GO THE EXTRA MILE
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.

Establish new relationships and strengthen existing ones by exhibiting at the AAP 2017 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 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
Profile of Attendees

TOTAL 2016 CONFERENCE ATTENDANCE: 15,142

TOTAL PROFESSIONALS: 10,306
4,836 MEMBERS
2,598 NONMEMBERS
1,580 INTERNS/RESIDENTS/STUDENTS
132 EXHIBITS ONLY PROFESSIONALS
1,160 ALLIED HEALTH/OTHER

2,425 International Attendees

Profile of Attendees

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%

Medical or Surgical Subspecialist Breakdown
- Allergy & Immunology ................ 4%
- Adolescent 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%

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
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.

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 ttdavis@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.

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
TradeshowsLogistics Exhibitor Care
877/857-2838, Ext. 2
aapexhibitorcare@tradeshowslogistics.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

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