

***aapa*2022**  
**PROSPECTUS**

EXHIBITORS, SPONSORS, AND PRODUCT THEATERS

# Join us in person in Indy!

## Back Together Again!

Join AAPA and thousands of PAs and PA students in person at AAPA 2022, the only national PA conference! Don't miss your chance to get valuable exposure to these essential medical providers.

Indianapolis, also known as the Crossroads of America, plays host to our first in person event since 2019 - and we're excited to be back together again to meet, engage, and connect.

## Where and When

Saturday, May 21 - Wednesday, May 25, 2022

Indiana Convention Center

100 South Capitol Ave

Indianapolis, IN 46225

[www.icclos.com](http://www.icclos.com)

## Opportunities Available

In this prospectus, you'll get information about AAPA 2022, see details on exhibitor rates and inclusions, reserve your booth, discover valuable sponsorship and Product Theater opportunities and more. Questions? Contact Heather Teplitz, Manager, Exhibit Sales and Services [hteplitz@aapa.org](mailto:hteplitz@aapa.org).

## Vaccination and COVID-19 Safety Policy

We are committed to making the in-person meeting as safe as possible for all of our attendees, exhibitors, sponsors, speakers, staff and vendors. **Proof of vaccination or Negative COVID-19 Test will be required to attend AAPA 2022.**

# What is a PA?

PAs are medical providers who diagnose illness, develop and manage treatment plans, prescribe medications, and often serve as a patient's principal healthcare professional. With thousands of hours of medical training, PAs are versatile and collaborative. PAs practice in every state and in every medical setting and specialty, improving healthcare access and quality.

## As clinicians, PAs:

- obtain medical histories
- perform physical examinations
- diagnose and treat illnesses
- order and interpret lab tests
- assist in surgery
- prescribe medications
- coordinate care
- provide patient education and counseling
- make rounds in hospitals and other inpatient facilities

## As researchers, PAs:

PAs investigate the issues that will affect the workforce and health policy in ways to move the profession forward.

## As administrators, PAs:

PAs are on the front lines of leading a changing healthcare landscape as well as contributing to a more collaborative, team-based system.

## As educators, PAs:

PAs train the nation's future healthcare providers in 260 PA programs across the country, both in didactic and clinical education.

# About PAs

<p><b>150,000</b></p> <p>There are approximately 150,000 PAs in the United States***</p>	<p><b>55</b></p> <p>A PA sees an average of 55 patients per week*</p>	<p><b>30</b></p> <p>A PA writes an average of 30 prescriptions per week*</p>
<p><b>400M</b></p> <p>PAs have more than 400 million patient interactions per year</p>	<p><b>57%</b></p> <p>Of PAs have practiced 5 or more years and 36% 10 or more**</p>	<p><b>63%</b></p> <p>Of PAs reported using telehealth in their practice in 2020*</p>

\*AAPA 2020 Practice Survey; \*\*AAPA 2020 Salary Report; \*\*\* NCCPA 2021



[PA Named Best Overall Job in 2021 by U.S. News & World Report](#)



[PAs have full prescriptive authority in 45 states and the District of Columbia](#)

## Specialties

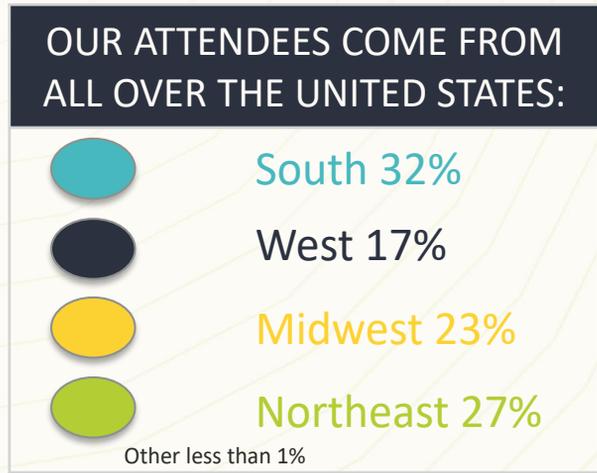
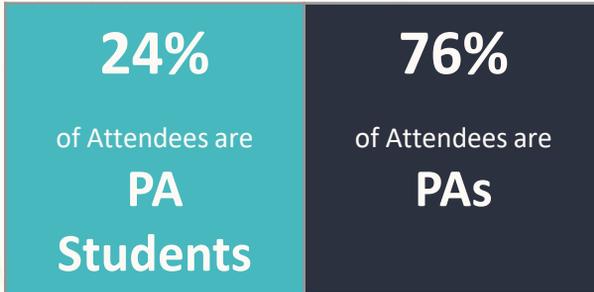
PAs practice in every medical and surgical specialty and setting, including:

