

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



AAP experience

National Conference & Exhibition

October 20 – 23, 2012 | New Orleans



EXHIBITOR PROSPECTUS



AAPexperience.org

Welcome.

Establish new relationships and strengthen existing relationships by exhibiting at the AAP 2012 National Conference & Exhibition

The American Academy of Pediatrics (AAP) invites you to exhibit at the 2012 National Conference & Exhibition (NCE) in New Orleans, LA, October 20–23. 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 8,000 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.

Robert Perelman, MD, FAAP

Associate Executive Director and Director,
Department of Education



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
- Opportunity to rent pre-show and post-show attendee mailing lists
- Opportunity to choose your 2013 booth location onsite
- Opportunity to earn priority points for exhibiting



Exhibit Space Rates

10' x 10' Booth	\$3,100
<i>add \$150 for corner booth</i>	
10' x 10' Inside Nonprofit Booth	\$2,100

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 19 at 7PM.

2012 Exhibit Dates & Hours

Saturday, October 20	12:15 PM–4:00 PM
Sunday, October 21	10:00 AM–4:00 PM
President's Reception.....	5:30 pm–7:00 PM
Monday, October 22	10:00 AM–2:00 PM

2012 Exhibit Installation Dates

Thursday, October 18.....	8:00 AM–5:00 PM
Friday, October 19	8:00 AM–7:00 PM

2012 Exhibit Dismantle Dates

Monday, October 22	2:00 PM–10:00 PM
Tuesday, October 23	8:00 AM–5:00 PM

To Reserve a Booth

Exhibit Sales:

Angel Law, 312/541-0567 Ext.659
angel@corcexpo.com

Headquarters Hotel

Hilton Riverside

Helping Exhibitors

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

Unopposed Exhibit Hours

Nearly 2 hours of unopposed exhibit time provided each day 12:10 PM–2:00 PM.

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

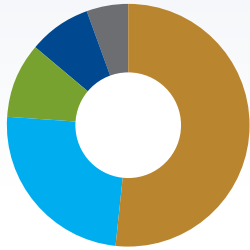
- AAP Resource Center
- Pediatric Office of the Future
- Product Theaters
- Wireless Internet Lounge Areas
- Massage Area

Be sure to visit our new exhibits website www.aapexhibits.org



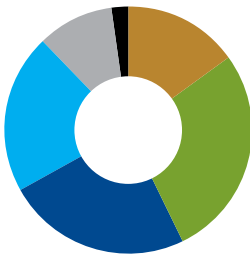
Profile *of* Attendees

NCE Attendance



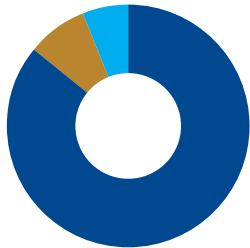
- 8,407 Professionals
- 4,545 Members
- 1,644 Nonmember Physicians
- 1,351 Interns/Residents/Medical Students
- 867 Allied Health Professionals

Member Age Distribution: Total of 4,680 attendees answered



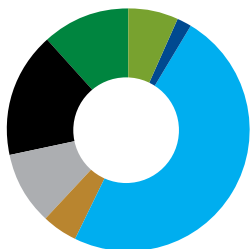
- 15% 20 – 30
- 28% 31 – 40
- 24% 41 – 50
- 21% 51 – 60
- 10% 61 – 70
- 2% 71 – +

Annual Volume Of Products And Services Purchased



- 85% \$100,000 – \$500,000
- 8% 500,000 – 1,000,000
- 6% 1,000,000 – +

Purchaser Profile



- 7% Allied Health
- 2% Family Physician
- 50% General Pediatrician
- 5% Medical Student
- 10% Other
- 17% Pediatric Medical or Surgical Subspecialist
- 12% Pediatric Resident or Fellow



