

AAPA MARKETING OPPORTUNITIES



Promotional Opportunities and Corporate Branding lend direction and guidance to your marketing budget. Inquire today if you have interest in any of the following items, or if you'd like to develop something completely new!

Call Kathleen Lawrence at 856 232 2322, ext. 23 for more information.

■ *Opening Reception*

AAPA's 38th Annual PA Conference will officially begin with an inspiring Opening Reception at the Georgia Aquarium. AAPA will utilize the entire aquarium. With many opportunities for recognition, from Divers with welcome signs, to your logo projected on many different locations throughout the Aquarium. This venue will provide a great opportunity to put your company name/product in front of 2,000 or more PAs.

PRICE: Please call for more details and price.

■ *Welcome Banner*

This is an exclusive advertising opportunity! Be the first to welcome attendees to AAPA's 38th Annual Physician Assistant Conference. Your corporate banner will be placed in a prominent location within the Georgia World Congress Center (GWCC) and the two headquarter hotels, The Omni and Marriott Marquis.

PRICE: \$20,000 exclusive opportunity

■ *Product/Corporate Advertising Banners*

Increase traffic to your booth! Purchase an advertising product/corporate banner to build brand awareness and direct attendees to your booth. The banners will be strategically placed within the GWCC. *Call for details on available locations.* [Click Here](#) for Locations

**PRICE: \$5,000 per banner single-sided
\$10,000 per banner double-sided**

■ *General Sessions*

One of the highlights of the Annual PA conference is the opening general session, one of the most prestigious and well-attended events of the meeting. New this year AAPA will be hosting two general sessions. The first general session will be held on Saturday morning and include a keynote speaker as well as an address of the PA profession's leaders. The second general session, the PAragon Award General Session, will be held on Monday, May 31, and will include an award presentation to a select group of distinguished PAs. Both of these sessions will be highly attended by more than 3,000 PAs. Supporting this opportunity includes your corporate logo projected onto screens throughout the room and the opportunity to place an ad in the General Session Brochure.

**PRICE: \$40,000 per session
\$60,000 exclusive**



■ **Social Media Café**

The Social Media Café (located in the Pavilion, Hall B1, GWCC) will be utilized by thousands of attendees to acquire important conference information including the schedule for CME sessions and workshops. The Café will offer attendees an informal, comfortable, lounge-style area with sofas, tables and chairs to connect to complimentary Wi-Fi. Advertising at the Social Media Café offers exclusive visibility of your product and corporate brand. **Approved promotional materials can be professionally displayed throughout the Café.** Advertising signage will prominently display your product/corporate logo and also will appear on all AAPA-provided computer monitors within the Café. A special “thank-you” tweet will be sent out from an AAPA-branded Twitter account on the last day of the conference recognizing the advertiser.

PRICE: \$30,000 exclusive opportunity

■ **National Medical Challenge Bowl**

Each year, students from 49 PA programs compete in this Jeopardy-style game, a conference favorite attracting more than 1,500 attendees. Advertising opportunities at this event will include on-site signage of a product or corporate logo, as well as your corporate logo on the AAPA Web site, Final Program, meter board signs and the Daily News. Your advertising banner will hang prominently in the lobby the day of the event, then will be presented to the winning team and sent home to their college for display.

PRICE: \$12,000 exclusive opportunity

■ **Healthy Mornings Events**

AAPA Healthy Mornings events include yoga and aerobics classes in the Omni Exhibit Hall, where your banner will be prominently displayed. The banner will also be featured at the Annual 5K Fun Walk/Run, one of the conference’s most popular events — for both PAs and PA students. Your company can advertise your product/corporate

logo on the following items: runners’ bibs, start/finish line banner, T-shirts and water bottles. Your company logo will appear on the AAPA Web site, the Final Program, the Daily News, mailings and pre-conference E-Blasts. This is an excellent advertising opportunity to provide corporate/product visibility at popular and healthy activities.

PRICE: \$35,000 exclusive opportunity

■ **Hotel Key Cards**

A key advertising opportunity to your marketing success! Room key cards travel with the attendees for five days! Hotel key cards provide great visibility to advertise your corporate name or product and booth location.

PRICE: \$30,000 exclusive opportunity

■ **Shuttle Bus Banners**

Drive attendees to your booth by advertising on the shuttle buses that take them from their hotels to the GWCC and additional conference events throughout the week. Your banner will be displayed on both sides of the buses and seen all over town.

PRICE: TBD Call for details.

■ **Shuttle Bus Headrests**

Advertising your corporate or product logo on the headrest of each seat on each bus will allow continual and reinforced visibility of your brand for the duration of the conference.

PRICE: TBD Call for details.

Combined advertising of the shuttle bus banners and shuttle bus headrests will create an even greater impact.

Save with Combination Pricing: TBD Call for details.

■ **Exhibit Hall Attendee Lounges**

Add greater visibility by advertising in one of the attendee lounges, strategically placed throughout the exhibit hall. High tables and chairs will offer attendees an informal area to relax or enjoy a bite to eat. Advertising your company logo or product on the 4-sided rotating sign within the lounge area will draw traffic to your booth. Add more impact with tent card signage at each table.

PRICE: \$6,000 per Attendee Lounge

■ **Airport Advertising**



Attendees will be flying in from all over the country and Atlanta International Airport will be bustling with excitement. This opportunity offers your company maximum exposure at a minimal cost! The opportunities below are all priced well below agency rates!

Call for specific locations available.

■ **Rail System Wall Wraps**

Rail System Wall Wraps are direct application, giant displays that take full advantage of unused wall space in areas of heavy passenger flow. Wall wraps can be horizontal or vertical.

PRICE: \$20,000

(Plus production and shipping costs)

■ **Dioramas**

Dioramas are 35mm color slides in large format, brilliantly illuminated and attractively framed. They capture the attention of passengers every step of their way through the airport — at ticketing, along the concourses, at the boarding gates and in the jet bridges as they board aircraft. Add baggage claim and ground transportation areas to the equation to maximize the number of “impressions”.

PRICE: \$5,000

Diorama 43” x 62”

(Plus production and shipping costs)

■ **Interior Rail Cards**

Interior Rail Cards are strategically placed to attract the attention of attendees riding from the terminals to baggage claim. Welcome attendees to Atlanta with product-specific signage displayed prominently throughout the rail system.

PRICE: \$13,000

Interior Rail Cards (31 per set)

(Plus production and shipping costs)