
tdavis@aap.org

SPONSORSHIPS, FRIENDS OF CHILDREN, AND CORPORATE GIVING

Torstiner Woodbury, Manager, Corporate Relations

847/434-7948
twoodbury@aap.org

ADVERTISING OPPORTUNITIES

Joe Frank

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

FUNCTION SPACE REQUESTS

Laura Jurgens, Senior Meeting Planner

847/434-4794
ljurgens@aap.org

PRODUCT THEATERS AND MATCH TO WIN RAFFLE

Eva Fujino, Exhibits Manager

847/434-7885
efujino@aap.org

Marge Gates, Exhibits and Meeting Services Assistant

847/434-4321
mgates@aap.org

>> FUTURE DATES

2017 Chicago, IL

McCormick Place
September 16 – 19, 2017
Pre-conference Events
Friday, September 15

2018 Orlando, FL

Orange County Convention Center
November 3 – 6, 2018
Pre-conference Events
Friday, November 2

2019 New Orleans, LA

Ernest N. Morial Convention Center
October 26 – 29, 2019
Pre-conference Events
Friday, October 25

2020 San Diego, CA

San Diego Convention Center
October 3 – 6, 2020
Pre-conference Events
Friday, October 2