General *Exhibit* Information

Official Sponsorships

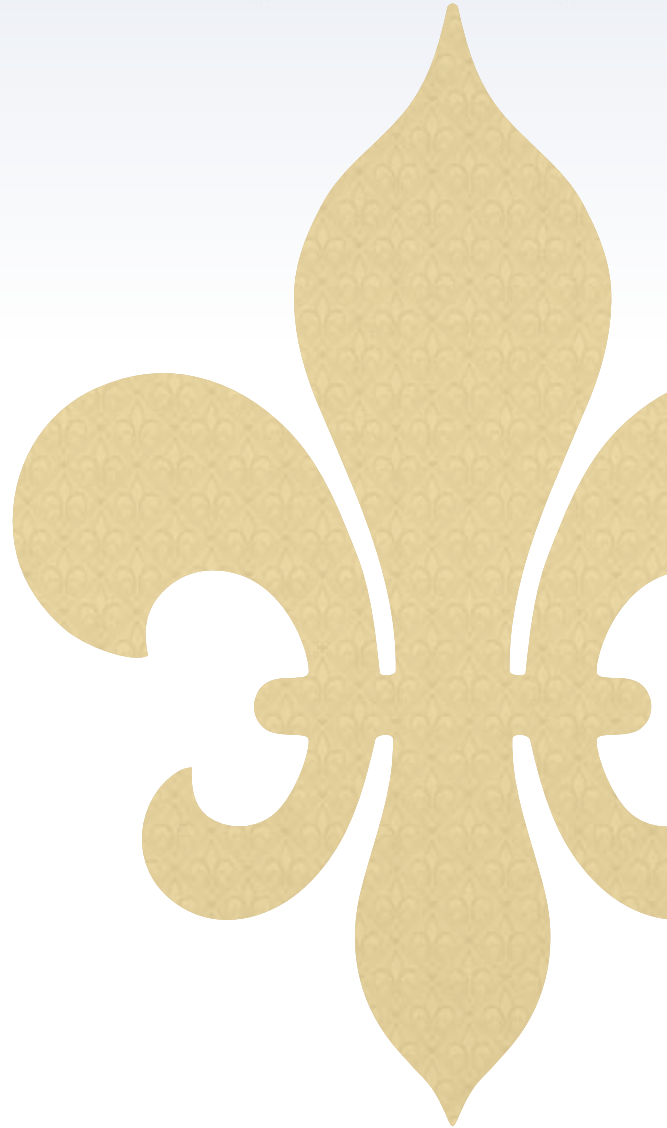
Get more exposure during the conference by becoming a sponsor of an official event or product! Increase that exposure by committing to Gold, Silver and Bronze-level sponsorships. Contact Tori Woodbury in the AAP Development Office at 847/434-7948 or twoodbury@aap.org. For specific sponsorship opportunities, see the Official Sponsorship Brochure online at www.AAPexperieNCE.org.

Advertising

Confirmed exhibitors have several premier advertising opportunities through conference publications and hotel room drops. For more information, download the 2012 NCE Ad Rate Card published by TriStar Publishing, Inc., or contact Darcey Tenbrink at dtenbrink@tristarpub.com.

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, 2012, to Rachael Hagan in the Division of CME at rhagan@aap.org.



90% of attendees at the AAP NCE have decision-making influence over purchasing pediatric products and services.

NCE 2012 Dates *to* Remember

December

December 16, 2011

- ◆ Application and Contract for Exhibit Space and 50% Deposit Due

February

February 24, 2012

- ◆ Notification of cancellation of space must be received in writing for a full refund.

June

- ◆ AAP Online Exhibitor Service Manual Passwords Emailed

June 1, 2012

- ◆ Industry/Foundation Symposia Application Form Due to AAP
- ◆ AAP Housing Opens

June 8, 2012

- ◆ Final Balance of Booth Rental Due

June 14, 2012

- ◆ 50% of Total Contracted Booth Fee Retained if Booth Space Is Cancelled on or Prior to This Date

June 15, 2012

- ◆ 100% of Total Contracted Booth Fee Retained if Booth Space is Cancelled on or After This Date

September

September 10, 2012

- ◆ First Day to Receive Freight at the Advanced Warehouse, 8:00 am – 4:30 pm
- ◆ Hanging Sign Request for Approval to TradeshowLogistics
- ◆ Early Move-In Request for Approval to TradeshowLogistics
- ◆ Notification of Intent to Distribute Premiums, Novelty Items, or Food Products Form Due by Submitting From AAP Online Service Manual
- ◆ Surveys and Questionnaires From Market Research Companies Due to AAP for Review
- ◆ Booth Description and Product Categories Entered Online to Be Included in the On-site Exhibit Guide

September 18, 2012

- ◆ Valid Certificates of Insurance From Exhibitor Appointed Contractors Due to TradeshowLogistics
- ◆ Request for Use of Exhibitor Appointed Contractor Form Due to TradeshowLogistics

September 24, 2012

- ◆ Exhibitor Badge Submission
- ◆ Discount Deadline Date for all Services

See Exhibit Schedule on the AAP Website for Specific Information on Setup Hours, Installation Deadline, Exhibit Hours, and Dismantle Hours.

