



# APHA 2024

**ANNUAL MEETING & EXPO**

Minneapolis | Oct. 27-30

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*Rebuilding Trust in Public Health and Science*

## EXHIBITOR & SPONSORSHIP PROSPECTUS

[apha.org/expo](https://apha.org/expo)

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## DON'T MISS THE BIGGEST PUBLIC HEALTH EVENT OF THE YEAR!

### 2024 FAST FACTS AND DEADLINES (\*SUBJECT TO CHANGE)

<b>April 30 / May 31</b>	To receive your 2 full meeting registrations comp (per 10' x 10' space) – final payment is due April 30, 2023. Otherwise - final booth payment is due May 31, 2023. After May 31, full balance due upon receipt of exhibition invoice.
<b>Late May - Early June</b>	Registration and housing open.
<b>June 25</b>	Exhibitor Service Kit available
<b>August 31</b>	Last chance to sponsor attendee bags
<b>September 24</b>	Advance orders for decorator discounts are due.
<b>October 1</b>	First day for freight shipments to arrive at warehouse
<b>October 2</b>	Final date to register exhibition badges and receive in advance via USPS
<b>October 16</b>	Deadline for arrival of shipments at the advance warehouse without surcharge.
<b>October 25</b>	First day for direct shipments to the Minneapolis Convention Center



### ON-SITE EXHIBITOR SCHEDULE\*

<b>MOVE IN</b>	<b>FRIDAY, October 25</b>	1:30 – 4:30 p.m.
	<b>SATURDAY, October 26</b>	8 a.m. – 4:30 p.m.
	<b>SUNDAY, October 27</b>	8 – 10 a.m.
<b>OFFICIAL EXHIBIT HOURS</b>	<b>SUNDAY, October 27</b>	12:30 – 6 p.m.
	<b>MONDAY, October 28</b>	10 a.m. – 4 p.m.
	<b>TUESDAY, October 29</b>	10 a.m. – 4 p.m.
<b>MOVE OUT</b>	<b>TUESDAY, October 29</b>	4 – 8 p.m.
	<b>WEDNESDAY, October 30</b>	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, visit [apha.org/expo](http://apha.org/expo)

#### APHA SHOW MANAGEMENT

Edward Shipley  
 Senior Business Development Manager  
 Phone: 202-777-2479  
[ed.shipley@apha.org](mailto:ed.shipley@apha.org)

#### APHA HEADQUARTERS

800 I Street, NW  
 Washington, DC 20001

#### FACILITY

Minneapolis Convention Center  
 1301 2nd Ave South  
 Minneapolis, MN 55404

#### PAYMENT SCHEDULE

All applications require a \$1,000 deposit to secure any size booth space. Deposit is non-refundable. Remaining balance due May 31, 2024. \*\*\*\*\* In order to receive your two (2) complimentary full-meeting registrations per 10' x 10' space, contract and deposit must be made by January 31, 2024 and full payment must be completed by April 30, 2024. Otherwise, the exhibitor will receive one (1) complimentary full-meeting registration per 10' x 10' space.

#### CANCELLATIONS

The deposit is non-refundable. An exhibitor who cancels all or part of reserved booth space prior to August 1, 2024 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 August 1, 2024, 11:59 PM EDT.

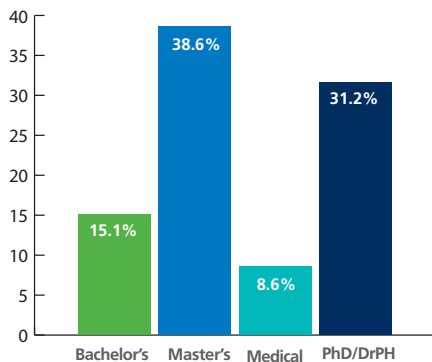
## CONNECT AND NETWORK WITH YOUR TARGET AUDIENCE

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 Minneapolis for APHA 2024, and engage with thousands of public health professionals and leaders who are making a difference across the nation.

### WHO ATTENDS?

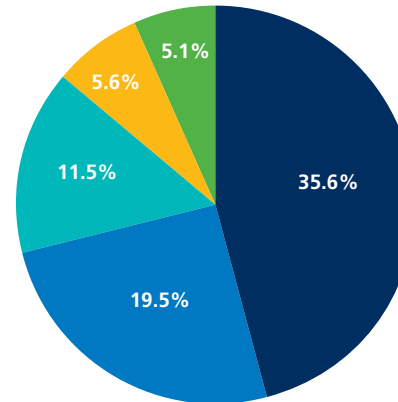
Target a specific niche or demographic to increase engagement.

### HIGHEST LEVEL OF CURRENT EDUCATION

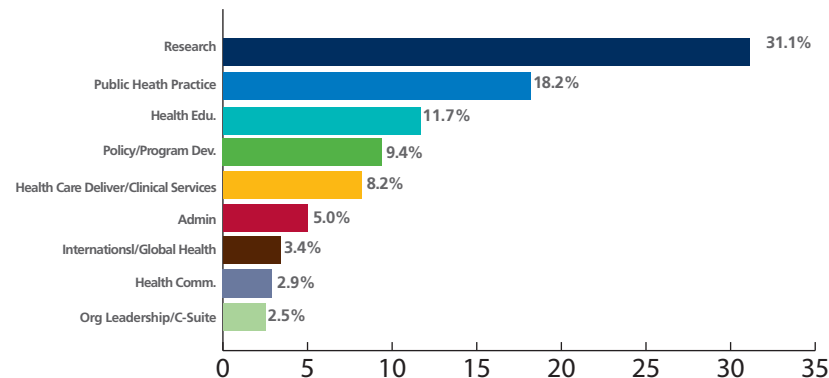


### TOP EMPLOYMENT TYPES

- University or Academic Institution
- Nonprofit/Association/NGO
- State, local or tribal health department/agency
- Federal department or agency
- For-profit business



