



# american physiology summit

APRIL 20-23, 2023  
LONG BEACH

Industry  
Experience  
Prospectus

# Welcome to the American Physiology Summit

I am pleased to welcome our industry partners to the **American Physiology Summit 2023!** As key stakeholders in the physiology community, you raise the discipline by improving research and education through the development of novel technologies and best practices. Learning about the latest tools available to facilitate research and teaching has always been a key facet of the American Physiological Society's conference experience and we look forward to connecting you to our members and authors through our new annual meeting. Thank you for your partnership and dedication to our shared mission to advance physiology and improve human health.



**Scott Steen, CAE, FASAE**  
*Executive Director*  
*American Physiological Society*

# APS Community Fact Sheet

## APS Community Dimensions

8,500+ APS members

65,000+ authors

26,000+ social media  
followers

## Top 5 APS Member Research Specialties



Cardiovascular  
Physiology



Neuroscience



Cell & Molecular  
Physiology

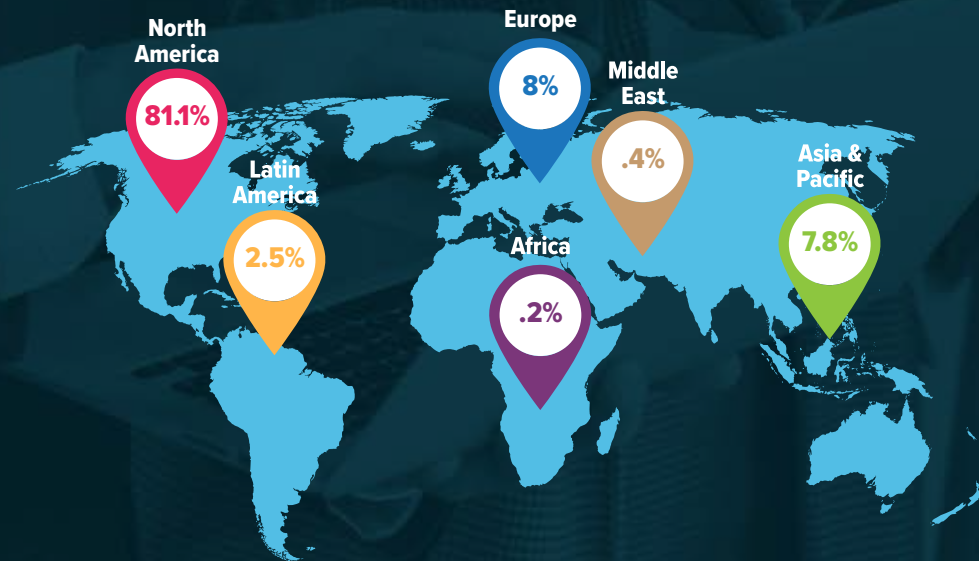


Exercise  
Physiology



Endocrinology  
& Metabolism

## Across The Globe



### Top Countries Represented

United States 76%  
Canada 5.6%  
Japan 3.3%  
Australia 1.7%  
United Kingdom 1.4%  
Germany 1.2%  
Brazil 1.0%  
Denmark .7%  
New Zealand .5%  
India .5%  
Italy .5%  
All others 7.6%

# How Is APS 2023 Different Than Experimental Biology (EB)?

- ▶ The PhysioHub—a central hub designed to maximize social connection and networking by all physiology community members
- ▶ Opportunities for industry members to provide in-depth education via workshops and symposia directly to attendees
- ▶ The new APS Matchmaker Report, a microtargeted report to facilitate connections between APS partners and attendees with aligned scientific interests

## Accomplish Your Marketing Goals

The Summit offers several ways to connect with attendees to share your company's story, demonstrate thought leadership in your field, educate the physiology community on your technology, and generate and nurture leads.

### How APS Will Drive Attendees to the PhysioHub

- ▶ Centralized networking activities in the PhysioHub
- ▶ Poster presentations situated adjacent to the PhysioHub
- ▶ Social lounges
- ▶ Complimentary refreshments
- ▶ Technology workshops & symposia

# 2023 Annual Meeting Industry Partner Events & Sponsorship Packages

## 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 & On-Site Services

- ▶ Room rental & design
- ▶ A/V equipment package
- ▶ Light refreshment

### APS Technology in Physiology Case Studies & Symposia

A half-day event 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. For an additional fee, the audio from the half-day event will be recorded and overlaid onto lecture slide decks to create a digital product for on-demand viewership. 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
- ▶ Event reminders in annual meeting daily updates
- ▶ Social media promotion

#### Logistics & On-Site Services

- ▶ Room rental & design
- ▶ A/V equipment package
- ▶ Light refreshments

*Product workshops and symposia may be hosted on APS' learning management system or Career Gateway portal, pending review and approval by APS staff.*

# Conference Sponsorship Packages

## Innovator

- ▶ APS Case Studies & Technology Symposium
- ▶ 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)
- ▶ Banner ads in annual meeting daily program reminder emails

## Leader

- ▶ APS Industry Partner Product Workshop
- ▶ 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)
- ▶ 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)
- ▶ Banner ads in annual meeting daily program reminder emails

## Exhibition & Sponsorship Pricing

To receive a price sheet for the above listed conference sponsorship packages, please contact **Jacob White, Senior Manager, Development & Strategic Partnerships** at [jwhite@physiology.org](mailto:jwhite@physiology.org).

# APS 2023 Early Commitment Program

Confirm your intent to join us at APS 2023 before September 1, 2022, and **SAVE 10%** on all exhibition and sponsorship fees.

## APS 2023 Digital Advertising Opportunities

- ▶ **Digital ads or alerts for your workshop/symposia on the APS 2023 mobile application may be purchased**
  - ▶ **One-day ad**
  - ▶ **Four-day ad**
- ▶ **Ads on APS 2023 on-demand scientific sessions may be purchased to continuously expose viewers to your brand**

# Supplementary

## APS Partnership Opportunities

### **APS Mastermind Scientific Advisory Group**

An invitation-only advisory group of five to seven active researchers and/or educators designed 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 are provided with a white paper summarizing key takeaways to inform business and scientific strategies.

### **APS Technology Case Studies & 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.

### **Cancellation Policy**

In the event APS 2023 cannot be held in-person due to public health concerns, committed exhibitors and sponsors will receive a full refund and be provided with alternative digital conference marketing opportunities.

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summit**

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