- Family Medicine
- Orthopaedic surgery
- Emergency Medicine
- Urgent Care
- General/Internal Medicine
- No Medical Specialty
- Dermatology
- Hospital Medicine
- General Surgery
- Cardiology
- Neurosurgery

## Where PAs Work

PAs work in hospitals, medical offices, community health centers, nursing homes, retail clinics, educational facilities, workplace clinics, and correctional institutions. PAs also serve in the nation's uniformed services and work for other federal government agencies, such as the Department of Veterans Affairs.\*\*

# Who Attends AAPA 2022?



# Reserve your booth!



## Exhibit booth rates

Item	Early Bird through 9/30/21	Advance 10/1/21–1/31/22	Standard 2/1/22–5/21/22
In-Line	\$30/sf	\$33/sf	\$35/sf
Island	\$33/sf	\$35/sf	\$37/sf
Non-Profit Recruiting	\$2,500	\$2,750	\$2,900
Non-Profit	\$2,200	\$2,400	\$2,600
Constituent Org	\$450	\$450	\$450
Corner Charge	\$300	\$300	\$300

If you register as a non-profit you will need to provide proof of status. You can send your documentation to Heather Teplitz, Manager, Exhibit Sales and Services [hteplitz@aapa.org](mailto:hteplitz@aapa.org)

## What's Included

- 44" x 7" on-line identification sign (company name/booth #)
- 8 ft. draped back wall and 3 ft. draped side wall (corner and insides only)
- Company name and booth number on AAPA 2022 website and mobile app
- Daily cleaning of aisles
- Roving security guard in the hall
- Four complimentary badges per 100/sf; additional badges are \$50/each

**Reserve Your Booth Here**

## Rules and Regs

All exhibitors must adhere to the [AAPA Rules and Regulations](#) included in the booth request process. AAPA reserves the right to decide who may rent space.

*Please note: All booths must be carpeted. All carpeting is the sole responsibility of the exhibitor.*

# Exhibit Hall

## Conference Location

May 21-25  
Indianapolis Convention Center  
Indianapolis, IN  
Hall CDE

## Exhibit Hall Hours

Saturday, May 21, 6 – 7:30 p.m. *Opening Reception*  
Sunday, May 22, 9 a.m. – 5 p.m.  
Monday, May 23, 9 a.m. – 1 p.m.

## Exhibitor Move-In

Thursday, May 19, 1 – 5 p.m.  
Friday, May 20, 8 a.m. – 5 p.m.  
Saturday, May 21, 8 a.m. – 2 p.m.

## Exhibitor Move-out

Monday, May 23, 1 – 5 p.m.  
*(penalties for early dismantle will apply)*  
Tuesday, May 24, 8 a.m. – 12 p.m.



5,000+

AAPA brings  
5,000+ PA and PA  
and PA students  
together in one  
place to make the  
magic happen for  
you

There is a lot of  
time to connect  
with Professionals  
in your booth – 13.5  
hours to be exact.



13.5  
HOURS

## PA JobSource Career Fair

Is your organization ready to hire PAs? Reserve your space at the popular PA JobSource Career Fair! Hundreds of qualified PAs in all settings and specialties who are looking for new opportunities will be there as well as graduating students looking for their big break. Don't miss your opportunity to connect with them – become a participating company today. Sunday, May 22, 2022, from 2:30 p.m. – 4:30 p.m. in the Exhibit Hall.

Companies must be an exhibitor to purchase a Career Fair session.

# Product Theaters

## Details

Held at the convention center, Product Theaters are 45-minute sessions that provide supporters with a high-value live marketing opportunity to reach motivated professionals in a private session during breakfast or lunch. Product Theaters provide a forum to gather and discuss issues on patient education, specific products, and therapeutic areas with company representatives or your designees. AAPA recognizes that Product Theaters will be promotional and may concentrate on a specific product or medication. These sessions are not approved for CME.

