



american physiology summit

APRIL 24–27, 2025
BALTIMORE

Industry
Experience
Prospectus

Welcome to the 2025 American Physiology Summit

I am pleased to welcome our industry partners to the 2025 American Physiology Summit! Our partners provide essential technology and services to the physiology community and advance biomedical science and the work of American Physiological Society (APS) community members by providing the latest knowledge on state-of-the-art physiology research and education solutions. Learning about the latest tools available to facilitate research and teaching is a key facet of the American Physiology Summit. We look forward to connecting you to our members and authors through the multitudes of impactful industry education opportunities outlined in this prospectus, all of which are designed to give our partners a platform to cultivate relationships and educate physiologists from around the globe. Thank you for partnering with us to advance physiology and improve human health.



Scott Steen, CAE, FASAE
Executive Director
American Physiological Society

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Get to Know the APS Community

>3,100 Summit Attendees

>8,500 APS Members

>29,000 APS Social Media Followers

>100,000 APS Authors

71.5% of APS Members Hold a PhD, MD or Both

A Membership of Decision Makers



What to Expect at #APS2025

Top 5 Attendee Research Areas



Cardiovascular
Physiology



Endocrinology,
Metabolism and
Renal Science



Neuroscience



Exercise and
Applied
Physiology



Cell and
Molecular
Physiology

100%

Industry Partners stated
the Summit was effective
in meeting their business
goals

86%

Industry Partners
stated the Summit
fulfilled their ROI

Top 3 Reasons Industry Partners Attended the Summit

- ▶ Sales prospecting
- ▶ Brand awareness promotion
- ▶ Number of physiologists attending (>3,100)

Top 3 Ways Industry Partners Achieved ROI at the Summit

- ▶ Increased/maintained awareness of their services/products
- ▶ Generated sales leads
- ▶ Educated current customers

Results from 2023 Summit Post-event Survey

Industry Partner FAQ

What You Need to Know

How can I accomplish my marketing goals?

The American Physiology Summit offers several ways to connect with attendees to educate thousands of physiologists on your technology, expand and position your brand as a leader within the biomedical science community, and generate leads with decision makers.

What is the PhysioHub?

Located in the Baltimore Convention Center, the PhysioHub is the heart of the Summit experience. Each day, there will be new and exciting opportunities for scientific exchange, networking and collaboration.

97.6%

Attendees Visited
the PhysioHub

How will APS drive attendees to the PhysioHub?

- ▶ Centralized networking activities in the PhysioHub
- ▶ Dynamic scientific and career development talks on four stages
- ▶ Lively poster receptions situated directly adjacent to exhibitors
- ▶ Social lounges to cultivate collaboration in a comfortable atmosphere
- ▶ Technology workshops and symposia
- ▶ Daily giveaways

Is there a 2025 Summit early commitment program?

Yes. Confirm your intent to join us at the 2025 Summit before October 15, 2024, and save 10% on all exhibition fees.

What is the cancellation policy?

In the event the 2025 Summit cannot be held in person due to public health concerns, we will issue committed exhibitors and sponsors a full refund and provide alternative digital conference marketing opportunities. Registered industry partners may update their reserved exhibitor packages until December 15, 2024.

Technology Education Opportunities and Exhibitor Benefits

Unique Ways to Connect

Physiology Research and Teaching Technology Casts

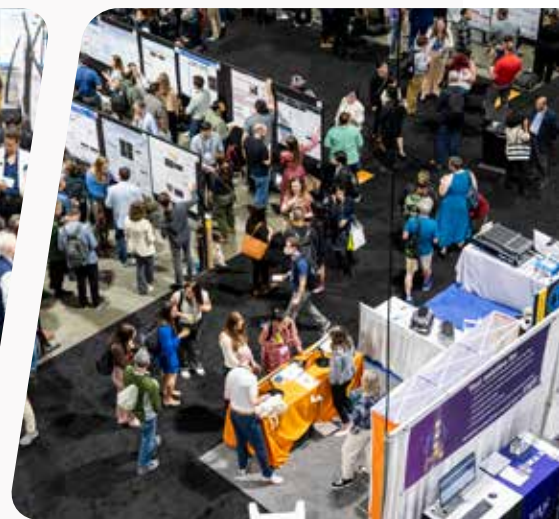
Present your existing product education media (brief lab technique training or technology tutorial videos) to 2025 Summit attendees through continuous broadcast. Video displays are located in the PhysioHub lounges and walkways in the Baltimore Convention Center. Your technology broadcast will run for the duration of the conference.

Available only through the “Leader” and “Innovator” exhibitor packages (see page 6).

APS Matchmaker Report

Receive a curated list of poster presenters who align with your specific research areas or techniques of interest. Partners will provide APS with a list of eight to ten keywords used to craft the report. Leverage the report to facilitate on-site interaction with conference attendees.

Available through all exhibitor packages.



Exhibition and Sponsorship Pricing

To receive a price sheet and more information, please contact Jacob White, APS Senior Manager, Development & Strategic Partnerships at jwhite@physiology.org.

