



american physiology summit

APRIL 4–7, 2024
LONG BEACH

Industry
Experience
Prospectus

Welcome to the American Physiology Summit 2024

I am pleased to welcome our industry partners to the American Physiology Summit 2024 (APS 2024)! Technology providers in the physiology community are crucial to the advancement of our field and the American Physiological Society (APS) community by providing the latest knowledge in physiology research and education technology. Learning about the latest tools available to facilitate research and teaching has always been a key facet of APS' conference experience, and we look forward to connecting you to our members and authors through the plethora of industry education opportunities outlined in this prospectus. 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

>8,500 APS
Members

>26,000 APS Social
Media Followers

>65,000 APS
Authors

57% of APS members surveyed hold a title of full professor, associate professor or scientist

>50% of American Physiology Summit attendees hold a doctoral degree or equivalent



Top 5 APS Member Research Specialties



Cardiovascular
Physiology



Neuroscience



Cell and Molecular
Physiology

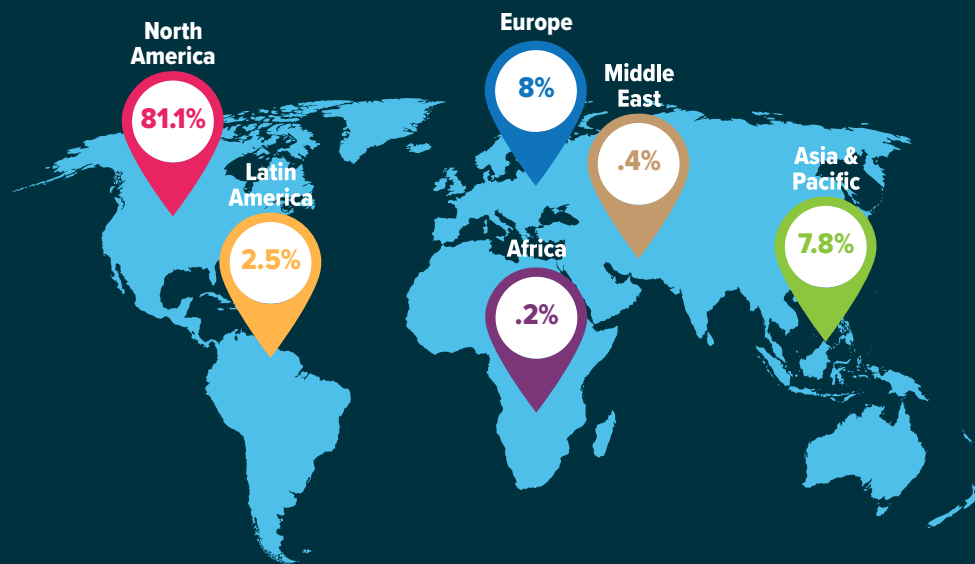


Exercise
Physiology



Renal
Physiology

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 0.7%
New Zealand 0.5%
India 0.5%
Italy 0.5%
All others 7.6%

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 share your company's story, transform your brand as a thought leader, educate the physiology community on your technology and generate leads.

What is the PhysioHub?

Located in the Long Beach 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.

New PhysioHub hours for the 2024 Summit are Friday, April 5, and Saturday, April 6, from 10 a.m. to 7 p.m., and Sunday, April 7, from 7 a.m. to 11 a.m. Staffing your booth on Sunday is optional. The PhysioHub is not open on Thursday, April 4.

How Will APS Drive Attendees to the PhysioHub?

- ▶ Centralized networking activities in the PhysioHub
- ▶ Poster receptions held within the PhysioHub
- ▶ Technology workshops and symposia held on stages within the PhysioHub
- ▶ Daily professional development programming on four stages and an APS information booth.
- ▶ Social lounges

Is there an APS 2024 early commitment program?

Yes. Confirm your intent to join us at APS 2024 before October 1, 2023, and save 10% on all exhibition and sponsorship fees.

What is the cancellation policy?

In the event APS 2024 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. Exhibitors may voluntarily cancel their APS 2024 registration any time before January 1, 2024, and receive a full refund of paid exhibition fees. Voluntary cancellations received after January 1, 2024, will be eligible for a 70% refund.

NEW Technology Education Opportunities and Exhibitor Benefits

New Offerings for APS 2024

Physiology Research and Teaching Virtual Casts

Present your existing product education media (5 to 10-minute webinar segments or lab technique training videos) to APS 2024 attendees through continuous broadcast. Video displays are located in the PhysioHub lounges and centralized walkways in the Long Beach Convention & Entertainment Center. Your technology broadcast will run for the duration of the conference.

Available only through the “Innovator” exhibitor package (see page 8).

APS 2024 Registrant Direct Mailing List

Complement your engagement with attendees by leveraging an opt-in registrant mailing list for direct mail communications and connect with your audience after the conference concludes. The mailing list may be used to distribute three (3) communications over the 24 months following the conclusion of APS 2024. Registrant details include name, title, institution and mailing address. Please note: email addresses are **not** included.

Available only through the “Leader” and “Innovator” exhibitor packages (see page 8).



Exhibition and Sponsorship Pricing

To receive a price sheet and more information, please contact Jacob White, 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

- ▶ Room rental & design
- ▶ Audio-visual equipment package
- ▶ Light refreshments

APS Technology in Physiology Case Studies and 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. 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.

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Conference Sponsorship Packages

Three Tiers of Opportunity

Innovator

- ▶ APS Case Studies and Technology Symposium
- ▶ APS 2024 registrant direct mailing list
- ▶ Physiology Research and Teaching Virtual Casts
- ▶ 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
- ▶ Listed as a “Featured Exhibitor” in the APS 2024 conference mobile app

Leader

- ▶ APS Industry Partner Product Workshop
- ▶ APS 2024 registrant direct mailing list
- ▶ 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
- ▶ Listed as a “Featured Exhibitor” in the APS 2024 conference mobile app

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

Lobby Banners | \$4,000

Present your brand with a 3-by-12 foot featured ad located in the main lobby entrance of the PhysioHub.

Program Booklet Ads | \$750

Receive a full-page ad in the American Physiology Summit (APS 2024) program booklet distributed to all attendees. (Three available)

Attendee Lanyards | \$3,750

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 2024

Welcome Reception | \$7,000

Showcase your brand front and center as we welcome APS 2024 attendees to the Summit. Sponsors will be recognized via two posters at the reception, on the Summit webpage and APS social media.

Porter Fellow Reunion Reception | \$3,000

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 webpage 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.

Exhibition and Sponsorship Pricing

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Commit by October 1, 2023, to Save

Confirm your intent to join us at APS 2024 before October 1, 2023, and save 10% on all exhibition and sponsorship fees.



Reach Out to Learn More

Contact Jacob White, 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