2020 AAP Virtual National Conference & Exhibition
October 2 - 5, 2020

What are the meeting dates?
October 2- 5, 2020

What is the expected attendance?
This year is the first year the AAP is launching a virtual meeting. We typically have over 10,000 professionals for our in-person meeting, but have the opportunity to reach a broader audience this year.

In what time zone will the virtual meeting take place?
Central time zone

What is included in the Virtual Exhibit Booth?

- company description
- product categories
- logo
- representative contact information
- brief video
- company resource attachments
- ability to video chat directly with attendees
- Giveaways

Are there other promotional items or enhancements AAP is offering?
Yes, there will be a la carte upgrades such as lead retrieval, banner on the company profile, a Scavenger Hunt, assistance with social media and creating marketing pieces. Details are being finalized and will be available mid to late August.

What is AAP marketMAX?
AAP’s marketMAX is a new customizable suite of a-la-carte marketing tools and services designed to help drive traffic to your virtual booth, increase attendee engagement and improve your ROI. AAP marketMAX is a year-round tool that supports your sales efforts before, during and after any virtual or in-person event.

How do I make my booth stand out in a virtual platform? How do I attract customers and prospects to my virtual booth?
Use the services built into AAP marketMAX to prepare and promote a strong virtual presence. AAP marketMAX can help you build a video and digital collateral that can be added to your booth profile. You can also take advantage of social media and digital ad retargeting services to drive awareness of your products and services.

How will I learn how to set up my company profile and what can I expect?
You will have a dedicated representative to answer questions & teach you how to maximize your company profile.

Included in your virtual “booth” fee, AAP’s new AAP marketMAX is a customizable suite of a-la-carte marketing tools and services designed to help drive traffic to your online presence, increase engagement and improve your ROI in the new virtual event arena and beyond.

When will we have admin access to enter our company information?
We are still setting up the platform for the overall meeting. Once set, we will be able to send admin access to enter information. This will most likely be mid to late August. We will also have a dedicated care representative for you and your team to learn the admin process.

Will advertising and sponsorships be available?
Yes, information will be available on the website (AAPexperience.org) in the upcoming weeks.

How long will the virtual platform be available?
The virtual platform will be live 90 days after the October meeting.
Can the attendee mailing list (no email) be purchased?
Available as an upgrade in the online manual.

What information will the attendee mailing list include?
The list will include registered attendees mailing addresses (no email). The list will NOT include attendee demographics.

Can I purchase lead retrieval?
Available as an upgrade in the online manual.

Will I be able to connect with all attendees?
Attendees can choose to opt out of being contacted.

What are the AAP National Conference & Exhibition official social media channels?
Website: http://aapexperience.org/
Social media: Facebook, Twitter, and YouTube
2020 National Conference hashtag: #AAP2020

How long is the video?
The video is up to 3 mins.

What is the deadline for uploading my information in my company profile?
Exhibitors are being asked to have content uploaded in the platform by September 25th. The profile is a live system allowing you to make edits as needed.

What are the virtual exhibit hall hours?
Once the conference is live the Exhibit Hall can be accessed by attendees 24/7 until 90 days after the conference. Attendees can review the exhibitor profile, request information and access resources and video during this time. To view a schedule at a glance, login to the Online Service Manual. To view the full conference schedule visit aapexperience.org.

Do I have to utilize the video chat function?
No, if you do not want to utilize the video chat feature. Simply do not compete any information in your virtual booth for that feature.

Is the video chat private?
No, the video chat is not private. It can hold up to 12 guests including the company representative.

Is text chat an option?
No, video chat is the only option available

Why does my video chat tab state “Not Participating?”
This will change once the event goes live, until then it will continue to say not participating.

How can I create a private chat room?
You can utilize one of your 6 booth package URLs to link to a private chat site.

What is the best way to link to my own virtual platform or microsite?
You can utilize one of your 6 booth package URLs to link to an alternative virtual platform/microsite.

Do URL’s, Links, etc. open in a new window?
Yes, all PDFs, URLs, etc. will open in a new window.

Can I add a URL to my company banner?
Yes, you can add a URL link to your company banner. Once you upload your company banner there will be a field to insert an URL.

Is there a way to advertise our booth link?
Yes, please contact your Assigned Exhibitor Care Rep for your company’s booth link.

**What are upgrade options?**  
There are 3 paid upgrades for purchase: Lead Retrieval, Company Booth Banner and Scavenger Hunt

**What information does lead retrieval capture?**  
Lead retrieval will capture an attendee: Name, email address, contact number and any booth resources the attendee may have viewed.

**Where do I find AAP marketMAX?**  
The link to AAP marketMAX is in your TL Online Exhibitor Manual. Login with your username and password, then choose “Show Checklist” from the top menu. Scroll down the list of services to the “AAP marketMAX” section.

**What kind of services are offered in AAP marketMAX?**  
Currently AAP marketMAX tools include: virtual presentation assessment & training, digital ad retargeting, explainer video creation, video sizzle reel production, social media management and graphic design/brand development services.

**How do I purchase AAP marketMAX services?**  
Each marketing service can be purchased inside the TL Online Exhibitor Manual. Login with your username and password, then choose “Show Checklist” from the top menu. Scroll down to the list of services to the “AAP marketMAX” section, choose the item, click the blue “order” button, and follow the instructions to process your payment.

**Who can I contact if I have questions about AAP marketMAX?**  
Please contact your exhibitor care representative.

**Why do I need AAP marketMAX and how would I use it?**  
Attracting customers and prospects to your virtual booth can be challenging. AAP marketMAX provides marketing tools and tactics that help you share your information in a more engaging and memorable way.

**Are the AAP marketMAX services relevant after the event is over?**  
Definitely! AAP marketMAX services are designed to help you promote your company, your brand and/or your product or service before, during AND after the event.

**Why would I use AAP marketMAX services after the event is over?**  
Because of this year’s virtual format, post-show promotion has never been more important! Remember that AAP will be directing members and attendees to the virtual event platform through January 2021 to consume on-demand content and to explore solutions in the exhibit hall. It’s to your advantage to continue promoting your participation in the AAP Virtual 2020 event so you can capitalize on this extended opportunity.