### PRIMARY PROFESSIONAL FOCUS



### TOP INTERNATIONAL COUNTRIES PARTICIPATING

- Canada
- United Kingdom
- South Korea
- Israel
- Japan

Meeting your customer where **THEY ARE MATTERS:**

**74%**

of trade show attendees believe engaging with the exhibitors makes them more likely to actually buy the products/services on display

**79%**

of attendees believe going to a trade show helps them decide what to buy

**82%**

of trade show attendees have buying authority

# EXHIBITOR & SPONSORSHIP PROSPECTUS



**APHA 2024**  
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## APHA 2024 EXPO

APHA's Annual Meeting is more than just sessions. APHA 2024 will host hundreds of world-class exhibitors and be an inclusive space for organizations to share services, products, tools and solutions with attendees.

### EXHIBITION BOOTH FEES FOR 2024

COMMERCIAL BOOTH	\$3,350 per 10' x 10'
NON-PROFIT (more than 5M in annual revenue) / UNIVERSITY / GOVERNMENT	\$2,740 per 10' x 10'
NON-PROFIT (less than 5M in annual revenue)	\$2,640 per 10' x 10'

### 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
- Two complimentary full-meeting registrations per 10' x 10' booth (up to a \$2,000 value) are INCLUDED.\*
- Two complimentary exhibitor pass/staff registrations per 10' x 10' booth (an additional \$200 value) are INCLUDED.
- APHA Central is the hub for all things relating to the organization and is visited by **90% of all attendees**
- APHA Headshot Lounge, which was **enjoyed by 1,000+ attendees in 2022**
- Networking within conversation areas throughout the expo hall
- Interactive social areas, like the Wellness Lounge, which was visited by **76% of all attendees in 2022**
- Over 250 poster presentations during 9 sessions, bringing attendees through the hall and past your exhibit (**86% of all attendees attend at least one poster session**)

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Meeting your customer where **THEY ARE MATTERS:**

Trade show attendees will tell

**MORE THAN 6 PEOPLE**

about their experience at the event

Attendees spend an average of

**8.3 HOURS**

visiting all the booths and displays at a trade show

**45%**

of trade show visitors only attend one exhibition every year

Photo courtesy EZ Event Photography





## SPONSORSHIP OPPORTUNITIES **EXPERIENCE. ENGAGE. CONNECT.**

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 and acknowledgment automatically includes top level logo placement on all sponsorship graphics and signage, one (1) 10' x 10' exhibition space with standard set, one (1) full-meeting registration per \$5,000 plus an additional 4, two (2) direct marketing emails in the two weeks prior to APHA 2024 and one (1) post-event email sent before December 31, 2024, half-page ad in The Nation's Health, full page ad in the APHA 2024 final program,

along with any specific benefits which may come with the chosen item to support.

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**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 2024, 3/10th 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.

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**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 **EXPERIENCE. ENGAGE. CONNECT.**

Some items and programs available for support include:

Accessibility for All Support	\$ 2,000
Accessibility for All Support Exclusive	\$ 25,000
Advanced Newsletter Communication Series (6 emails available)	\$ 1,950
Advanced Newsletter Communication Series (6 emails) Exclusive	\$ 10,000
APHA 2024 Onsite Event App	\$ 10,000
APHA 2024 Onsite Event App Exclusive	\$ 25,000
APHA Champion Conversations (8 available)	\$ 15,000
Awards Luncheon	\$ 5,000 - \$ 25,000
Building Branding - Throughout the MCC	\$ 5,000 - \$ 35,000 and up
Building Branding - Banners, Column Wraps, Escalators, etc	\$ 5,000 - \$ 45,000 and up
Coffee Talks (single) (10 available)	\$ 2,000
Coffee Talks Exclusive	\$ 17,500
Conference Bags	\$ 20,000 - \$ 50,000
Daily Attendee Email (4 available)	\$ 1,000
Daily Attendee Email (4) Exclusive	\$ 3,500
Directional MCC Signage Support Exclusive	\$ 20,000
Directional MCC Signage Support individual	\$ 3,500

Emerging Scholars Theater	\$ 45,000
Featured Sessions & Champion Conversations "Livestream" Exclusive	\$ 75,000
Featured Sessions & Champion Conversations "Livestream" underwriting	\$ 20,000
Film Festival (single day)	\$ 7,500
Film Festival Exclusive	\$ 20,000
Headshot Photo Lounge	\$ 35,000
Ignition Stage	\$ 45,000
Lanyards	\$ 30,000
Leadership Lab	\$ 60,000
Caregivers lounge areas support	\$ 5,000 - up
On-site Hosts & Volunteer Underwriter	\$ 5,000 - up
Session Captioning for all recorded presentations	\$ 15,000
Specialized and Customizable Attendee Lounges	\$ 25,000
Technology Conversation Arena (TCA)	\$ 60,000
Wellness Lounge and Activities	\$ 5,000 - \$ 35,000
Wi-Fi in the Minneapolis Convention Center	\$ 50,000

Find specific details and current availability on all support opportunities at [apha.org/expo](https://apha.org/expo).

Don't see what you are looking for here? Looking for print advertising space in the final program? Drop **Edward Shipley** a note at [ed.shipley@apha.org](mailto:ed.shipley@apha.org)

*\*Pricing in effect at the time of printing. Support levels may have changed.*