Industry Partner Events

Product Education Opportunities

APS Industry Partner Product Workshop

A 45-minute workshop held in the PhysioHub on technology applications and best practices formatted as a lecture and Q&A session. In support of the program, APS conducts a comprehensive audience recruitment campaign and manages event planning and on-site support to provide an enjoyable experience for presenters and participants. APS marketing and event services include:

Marketing Services

- ▶ Email invites to conference registrants from APS
- ▶ Event listing on the annual meeting webpage
- ▶ Event reminders in annual meeting daily updates
- ▶ Social media promotion

Logistics and On-site Services

- ▶ Audiovisual equipment package
- ▶ Light refreshments

APS Technology in Physiology Case Studies and Symposia

Two educational sessions consisting of live symposia spotlighting product research/education applications through case study (one session) and practical skills training (one session) on lab techniques and best practices. Event attendee data will be provided for customer lead generation.

Marketing Services

- ▶ Email invites to conference registrants from APS
- ▶ Event listing on the annual meeting webpage
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Logistics and On-site Services

- ▶ Audiovisual equipment package
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Conference Sponsorship Packages

Three Tiers of Opportunity

Innovator

- ▶ APS Case Studies and Technology Symposium
- ▶ Physiology Research and Teaching Technology Casts
- ▶ Exhibit booth in the PhysioHub: 10'x10' or 10'x20'
- ▶ 2025 Summit registrant direct mailing list (opt-ins only)
- ▶ APS Matchmaker Report, an APS-curated list of conference attendees conducting research relevant to you
- ▶ APS annual meeting attendee email blast (messaging will be approved and sent by APS staff)
- ▶ Banner ads in annual meeting daily program reminder emails

Leader

- ▶ APS Industry Partner Product Workshop
- ▶ Physiology Research and Teaching Technology Casts
- ▶ Exhibit booth in the PhysioHub: 10'x10' or 10'x20'
- ▶ 2025 Summit registrant direct mailing list (opt-ins only)
- ▶ APS Matchmaker Report, an APS-curated list of conference attendees conducting research relevant to you
- ▶ APS annual meeting attendee email blast (messaging will be approved and sent by APS staff)
- ▶ Banner ads in annual meeting daily program reminder emails

Partner

- ▶ Exhibit booth in the Physio Hub: 10'x10' or 10'x20'
- ▶ APS Matchmaker Report, an APS-curated list of conference attendees conducting research relevant to you
- ▶ APS annual meeting attendee email blast (messaging will be approved and sent by APS staff)

On-site Advertising & Event Sponsorships

Place Your Brand in a Featured Position

Program Booklet Ads | \$750

Receive a full-page ad in the Summit program booklet distributed to all attendees. (Three available)

Attendee Lanyards | \$4,500

Add your logo to the lanyard worn by every attendee at the Summit. Price quoted is for 3,000 lanyards.

Support Popular Events at APS 2025

Welcome Festival | \$8,500

Showcase your brand front and center as we welcome Summit attendees through our annual festival. Sponsor branding will be displayed throughout the festival on food and drink materials, posters. Branding will also be displayed on the Summit website and APS social media.

Porter Fellow Reunion Reception | \$3,500

Support early-career physiologists from underrepresented backgrounds by sponsoring APS Porter Fellows networking programs. Sponsors will be recognized via signage at the event, on the Summit website and APS social media.

Supplementary Partnership Opportunities

Connect with the Physiology Community Year-round

APS Mastermind Scientific Advisory Group

An invitation-only advisory group of five to seven active researchers and/or educators to provide industry partners with a comprehensive understanding of customer knowledge, needs and perceptions of brand, products and services. Customer insights on product development, pricing and commercial models are addressed. Experienced physiology researchers and educators participate in group interviews to gather expert opinions and feedback to inform product design and service. Partners receive a comprehensive report summarizing key takeaways to inform business and scientific strategies.

APS Technology Case Studies and Advanced Technique Webinars

A digital education program featuring case studies and research technique tutorials designed in collaboration with research equipment manufacturers to educate the physiology community on the latest research technology and its applications. These webinars are co-branded with APS and promoted to our membership and author community through a comprehensive marketing campaign. Webinar events are subsequently hosted on the APS website for on-demand viewership. Registrant information is provided to industry partners for subsequent sales outreach.

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Commit by October 15, 2024, to Save

Confirm your intent to join us at the 2025 Summit before October 15, 2024, and save 10% on all exhibition and sponsorship fees.



Reach Out to Learn More

Contact Jacob White, APS Senior Manager, Development & Strategic Partnerships, at jwhite@physiology.org.

About APS

Physiology is a broad area of scientific inquiry that focuses on the biological function of living organisms. Founded in 1887, the American Physiological Society is a global leader in expanding knowledge related to biological function. We connect a multidisciplinary community of nearly 10,000 scientists and educators from around the world, driving collaboration and spotlighting scientific discoveries in physiology and related disciplines. Today, physiology could not be more important. In fact, physiology is essential to answering virtually every critical question facing us in our understanding of life, health and disease.

[physiology.org](https://www.physiology.org)