

***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

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 Del Baker-Robertson, Director, Strategic Business Development at dbaker@aapa.org.

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

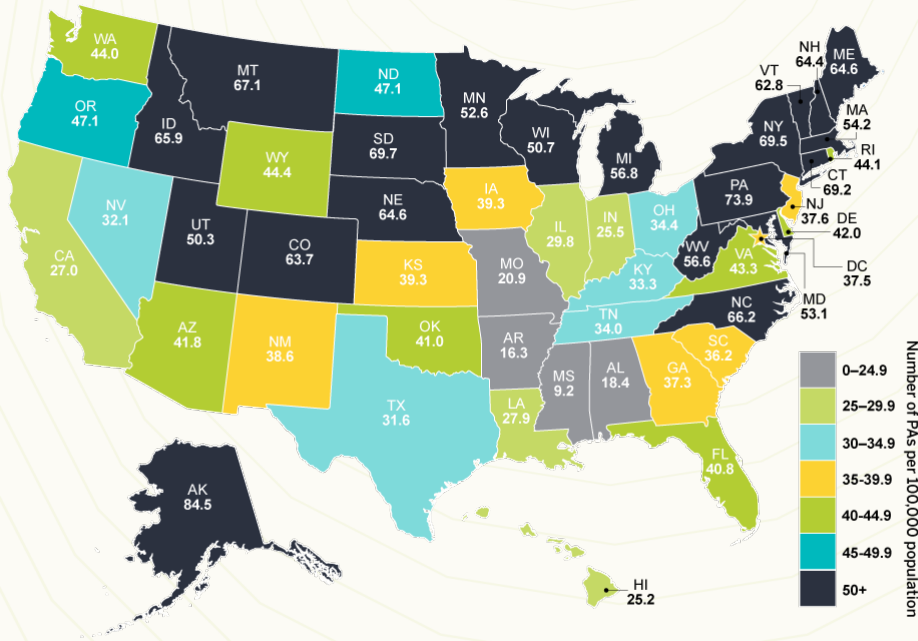
PAs practice in every medical and surgical specialty and setting, including:

- 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.**

About PAs



2021 Percentage of PAs by State

PAs are everywhere in the U.S.

PAs practice all over the U.S. While New York has the greatest number of PAs (13,526), Alaska has the highest number of PAs per capita (84.5 per 100,000 population). Almost one in six PAs work in nonmetro or completely rural areas.

Number of PAs per 100,000 population

Data source: National Commission on Certification of Physician Assistants, Inc. (2020, May). 2019 Statistical Profile of Certified Physician Assistants: An Annual Report of the National Commission on Certification of Physician Assistants. Retrieved July 27, 2020 from <http://www.nccpa.net/research>.

Reserve your booth!

Exhibit booth rates

Item	Early Bird through 8/31	Advance 9/1/21 – 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	\$2,500*	\$2,750*	\$2,900*
Non-Profit Recruiting	\$2,200*	\$2,400*	\$2,600*
Constituent Org	\$450	\$450	\$450
Corner Charge	\$250	\$250	\$250

*Rate applies for a 10x10 booth. Larger booths and corners are offered at the prevailing rates.



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.

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

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.

Installation Hours

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.

Dismantle Hours

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



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	\$45,000
Monday, May 23	
Tuesday, May 24	
Wednesday, May 25	

Energize & Educate 12 – 12:45 p.m.

Saturday, May 21	\$50,000
Sunday, May 22	
Monday, May 23	
Tuesday, May 24	

Inclusions

- Meeting room for 350 attendees for lunch and 150 for breakfast (*rounds of 10 with riser and podium*)
- 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 and Branding

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 Contact Del Baker-Robertson, Director, Strategic Business Development at dbaker@aapa.org.