### Coffee Up & Connect 7 – 7:45 a.m.

Sunday, May 22 – <b>3 spots available</b>	\$45,000
Monday, May 23 – <b>2 spots available</b>	
Tuesday, May 24 – <b>3 spots available</b>	
Wednesday, May 25 – <b>3 spots available</b>	

### Energize & Educate 12 – 12:45 p.m.

Saturday, May 21 – <b>1 spot available</b>	\$50,000
Sunday, May 22 - <b>SOLD</b>	
Monday, May 23 - <b>SOLD</b>	
Tuesday, May 24 – <b>2 spots available</b>	

## Inclusions

- Meeting room for 350 attendees for lunch and 150 for breakfast (*rounds of 10 with riser and podium – meals provided by AAPA*)
- Audio-visual equipment (*two screens, LCD projectors, one lavalier mic and one standing audience mic, laser pointer, sound amplification, mixer*)
- Pre- and post-conference attendee mailing list
- Website and conference scheduler listing
- Full session details listed in *Exhibits and Product Theater Guide*
- Promotional listing on signs located in the venue
- Social media promotion the day before and day of the session

**Please note:** AAPA does not provide lead retrieval with the Product Theater nor the staff to manage registration. Lead retrieval is the sole responsibility of the Product Theater company and must be ordered separately. Lead retrieval can be ordered through Maritz.

**Reserve Your Spot Here**

# Sponsorship Opportunities

As a sponsor at AAPA 2022, your company will gain increased visibility not only with conference attendees, but also with the overall AAPA membership—an incredible benefit for your dollar! Whether it’s brand exposure, thought leadership or creating a memorable conference experience, several sponsorship and branding opportunities are available to fit your budget and needs. For more information on the following sponsorship opportunities Heather Teplitz, Manager, Exhibit Sales and Services [hteplitz@aapa.org](mailto:hteplitz@aapa.org)

## Brand Exposure

### Top Web Page Ads

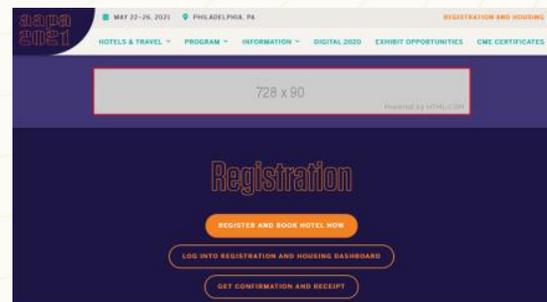
Get in front of attendees today! AAPA offers three (3) conference site web page opportunities. These are high trafficked pages, ideal for creating brand awareness and engagement leading up to and during conference.

Page placement: [Registration](#), [Special Events](#) and [Agenda](#)

Up to 3 ads rotating per page at a time. Accepted formats: .jpg, .png, .gif.

Requires two separate images at two different sizes:

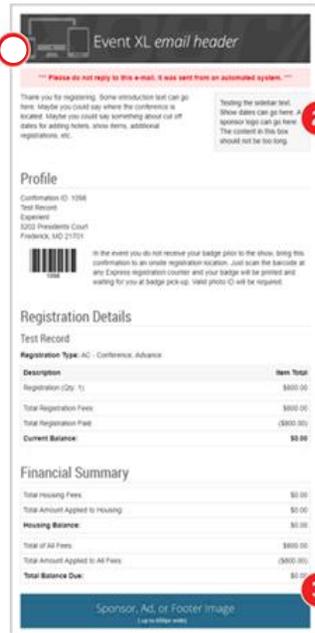
1. Desktop version: 728 x 90 px
2. Mobile version: 300 x 250 px



# Sponsorship Opportunities

## Registration Confirmations - **SOLD**

Market your customized ad with a call to action in every registration confirmation. Every participant receives their confirmation upon registration.



**2** 2 - Sidebar Graphic  
Width 190 px  
Height: up to 220 px

**3** 3 - Footer  
Width: 600 px  
Height: up to 220px

## Schedule At-a-Glance - **SOLD**



An attendee favorite, this handy printed document includes maps and an hour-by-hour chart of each day's CME activities and networking events.

### Deadlines

March 16, 2022  
April 6, 2022

Ad space/payment  
Ad materials due

### Ad Size

Full page trim  
Full page bleed  
Full page non-bleed  
Half page non-bleed

### Dimensions WxH

6 1/2" x 10"  
7" x 10 1/2"  
6" x 9 1/2"  
6" x 4 5/8"

# Sponsorship Opportunities

## Exhibits & Product Theater Guide – *No Longer Available*



This printed document includes more than 200 exhibitors, Exhibit Hall maps and descriptions of Product Theater presentations.

