Establish new relationships and strengthen existing relationships by exhibiting at the AAP 2015 National Conference & Exhibition.

The American Academy of Pediatrics (AAP) invites you to exhibit at the 2015 National Conference & Exhibition in Washington, DC, October 24–27. 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 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 9,000 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 backdrape and siderail drape
- Booth identification sign
- Five complimentary exhibitor registrations per 10’ x 10’ booth
- Listing on www.aapexperience.org
- Listing in AAP On-site Exhibit Guide
- Listing on AAP Mobile website
- Opportunity to rent pre-show and post-show attendee mailing lists
- Opportunity to choose your 2016 booth location onsite
- Opportunity to earn priority points for exhibiting
- Opportunity to increase your exposure by becoming a National Conference sponsor
General Information

2015 EXHIBIT SPACE RATES

10’ x 10’ Booth .................................................. $3,250
  add $150 per corner booth
10’ x 10’ Inline Nonprofit Booth ................. $2,250

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, October 23 at 7PM.

2015 EXHIBIT DATES & HOURS

Saturday, October 24 ...................... 12:15 PM – 4:00 PM
Sunday, October 25 ....................... 10:00 AM – 4:00 PM
  President’s Reception ..................... 5:30 PM – 7:00 PM
Monday, October 26 ...................... 10:00 AM – 2:00 PM

2015 EXHIBIT INSTALLATION DATES

Thursday, October 22 ..................... 8:00 AM – 5:00 PM
Friday, October 23 ......................... 8:00 AM – 7:00 PM

2015 EXHIBIT DISMANTLE DATES

Monday, October 26 ...................... 2:00 PM – 10:00 PM
Tuesday, October 27 ....................... 8:00 AM – 5:00 PM

TO RESERVE A BOOTH

Exhibit Sales:
Barry Sacks, 312/265-9642 Ext.642
barry@corcexpo.com

HEADQUARTER HOTELS

Marriott Marquis Washington, DC
Renaissance Washington, DC

HELPING EXHIBITORS

Here is how the AAP is helping you meet your
exhibit objectives...

Unopposed Exhibit Hours
7 hours of unopposed exhibit time.
15.5 hours of total exhibit time.

President’s Reception
Complimentary food and drinks will be available to
attendees throughout the exhibit hall on Sunday
evening 5:30 PM – 7:00 PM.

AAP Restaurant
Restaurant within the exhibit hall open for attendees
during all exhibit hours.

Attendee Activities
  • AAP Resource Center
  • AAP Career Fair
  • Product Theaters
  • Complimentary Massage Area
  • Match to Win Raffle

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

TOTAL 2014 CONFERENCE ATTENDANCE:
14,163

TOTAL PROFESSIONALS: 9060

4476 NONMEMBERS
2137 MEMBERS
1468 INTERNS/RESIDENTS/STUDENTS
123 EXHIBITS ONLY PROFESSIONALS
856 ALLIED HEALTH/OTHER

2,168 International Attendees

Attendee Profile
- General Pediatrician: 55.6%
- Medical or Surgical Subspecialist*: 13.8%
- *See breakdown below
- Resident: 11.9%
- Other: 5.9%
- Medical Student: 5.8%
- Allied Health Professional: 5.3%
- Practice Manager: 0.9%
- Family Physician: 0.8%

Medical or Surgical Subspecialist Breakdown
- Neonatology & Perinatology: 27.9%
- Surgery: 23.6%
- Emergency Medicine: 21.9%
- Cardiology & Cardiac Surgery: 11.6%
- Developmental & Behavioral: 5.2%
- Hospitalist: 3.8%
- Endocrinology: 2.6%
- Pulmonology: 1.7%
- Allergy & Immunology: 1.2%
- Dermatology: 0.5%

Purchaser Profile
- $50,000 - $100,000: 46%
- $100,000 - $250,000: 30%
- $250,000 - $500,000: 17%
- $500,000 - $1,000,000: 7%
- $1,000,000+: 2%
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 Tori Woodbury in the AAP Development Office at 847/434-7948 or twoodbury@aap.org.

ADVERTISING
For more information about our premier advertising opportunities, download the 2015 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
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 or efujino@aap.org or Marge Gates at 847/434-4321 or mgates@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 2 to Tori Davis at tdavis@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, Ext. 642
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
Tori 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
Eva Fujino, Exhibits Manager
847/434-7885
efujino@aap.org

Marge Gates, Exhibits and Meeting Services Assistant
847/434-4321
mgates@aap.org

Future AAP Meeting Dates

2016 NATIONAL CONFERENCE & EXHIBITION
October 22–25, 2016
San Francisco, CA
Moscone Center

2017 NATIONAL CONFERENCE & EXHIBITION
September 16–19, 2017
Chicago, IL
McCormick Place