



AAPA 2021 Important Exhibitor Reference Materials

Attached, please find the AAPA 2021 direct mail list of attendees registered thus far for your promotional efforts. And don't forget, AAPA has created a [social media kit](#) specifically for our exhibitors.

Grip networking training

Grip is the networking solution you will be using to meet and network with attendees during AAPA 2021. **Training on Grip will take place Wednesday, May 12, 4-5 p.m. ET. If you cannot attend, the session will be recorded and provided to watch at your convenience. JOIN the ZOOM link for training here:**

<https://onlineevent.zoom.us/j/94545664277>

Exhibit Hall Hours and Engagement Activities

Exhibitor Only Access

Monday, May 17 – Thursday, May 20

Attendee Sneak peek

Friday, May 21 – Sunday, May 23 at 3pm.

Conference hours:

Sunday, May 23, 3 – 6 p.m.

Monday, May 24, 1 – 9 p.m.

Tuesday, May 25, 1 – 9 p.m.

Wednesday, May 26, 10 a.m. – 4:15 p.m.

Exhibit Hall Opening and Scavenger Hunt
Sunday, May 23, 6 – 7 p.m.

Exhibitor Meet & Greet (*uncontested hours*)
Monday, May 24, 5 – 6 p.m.
Tuesday, May 25, 5:15 – 6:15 p.m.
Wednesday, May 26, 2:30 – 3:30 p.m.

The conference platform will remain open to attendees until June 27, 2021.

On Sunday, May 23, the opening day of the exhibit hall, AAPA is hosting a scavenger hunt to generate excitement and promote engagement. Attendees will be given a list of items to find, one in each booth, like the name of a contact, location, words found in the description, etc. Attendees will submit as many answered questions as possible by 7pm. The first person with the most correct answers will win a Peloton Bike! Nine (9) runners up will win Apple AirPods.

On Monday, May 24 and Tuesday, May 25, AAPA will be providing five (5) prizes for attendees with the most engagement points in the exhibit hall.

On the closing day, Wednesday, May 26, AAPA is giving a prize to the person with the most overall points for engagement. Attendees gain points through engagement, like attending CME and Product Theater sessions, visiting booths, viewing posters, attending wellness sessions and networking. The exhibit hall is their last chance to race to the top! First prize for the most engagement points is another Peloton Bike!

Leads/Analytics

Log in access to leads and analytics in real time will be given to our Premium and Enhanced exhibitors. This log in information will be provided closer to conference. AAPA will be providing a comprehensive report of total leads and analytics to our Standard, Non-Profit and Constituent Organization exhibitors post-conference. This report will be provided by close of business Friday, May 28.

Overall tips and reminders

Review [AAPA's video for exhibitors and sponsors](#) for an overview of the AAPA 2021 experience.

Exhibitors will receive an email on the 17th with login credentials. This gives you time to log in, view the exhibit hall and your profile as it will be seen by attendees as well as get familiar with the platform and create your networking profile in Grip. You will be able to make adjustments to your booth as needed during this time so you can make your best impression!

To make the best impression, you want to make sure your profile is complete. Your logo should be uploaded with a 300x300 image in order to display properly on your exhibit hall tile.

“Manning your booth” means having your booth open to monitor your chat.

Your most powerful tool for connecting with attendees is our AI powered matchmaking and networking tool, Grip. More information on Grip is provided in the Connecting with Attendees during AAPA 2021 document attached and available in your [exhibitor tools](#).

[Register booth staff](#) to make sure you have the staff you need to make connections!

Exhibitor Support During the Live Conference

Don't worry, we're there for you! We're setting up an Exhibitor Service Center. Just like in person, if you have any questions during the conference, you can email aapa2021exhibits@aapa.org. The Exhibitor Service Center will also be available to you at all times in the platform footer.