### Deadlines

March 21, 2022	Ad space/payment
April 1, 2022	Ad materials due

### Ad Size

Full page trim  
 Full page bleed  
 Full page non-bleed

### Dimensions WxH

6 1/8" x 8 7/8"  
 6 3/8" x 9 1/8"  
 5 1/4" x 8 1/8"

### Print ad guidelines

#### File formats/Software

- Adobe InDesign
- Adobe Illustrator (please outline fonts)
- Adobe PDF (PDF/X compliance preferred)
- All colors CMYK
- Graphic images - at least 300 dpi at the desired print size

#### Unacceptable programs

- Corel Draw
- Microsoft Publisher/Word/Power Point
- Microsoft Word/Power Point

#### Color proof

Please send a color proof or PDF. Without a color proof, the publisher cannot be held responsible for the outcome of color or content.

# Sponsorship Opportunities

## Convention Center Signage

Get your message out! Seize the opportunity to promote your company on a Hanging Sign, Stair Decals (**SOLD**), Escalator Runners (**SOLD**), Digital Screens, Free Standing Meter Boards and more.

## Exhibit Hall Signage

Put your company at the center of the attention by promoting your company on the AAPA 2022 Exhibit Hall Aisle Signs (**SOLD**), Floor Cling, Path Markers and more.

## Attendee Bag Inserts

Bag inserts are the only items that will be included in the convention bags on site aside from essential show materials distributed to all registered attendees. Gain visibility for your brand, maximize traffic at your booth, or promote one of your sponsored events.

## Lanyards - **SOLD**

Brand the one item that every attendee will need to carry their badges with them, which is the only collateral that allows them into conference events.

## Hotel Room Key Cards - **SOLD**

Put your branded message into the hands of attendees at check-in and throughout conference!

## Water Bottle – **No Longer Available**

Brand the much-coveted water bottle, which attendees look forward to each year and is included in their conference bag. It will be used throughout conference and beyond.

## Wi-Fi – **No Longer Available**

Offer attendees complimentary Wi-Fi access while at the conference.

## Networking Nooks

New for 2022, AAPA will be hosting three (3) Networking Nooks that will be setup in the conference area for attendees to come together to network. Two (2) of the Nooks will discuss hot topics for PAs and PA students. AAPA has taken feedback from PAs and PA students on topics they want to discuss with their peers. Each nook will include one professional topic per day, a solution board to post challenges and solutions, and conversation starters. AAPA will also have a third Networking Nook for attendees to meet-up and explore Indy together. Networking Nooks will be open starting Friday, May 20 through Wednesday, May 25.

# Sponsorship Opportunities

## Thought Leadership

### Marquee Panel Discussions

Align your company with AAPA's membership by sponsoring a marquee non-CME panel discussions at AAPA 2022. AAPA 2022 will host a limited number of marquee non-CME panel discussions focused on timely and relevant industry issues. As a sponsor, your company can introduce and/or host the panel discussion on an agreed upon topic. The panel should be comprised of a moderator, two (2) AAPA members, and one (1) topic thought leader and/or additional sponsor participant. Your sponsoring company will have the opportunity to play a short, pre-approved video, as well as to include branding on the deck screen to include logo and/or messaging. Panels should be 45-60 minutes in length including Q&A.

### Symposium on Clinician and Clinical Student Well-Being within a Team-Based Environment

Over 140 change makers and employers from healthcare organizations that are committed to and seeking solutions that support clinician well-being will partake in the Symposium. Thirty (30) of the biggest researchers including those at Mayo Clinic and Stanford Medicine, as well as the top thirty (30) employers of PAs and NPs have been invited to join us along with leaders from professional associations representing a variety of healthcare professions.

These individuals will meet in a one-day meeting (Wednesday, May 25, 2022) to discuss best practices to improve the well-being of PAs throughout their career continuum and develop research strategies to further advance our understanding of PA burnout. During this event, there will be both continuing medical education presentations as well as working sessions. All sessions are open to AAPA 2022 attendees.

For more information and sponsorship opportunities, please contact Heather Teplitz, Manager, Exhibit Sales and Services [hteplitz@aapa.org](mailto:hteplitz@aapa.org)

# Sponsorship Opportunities

## Satellite Symposia – *No Longer Available*

Satellite Symposia are non-commercial scientific sessions carrying AAPA Category 1 CME credit supported by members of the healthcare industry to complement the conference CME program. They undergo a separate accreditation process that includes content review for bias and balance. These sessions are not a part of the official AAPA Conference program and are planned solely by the educational provider. Interested in hosting a Satellite Symposia? Application deadline is January 31, 2022

## Exhibitor Microsessions

Get out in front of our attendees and provide a 25–30-minute interactive session that includes quick digestible content, easily applied takeaways, Q&A and storytelling. These micro sessions will take place on the Presenters Stage setup in the AAPA Exhibit Hall on Sun., May 22 and/or Mon., May 23. These short and less formal education sessions will be marketed as part of AAPA 2022, bound to raise visibility and awareness for you among attendees. Micro-sessions are confirmed on a first-come, first-served basis and only available for purchase by current AAPA exhibitors. The Presenters Stage will include seating for 50+ attendees, a stage with podium, screen, laptop and lav microphone

## Corporate ePosters – *No Longer Available*

You spoke, we listened. In 2022, corporate ePosters which highlights sponsored research or submissions supported by medical writing firms will be included under the umbrella of all ePosters.

