

# A<sub>Ph</sub>A2024

Annual Meeting & Exposition

Orlando | March 22-25

# A<sub>Ph</sub>A EXHIBITOR PROSPECTUS

## EXPOSITION DETAILS

Friday, March 22 – Sunday, March 24

Orange County Convention Center

Orlando, FL



# APhA2024

## MAKE CONNECTIONS THAT COUNT

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

### PRODUCTS

- 39% Biotechnology Pharmaceuticals
- 29% Generic Pharmaceuticals
- 22% Home Health Care Products
- 33% Injectable Drug Delivery Products
- 36% Name-Brand Pharmaceuticals
- 11% Nuclear Pharmaceuticals
- 47% Over-the-Counter Medications
- 40% Vitamin/Nutritional Supplements
- 9% 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

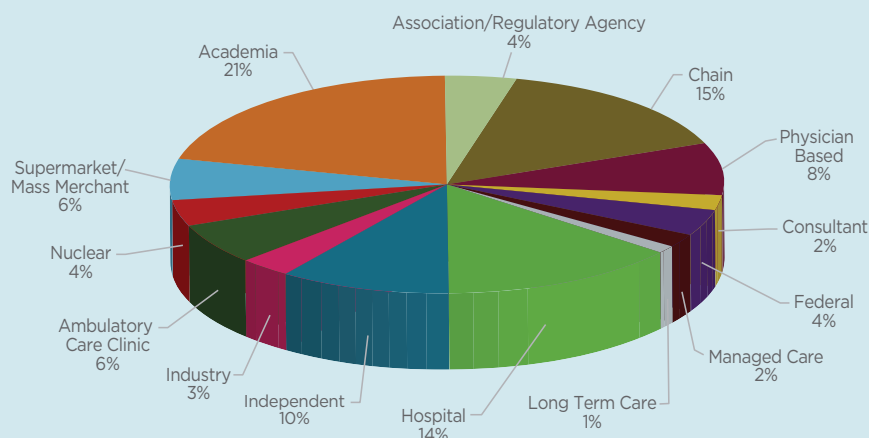
- 32% Automated Dispensing Systems
- 37% Computer Systems/Software
- 23% Employers/Employment Agencies
- 19% Marketing/Consulting Services
- 28% Packaging Equipment/Systems
- 28% Pharmacy Management Services
- 42% Publications
- 35% Technology/Automation
- 29% Web-based Pharmacy Solutions
- 14% Wholesale Distributors
- 2% Other\*

\*Other includes: Educational Services or Products, Radio pharmaceutical manufacturers, Compounding.

## 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 APhA2024 Mobile App! At our most recent Annual Meeting, 98% of the attendees downloaded the app
- Each exhibitor will be recognized on the Annual Meeting Website, Mobile App, and On-Site Signage

## WHO ATTENDS



## EXHIBIT SPACE RATES:

- 10'x10' in-line booth \$4,000
- 10'x10' corner booth \$4,400
- 20'x20' island booth \$17,600
- 20'x30' island booth \$25,600

**SPACE IS LIMITED!**

**RESERVE YOUR SPACE TODAY!**

CONTACT JOHN RUSSELL 202-429-7570 OR JRUSSELL@APHANET.ORG



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## MAKE CONNECTIONS THAT COUNT

93% 

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

77% 

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

95% 

Exhibitors who said they met their objectives.

94% 

Exhibitors who rated the quality of attendees good to excellent.



## 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 APhA2024 Pre-Registration list!

### Opening Reception in the Exhibit Hall

The APhA2024 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.

### Mobile App

Every exhibitor is promoted through the APhA2024 Mobile App that allows you to upload your company logo and as many pdf documents as you wish.

### Support Opportunities

Place your company in front of thousands of pharmacy professionals at APhA2024. There are numerous levels of support opportunities to best meet your organization's budget, marketing needs and desire to reach APhA2024 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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# APhA2024

## SCHEDULE-AT-A-GLANCE

### Exhibitor Move-In:

Thursday, March 21 8:00 am–5:00 pm  
Friday, March 22 8:00 am–5:00 pm

### Exposition Hours:

Friday, March 22 7:00 pm–9:00 pm  
Saturday, March 23 11:00 am–3:00 pm  
Sunday, March 24 11:00 am–3:00 pm

### Move-Out/Breakdown:

Sunday, March 24 3:00 pm–8:00 pm



## WHAT EXHIBITORS ARE SAYING . . .

“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 INSURANCE  
GROUP