Brand Exposure

Top Leaderboard Ads

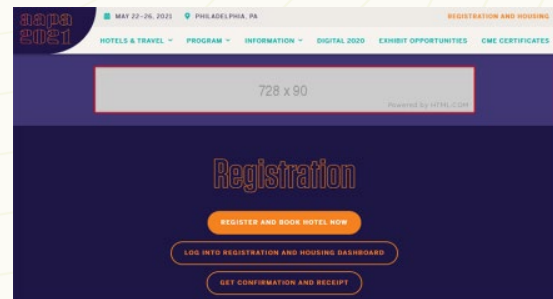
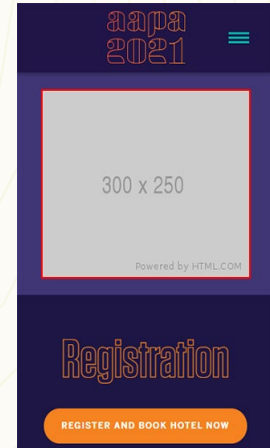
Get in front of attendees today! AAPA offers three (3) conference site leaderboard opportunities. These are high trafficked pages, ideal for creating brand awareness and engagement leading up to and during conference.

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 and Branding

Registration Confirmations

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



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

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

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.

Room Keys

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

Water Bottle

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.

Sponsorship and branding

Aisle Signs

Exclusive sponsorship - Exhibit Hall aisle signs hang above the aisles to help attendees navigate the busy exhibit floor. Your brand will be visible to every attendee in the hall.

Banners and Clings

Get your brand in the path of attendees while they're heading to their next CME class or taking a break.

Carpet Logos

Welcome PAs to AAPA 2022 with a carpet logo prominently featuring your messaging. Each carpet logo can showcase your company, inform attendees about your specific products, or direct them to your booth.

Floor Decals

Direct PAs to your booth with footprints featuring your message strategically placed across the Exhibit Hall. You will receive (20) footprint floor decals to lead attendees directly from the Exhibit Hall entrance to your booth.

Freestanding Meter Boards

Freestanding signs are an effective, affordable way to communicate with attendees. These two-sided signs display your message in high-traffic areas of the convention center, generating interest in your product. Each sign is approximately 1 meter wide by 2 meters tall.

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 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.

Sponsorship and branding

Product Theaters

Product Theaters are 45-minute sessions that provide supporters with a high-value marketing opportunity to reach motivated professionals in a private session.

[Download your Product Theater Application here.](#)

Commercial ePosters

This is an opportunity to feature scientific research funded by your organization as part of a curated group of poster presentations on the AAPA virtual conference platform.

Satellite Symposia

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

Packing information and insight on a topic or product into a 15-minute segment, our microsessions provide additional learning to attendees. These short and less formal educational sessions will be marketed as part of AAPA 2022, bound to raise visibility and awareness for you among attendees. Limited quantity! Micro-sessions are confirmed on a first-come, first-served basis and only available for purchase by current AAPA exhibitors.

Rotation Stations - Microsessions for Students

Just like Exhibitor Microsessions, only for PA students! These short and less formal educational sessions are marketed as part of the overall AAPA 2022 Conference – and as a part of the essential events for PA students. You'll raise your visibility and awareness among our well over 1,000 student attendees. Limited quantity available! You must be an AAPA exhibitor to sponsor this opportunity.

Sponsorship and Branding

Attendee Experience

Challenge Bowl

Premier, Platinum and Gold levels available

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!

Student Networking and Social Hour

Take advantage of the biggest networking event for PA students! This event offers a great opportunity for a sponsor to build their brand and recognition and make connections with the PA student population.

Break Sponsor

Sponsor a coffee or snack break.

Convenience Stations

Attendees will be eager to use complimentary services to charge their phones, fill their water bottles, and sanitize their hands. These are great opportunities to get your brand noticed.

Tech Bar

Brand the area where PAs and PA students go to be coached on the latest, practical technology solutions available for both professional and personal life.

Meditation/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!

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THANK YOU!

For more information contact:

Del Baker-Robertson at dbaker@aapa.org