*Note: Please Check the Important Dates Link on the AAP Website www.AAPexperienceNCE.org (Exhibitor Tab) for Up To Date Deadlines As These Early Dates Are Subject to Change

October

October 10, 2012

- ◆ Last Day to Receive Freight at the Advance Warehouse Without Surcharge, 8:00AM – 4:30PM

October 18, 2012

- ◆ Exhibitor Move-In, 8:00AM – 5:00PM
- ◆ First Day to Receive Freight at Show Site

October 19, 2012

- ◆ Exhibitor Move-In Friday, 8:00AM – 7:00PM

October 20, 2012

- ◆ Show Open, 12:15PM – 4:00PM

October 21, 2012

- ◆ Show Open, 10:00AM – 4:00PM
- ◆ President's Reception, 5:30PM – 7:00PM

October 22, 2012

- ◆ Show Open, 10:00AM – 2:00PM
- ◆ Exhibitor Move-Out, 2:00PM – 10:00PM

October 23, 2012

- ◆ Exhibitor Move-Out, 8:00AM – 5:00PM

October 24, 2012

- ◆ Bills of Lading & Carriers Must Be Checked In By 10:00AM
- ◆ Exhibitor Move-Out, 8:00AM – 10:00AM





NCE Contacts

Exhibits Manager

Eva Fujino, Exhibit Manager
847/434-7885
efujino@aap.org

Exhibits Sales, Costs, and Guidelines

Angel Law
312/541-0567, Ext. 659
angel@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

Jake Stein, Meeting Planner
847/434-4793
jstein@aap.org

Sponsorships, Friends of Children, and Corporate Giving

Tori Woodbury, Manager, Corporate Relations
847/434-7948
twoodbury@aap.org

Satellite Symposia, and Educational Programs

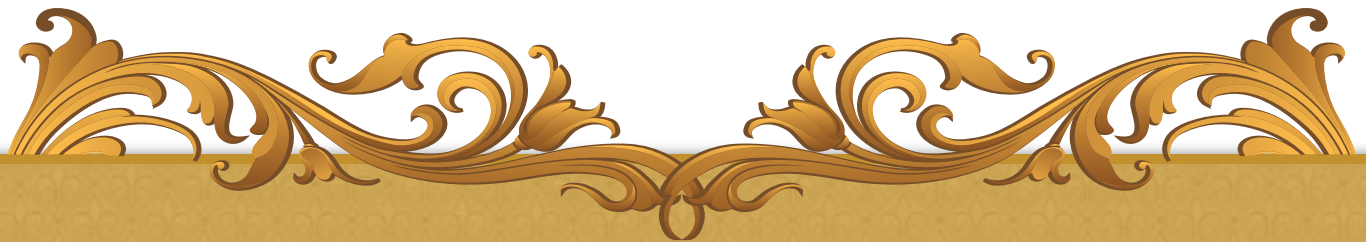
Rachael Hagan, NCE Program and Marketing Specialist
847/434-7940
rhagan@aap.org

Advertising Opportunities

Darcey Tenbrink, TriStar Publishing, Inc.
913/491-4200
dtenbrink@tristarpub.com

Function Space Requests

Jennifer O'Gradney, Meeting Planner
847/434-4775
jogradney@aap.org



Future AAP Meeting Dates

**2013 NATIONAL
CONFERENCE & EXHIBITION
ORANGE COUNTY CONVENTION CENTER
OCTOBER 26–29, 2013
ORLANDO, FLORIDA**

**2014 NATIONAL
CONFERENCE & EXHIBITION
SAN DIEGO CONVENTION CENTER
OCTOBER 11–14, 2014
SAN DIEGO, CALIFORNIA**