

APhA2023

Annual Meeting & Exposition
Phoenix, AZ | March 24-27

APhA EXHIBITOR PROSPECTUS

EXPOSITION DETAILS

FRIDAY, MARCH 24 — SUNDAY, MARCH 26
PHOENIX CONVENTION CENTER
PHOENIX, AZ



A_{Ph}A2023

MAKE CONNECTIONS THAT COUNT

A_{Ph}A 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 A_{Ph}A2023 Mobile App! At our most recent Annual Meeting, 98% 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

WHO ATTENDS

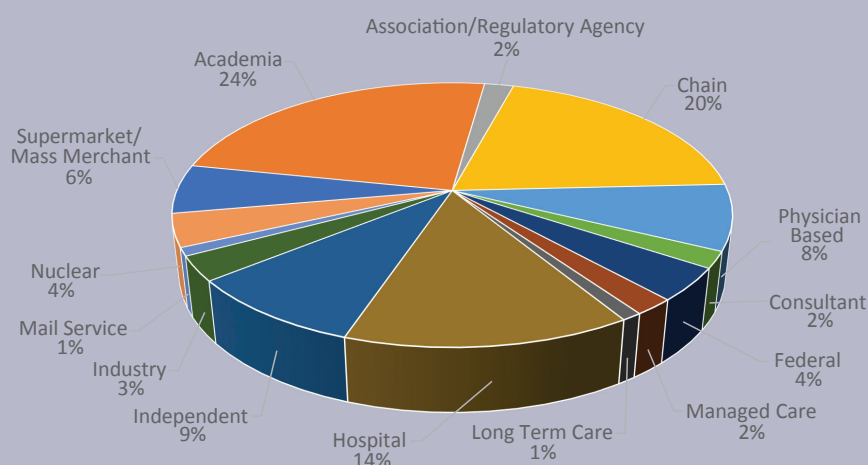


EXHIBIT SPACE RATES:

- 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

APhA2023

MAKE CONNECTIONS THAT COUNT

94% \$\$\$

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

75% ☺

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

97% ↑

Exhibitors who said they met their objectives.

96% 👥

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 APhA2023 Pre-Registration list!

Opening Reception in the Exhibit Hall

The APhA2023 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 APhA2023 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 APhA2023. There are numerous levels of support opportunities to best meet your organization's budget, marketing needs and desire to reach APhA2023 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



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