



# american physiology summit

APRIL 23–26, 2026  
MINNEAPOLIS

# Industry Experience Prospectus

# Welcome to the 2026 American Physiology Summit

I am pleased to welcome our industry partners to the 2026 American Physiology Summit! American Physiological Society (APS) partners advance biomedical science and the work of the physiology community by providing state-of-the-art physiology research and education solutions. Learning about the latest tools available to facilitate research and teaching is one of the most impactful aspects of the Summit attendee experience. We look forward to connecting you to our community members through the many valuable technical education opportunities outlined in this prospectus. These experiences are designed to help you cultivate meaningful relationships and educate physiologists from around the globe. Thank you for partnering with us to advance discovery and improve health.



**Scott Steen, CAE, FASAE**  
*Chief Executive Officer*  
*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

**>80,000** APS Authors

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

## A Membership of Decision Makers



# What to Expect at #APS2026

## Top 5 Attendee Research Areas



**Cardiovascular  
Physiology**



**Endocrinology,  
Metabolism and  
Renal Science**



**Exercise and  
Applied  
Physiology**



**Neuroscience**



**Cell and  
Molecular  
Physiology**

**100%**

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

**95%**

Industry partners  
stated the Summit  
fulfilled their ROI

## Top 3 Reasons Industry Partners Attended the Summit

- ▶ Sales prospecting
- ▶ Brand awareness and 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 2024 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 Minneapolis 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 multiple stages
- ▶ Two lively poster receptions situated directly adjacent to exhibitors
- ▶ Seating areas to cultivate collaboration in a comfortable atmosphere
- ▶ Technology workshops and symposia
- ▶ Daily giveaways, games and fun surprises for attendees

### Is there a 2026 Summit early commitment program?

Yes. Confirm your intent to join us at the 2026 Summit before Oct. 15, 2025, and save 10% on all exhibition fees.

### What is the cancellation policy?

In the event the 2026 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 Dec. 15, 2025.



# Technology Education Opportunities and Exhibitor Benefits

## Unique Ways to Connect

### 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 10 keywords used to craft the report. Leverage the report to facilitate on-site interaction with conference attendees.

*Available with all exhibitor packages.*

### Scavenger Hunt Station

Participate in the Summit Scavenger Hunt to attract attendees and optimize audience engagement at your booth or workshop.

*Available only with the “Leader” and “Innovator” exhibitor packages.*



### Exhibition and Sponsorship Pricing

To receive a price sheet and more information, contact Jacob White, APS Director, Business Development, at [jwhite@physiology.org](mailto:jwhite@physiology.org).

# Industry Partner Events

## Product Education Opportunities

### Industry Partner Technology Workshop

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

#### Marketing Services

- ▶ Email invite to conference registrants from APS
- ▶ Event listing on a Summit web page
- ▶ Event reminders in Summit daily email updates
- ▶ Social media promotion

#### Logistics and On-site Services

- ▶ Room rental and design
- ▶ Audiovisual equipment package
- ▶ Light refreshments

### Technology in Physiology Case Studies and Symposia

Two educational sessions will feature live symposia spotlighting product research and education applications. One session will focus on case studies, and the other will provide practical skills training in lab techniques and best practices. Event attendee data will be provided for customer lead generation.

#### Marketing Services

- ▶ Email invite to conference registrants from APS
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#### Logistics and On-site Services

- ▶ Room rental and design
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# Conference Sponsorship Packages

## Three Tiers of Opportunity

### Innovator

- ▶ Case Studies and Technology Symposium
- ▶ Physiology research and teaching technology casts
- ▶ Exhibit booth in the PhysioHub: 10'x10' or 10'x20'
- ▶ Summit scavenger hunt station
- ▶ Poster session drink tickets
- ▶ 2026 Summit registrant direct mailing list (opt-ins only)
- ▶ Matchmaker Report, an APS-curated list of conference attendees conducting research relevant to you
- ▶ Inclusion in attendee email blast (messaging will be approved and sent by APS staff)
- ▶ Banner ad in daily program emails

### Leader

- ▶ APS Industry Partner Product Workshop
- ▶ Physiology research and teaching technology casts
- ▶ Exhibit booth in the PhysioHub: 10'x10' or 10'x20'
- ▶ Summit scavenger hunt station
- ▶ Poster session drink tickets
- ▶ 2026 Summit registrant direct mailing list (opt-ins only)
- ▶ Matchmaker Report, an APS-curated list of conference attendees conducting research relevant to you
- ▶ Inclusion in attendee email blast (messaging will be approved and sent by APS staff)
- ▶ Banner ad in daily program 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
- ▶ Inclusion in attendee email blast (messaging will be approved and sent by APS staff)

# On-site Advertising & Event Sponsorships

## Increase Brand Awareness with a Featured Position or Event

### Welcome Festival | \$6,500

Showcase your brand front and center as we welcome Summit attendees at our opening festival. Sponsor branding will be displayed throughout the event on signage and tableware. Branding will also be displayed on the Summit website and APS social media. Sponsors will receive a six-foot exhibit table to distribute educational and promotional materials during the festival.

### Attendee Lanyards | \$4,500

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

### Lobby Banners | \$4,500

Present your brand with a 3'x12' featured ad located in the main lobby entrance of the PhysioHub.

### Program Booklet Ads | \$750

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



# Supplementary Partnership Opportunities

## Connect with the Physiology Community Year-round

### **APS Mastermind Scientific Advisory Groups**

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**

These digital education programs feature 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.

### ***The Physiologist Magazine*: Connect with a Targeted Scientific Audience**

Reach over 10,000 engaged readers with *The Physiologist Magazine*, the APS member magazine. As a trusted source for scientific research, career insights and community stories, the magazine connects your brand with a diverse audience of scientists, researchers, educators, students and industry professionals. Benefit from multiple placement options and custom content opportunities. By advertising, you position your brand in front of a global scientific community dedicated to advancing health and discovery.



### **Commit by Oct. 15, 2025, to Save**

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



### **Reach Out to Learn More**

Contact Jacob White,  
APS Director, Business  
Development, at  
[jwhite@physiology.org](mailto: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 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)