Corporate ePosters will be included as 1 of 6 topics within the ePoster kiosks which are available from Friday May 20, 2022 through Wednesday May 25, 2022 during the hours the convention center is open.

ePosters are placed prominently with other AAPA resources including the popular survey station where attendees pick up their survey mascot. At select times, Meet the Author sessions are held where attendees can meet with the research authors and learn more from the researchers themselves.

At the conclusion of the conference, you have the option to include your ePoster on the [Research section of the AAPA website](#) under the heading of Sponsored Research which will remain for member viewing until the start of AAPA 2023.

If you are interested in securing a corporate ePoster please contact Heather Teplitz at [hteplitz@aapa.org](mailto:hteplitz@aapa.org)

# Sponsorship Opportunities

## Attendee Experience

### Challenge Bowl

The AAPA National Medical Challenge Bowl is a high-energy quiz competition that is a highlight for student attendees. It fosters fun, school pride, and friendly competition for both the contestants and audience. As the sponsor, take advantage of the opportunity to expose more than 2,000 PA students and practicing PAs to your messaging and branding before, during, and after the event.

### Party for a Purpose

Sponsor the PA Foundation's Party for a Purpose! This popular event sells out every year so secure your sponsorship today!

### Coffee Break Sponsor – **No Longer Available**

Offer attendees a little relief and a much-needed caffeine boost when you sponsor the well-attended coffee breaks. AAPA will setup coffee stations in high traffic areas during the conference.

### Charging Stations

Offer attendees an opportunity to re-charge their electronic device in a locking charging station. .

### Hand Sanitizer Stations

Offer attendees an opportunity to sanitize their hands throughout the conference. These touch free dispensers will be setup in high traffic areas during the entire conference.

### TECHBar

Brand the area where PAs and PA student go to be coached during live demonstrations on the latest, practical technology solutions available for both professional and personal life. The Tech Bar is setup in the main conference lobby space during the entire event. The space is divided into two (2) sections, one area for live demonstrations where attendees will be able to sit down for a 10–15-minute talk. Another section will feature an area for attendees to learn the latest and greatest in technology, this space will include a social media monitor.

### Wellness Lounge - **SOLD**

Attendees will have the opportunity for mindfulness and relaxation to recharge and avoid burnout.

### Medical Pursuit

A great opportunity to help drive traffic to your booth. Attendees have fun playing for a chance to win a cash prize!

# Sponsorship Opportunities

## Attendee Experience

### Attendee Lounge – **SOLD**

There are plenty of opportunities for attendees to sit and meet with a colleague, have some down time to prepare for a meeting or plug-in and re-charge their electronic devices! The attendee lounge will be setup during the entire conference in the Indiana Convention Center. Your company name will be visible as you give attendees an area to relax, network, etc.

### Opening Reception – **No Longer Available**

Immediately following the General Session on Sat., May 21, attendees are invited to the Opening Reception in the AAPA Exhibit Hall. The Opening Reception will have live entertainment, a game area and plenty of food and beverages for all attendees to enjoy.

### PA Meet-Ups

Connect with attendees before the conference during one of the scheduled PA Meet-Ups taking place on Friday, May 20. This year, AAPA has crafted eight unique PA Meet-Ups (30-40 ppl per meet-up) that will inspire the attendees to explore Indianapolis in the company of their colleagues. All Meet-Ups are within walking distance from the convention center.

## Fitness Classes

Attendees can engage in workout classes, led by AAPA Member Heather Trudeau, PA-C. Heather will lead four (4) classes scheduled Saturday, May 21, Sunday, May 22, Tuesday, May 24, and Wednesday, May 25 from 6 a.m. – 6:45 a.m. Attendees register in advance for these complimentary classes during their registration process. Each class can accommodate up to 75 individuals. Sponsor these one of kind classes to connect and workout with attendees.



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For more information contact:  
Heather Teplitz at [hteplitz@aapa.org](mailto:hteplitz@aapa.org)