



american physiology summit

APRIL 1–4, 2027
DENVER

**Industry
Experience
Prospectus**

Welcome to the 2027 American Physiology Summit

I am pleased to welcome our industry partners to the 2027 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 how to apply the latest research and education tools is one of the most impactful and practical 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 connect with your target audiences, create meaningful relationships, and educate physiologists from around the globe. Thank you for partnering with us to advance discovery and improve health.



Sue Bodine, PhD, FAPS
President (2026–2027)
American Physiological Society

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Get to Know the APS Community

>300 Academic & Life Science
Orgs at the Summit

>3,000 Summit
Attendees

>8,500 APS
Members

>80,000 APS
Authors

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

A Membership of Decision Makers



What to Expect at #APS2027

Top 5 Attendee Research Areas



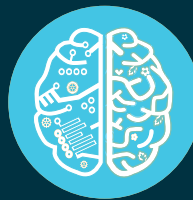
**Cardiovascular
Physiology**



**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

100%

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 2025 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 Colorado 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 2027 Summit early commitment program?

Yes. Confirm your intent to join us at the 2027 Summit before Oct. 30, 2026, and save 10% on all exhibition fees.

What is the cancellation policy?

In the event the 2027 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, 2026.

Technology Education Opportunities and Exhibitor Benefits

Unique Ways to Connect

NEW Sponsored Scientific Sessions Package

Connect with researchers at the Summit without the investment of a traditional booth space and utilities. Our new Sponsored Scientific Sessions Package offers a targeted, high-visibility opportunity to engage directly with attendees beyond the PhysioHub.

This package is designed to increase brand awareness and foster meaningful connections with researchers participating in our foundational science sessions.

Sponsors may select a specialty track from the options below and showcase their organization, products and solutions during three scientific lectures through:

- ▶ A two-minute promotional video shown during session programming
- ▶ A dedicated 6' exhibit table located near the session space
- ▶ Complimentary Summit registration for two staff representatives

Specialty Tracks: Autonomic Neuroscience, Cardiovascular Science, Cell and Molecular Physiology, Neuroscience, Comparative Physiology, Endocrinology and Metabolism, Exercise Physiology, Gastrointestinal and Liver Physiology, Renal, Respiration and Lung Biology, Teaching of Physiology, and Water and Electrolyte Homeostasis

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.

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.

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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
- ▶ 2027 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
- ▶ 2027 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

Position Your Brand at the Center of the Summit

Welcome Festival | \$5,000

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.

Custom Food and Beverage Brand Experience | \$3,000

A thoughtfully designed food and beverage activation integrated into the exhibit environment to enhance engagement, support brand messaging and create a welcoming space for dialogue and relationship-building.

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. 30, 2026, to Save

Confirm your intent to join us at the next Summit before Oct. 30, 2026, 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.

About APS

Physiology—the science life depends on—is a broad, vital area of scientific inquiry that focused on how living organisms function. 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 about how the body works, how health is sustained, and how disease develops, is prevented and treated.

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