



San Francisco, CA | March 24-27
Annual Meeting & Exposition

APhA EXHIBITOR PROSPECTUS

EXPOSITION DETAILS

FRIDAY, MARCH 24 — SUNDAY, MARCH 26

MOSCONE CONVENTION CENTER

SAN FRANCISCO, CALIFORNIA



WWW.APhAMEETING.ORG

APhA2017: MAKE AN IMPACT

APhA attendees search for these PRODUCTS and SERVICES to help them in their practice:

PRODUCTS

- 36% Biotechnology Pharmaceuticals
- 29% Generic Pharmaceuticals
- 29% Home Health Care Products
- 39% Injectable Drug Delivery Products
- 37% Name-Brand Pharmaceuticals
- 14% Nuclear Pharmaceuticals
- 49% Over-the-Counter Medications
- 38% Vitamin/Nutritional Supplements
- 10% Other*

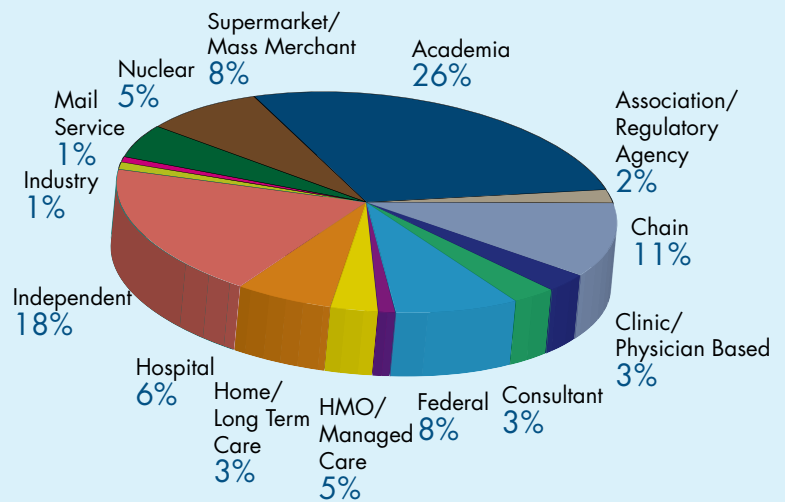
*Other includes: Diabetes related products, Drug Information Applications/Resources, Employer Groups, Equipment, Experiential Training Site Partners, Pharmacogenomics, Drug Information, Pharmacy Informatics, Production Innovations, Software/Cloudbased Solutions, Technology Products

SERVICES

- 29% Automated Dispensing Systems
- 34% Computer Systems/Software
- 24% Employers/Employment Agencies
- 19% Marketing/Consulting Services
- 26% Packaging Equipment/Systems
- 24% Pharmacy Management Services
- 44% Publications
- 39% Technology/Automation
- 35% Web-based Pharmacy Solutions
- 15% Wholesale Distributors
- 04% Other*

*Other includes: Nuclear and Molecular Imaging, Compounding.

WHO ATTENDS (Breakdown of APhA2016 Registrants)



TOTAL ATTENDANCE: 5,868. PROFESSIONAL ATTENDANCE: 5,046

EXHIBIT SPACE RATES:

- 10'x10' in-line booth \$3,500
- 10'x10' corner booth \$3,900
- 20'x20' island booth \$15,600
- 20'x30' island booth \$22,600
- 20'x40' island booth \$29,400

BENEFITS OF EXHIBITING:

- 10+ hours of exhibit time to educate pharmacists about the value of using your company's products and services
- Four (4) complimentary full conference registrations per 10' x 10' booth that will give you access to the exhibit hall, sessions, programs and networking events
- A free listing on the official APhA2017 Mobile App! At APhA2016, 94% of the attendees downloaded the app
- Each exhibitor will be recognized on the Annual Meeting Web Site, Final Program, Mobile App, and On-Site Signage

RESERVE YOUR SPACE TODAY! CONTACT JOHN RUSSELL
202-429-7570 OR JRUSSELL@APHANET.ORG

APhA2017: MAKE AN IMPACT

91% 

Attendees who said they received good to excellent value from visiting the Expo.

87% 

Attendees who said they plan to make changes to their practice as a result of visiting the Expo.

96% 

Exhibitors who said booth traffic met or exceeded expectations.

96% 

Exhibitors who said they received good to excellent R.O.I.



PARTNERS IN YOUR SUCCESS

Dedicated Exhibit Hours

Exclusive networking time is offered during exhibit hall hours. No competing educational sessions are held during this time. Condensed exhibit hours keep traffic high and the need for additional exhibit staff low.

Full Access

Each 10' x 10' booth includes four (4) full conference registrations that will give you and your team access to the exhibit hall, core education sessions, general sessions and networking events.

Pre-Show Registration Lists

Reach new and current customers with complimentary target marketing mailing lists or purchase the APhA2017 Pre-Registration list!

Opening Reception in the Exhibit Hall

The APhA2017 Exposition schedule is designed to maximize the time exhibitors can spend with attendees. This begins with the Opening Reception on the exhibit floor Friday night. All attendees will be welcomed with food, drinks and music throughout the exhibits with no competing events during this time. This extravaganza will draw traffic all over the exhibit floor and give exhibitors quality time to meet and greet attendees.

Mobile App

Every exhibitor will receive a complimentary Green Package on the APhA2017 Mobile App which will allow you to upload your company logo and as many downloadable documents as you wish. (At APhA2016, more than nine in ten attendees said the app was useful).



Support Opportunities

Place your company in front of thousands of pharmacy professionals at APhA2017. There are numerous levels of support opportunities to best meet your organization's budget, marketing needs and desire to reach APhA2017 attendees.

104%

Independent research shows that booth traffic increases by this percentage when sponsorships are included as part of the exhibit plan. (Center for Exhibition Industry Research).

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SCHEDULE-AT-A-GLANCE

Exhibitor Move-In:

Thursday, March 23 8:00 am–5:00 pm
 Friday, March 24 8:00 am–5:00 pm

Exposition Hours:

Friday, March 24 7:00 pm–9:00 pm
 Saturday, March 25 11:00 am–3:00 pm
 Sunday, March 26 11:00 am–3:00 pm

Move-Out/Breakdown:

Sunday, March 26 3:00 pm–8:00 pm
 Monday, March 27 8:00 am–12 noon



WHAT EXHIBITORS ARE SAYING . . .

“The exhibit floor at APhA2016 was extremely busy and allowed us an excellent opportunity to meet attendees and share our most up-to-date information with them.”

–REBECCA MADRID,
 BOEHRINGER INGELHEIM
 PHARMACEUTICALS, INC.

“The APhA Annual Meeting is consistently valuable for our company. It’s one of the few trade shows where we have the opportunity to network with all segments of the pharmacy industry — retail, chain, hospital and DoD. It is a first-class show and a not to miss event for us every year!”

–SARA BIRKHEAD,
 SCRIPTPRO

“We have been exhibiting at the APhA Annual Meeting for more than 10 years and it is a great way for our brand to engage with pharmacists from a variety of practice settings.”

–MAUREEN RANNEY,
 NATURE MADE NUTRITIONAL
 PRODUCTS

“Exhibiting at APhA has been a rewarding and valuable event for our company, year after year. We have experienced impressive traffic at our booth and positive interaction with both attendees and exhibitors.”

–LAURIE HARMS,
 PHARMACISTS MUTUAL
 COMPANIES