Gain Leads.  Brand Awareness and Sales. 

Same network, NEW format…

Ohio Chapter

INCORPORATED IN OHIO

American Academy of Pediatrics 
DEDICATED TO THE HEALTH OF ALL CHILDREN™

Ohio AAP Virtual 
Connection Guide

November 20, 2020

Ohio AAP 2020 
Annual Meeting
Ohio AAP is hosting our first VIRTUAL Annual Meeting!

WHY should you exhibit?

Ability to virtually meet and connect with conference attendees and our 2900 members through video chat - ALL DAY on November 20th!

Attendees have access to both educational content and exhibitor profiles for 6 months following the meeting

Attract a broader audience this year by reaching pediatricians, nurses, educators, public health professionals, office staff and other stakeholders that may not have been able to attend the live conference in the past

A recent industry survey revealed that 74% of industry representatives feel that association networking is critical to achieving their business goals

This virtual conference will use innovative methods to deliver virtual opportunities to connect exhibitors and attendees.

ALL Friend Level Exhibitors participating in the 2020 virtual conference will receive:

✓ Join ALL sessions on November 20th
✓ Virtual, interactive profile
✓ Company description
✓ Logo on meeting materials and virtual profile
✓ Representative contact information
✓ Direct social media link
✓ Brief video showcasing your company
✓ Company resource attachments
✓ Video chat directly with attendees
✓ 60 second talk during planned industry panels to address the entire conference about YOUR product
✓ Not only will conference attendees have access to your interactive profile, the entire membership (2,900) will be driven to network with you!
✓ Your virtual profile will remain active and promoted to our membership for 6 months following the conference
✓ Virtual scavenger hunt with attendees to encourage networking

Cost: $750
Non-profit: $500

Would you like a demo of the virtual experience? Contact Elizabeth Dawson at edawson@ohioaap.org or 614.846.6258
Enhanced Marketing Options
NEW for YOU in 2020!

Virtual KEYNOTE Sponsor--$3,000-All Friend Level Benefits PLUS…
- One informational handout emailed to session attendees with your logo
- Ohio AAP President-Elect will also read a short description of your product/services at the beginning of the session (or you can provide a video up to 60 seconds long)
- Exclusive opportunity to have a raffle prize drawn at the end of the Keynote with your company’s name on it
- Your logo prominently displayed on the cover of the virtual program guide with clickable link to your virtual exhibit
- 1 logoed SWAG item in the conference box that is sent to all attendees
- Your video played during breaks and digital downtime during the conference

Advocate Level-$2,000-All Friend Level Benefits PLUS…
- Your logo prominently displayed on the cover of the virtual program guide with clickable link to your virtual exhibit
- 1 logoed SWAG item in the conference box that is sent to all attendees
- 90 second panel presentation to all attendees
- Your video played during breaks and digital downtime during the conference

Virtual Session Sponsor--$1,500-All Friend Level Benefits PLUS…
- One informational handout emailed to session attendees with your logo
- Ohio AAP President-Elect will also read a short description of your product/services at the beginning of the session (or you can provide a video up to 60 seconds long)
- Your logo prominently displayed on the cover of the virtual program guide with clickable link to your virtual exhibit
- 1 logoed SWAG item in the conference box that is sent to all attendees

All advocate benefits below PLUS…
Let’s work together to bring all the in-person elements to our attendees’ homes and offices. This conference in a box will provide conference attendees with amazing conference swag items, that they will LOVE!
Have your logo displayed on the box sent to ALL attendees.

Additional benefits include:
- 2 logoed SWAG items in the conference box that is sent to all attendees
- Your video played during breaks and digital downtime during the conference

This opportunity will have a limit of 3!
# Ohio AAP 2020 Annual Meeting Exhibit Agenda

**Turning Education and Advocacy into Action so Children Can Achieve their Dreams!**

Friday, November 20, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic/Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00–11:00 AM</td>
<td>Resident Pre-Annual Meeting Workshop-Physical and Financial Fitness Yoga</td>
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<td>Contracting and Planning for the Future and Retirement</td>
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<tr>
<td>9:00–10:00 AM</td>
<td>Exhibit Log-in</td>
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<td>Jump online, test the technology with an Ohio AAP team member</td>
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<tr>
<td>10:00 AM–6:00 PM</td>
<td>Virtual Exhibit Open to ALL conference Attendees and Ohio AAP Members</td>
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<tr>
<td>11:30 AM – 1:00 PM</td>
<td>Ohio AAP Foundation Fundraiser Luncheon</td>
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<td>Teen Suicide Prevention: Reversing the Trend of Irreversible Actions</td>
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<tr>
<td>1:00 – 1:30 PM</td>
<td>Exhibit Networking Panel A</td>
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<tr>
<td>1:30–2:15 PM</td>
<td>Keynote: Federal Affairs Update-Mark Del Monte, JD, AAP CEO</td>
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<tr>
<td>2:15 – 2:45 PM</td>
<td>State Advocacy Update-Danny Hurley, Capitol Consulting</td>
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<tr>
<td>2:45 – 3:05 PM</td>
<td>Brain Break-Columbus Zoo Animals</td>
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<td>3:05–3:30 PM</td>
<td>Exhibit Networking Panel B</td>
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<tr>
<td>3:30 – 4:15 PM</td>
<td>Articles that Change the Way We Practice in Ohio-Alex Kemper, MD, FAAP,</td>
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<td>Nationwide Children’s Hospital</td>
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<td>4:15–4:45 PM</td>
<td>Digital Downtime and Exhibit Networking</td>
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<td><em>Exhibit Raffle Prizes from Scavenger Hunt Announced at 4:40 pm</em></td>
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<tr>
<td>4:45–5:45 PM</td>
<td>COVID-19 in Pediatrics Panel: Ohio AAP Response, Lessons Learned, Telehealth</td>
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<td>Success and What if this Continues? Moderator: Chris Peltier, MD, FAAP,</td>
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<td>Ohio AAP President-Elect</td>
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<td>Panelists: Robert Frenck, MD, FAAP, Cincinnati Children’s Hospital Medical</td>
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<td>Center; Mike Chamberlin, MD, FAAP, Pediatric Associates of Mount Carmel and</td>
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<td>Mick Connors, MD, FAAP, Anytime Pediatrics</td>
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<tr>
<td>5:45 – 6:00 PM</td>
<td>Wrap-up, Exhibitor Log-Out &amp; Thank You</td>
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The COVID-19 pandemic has greatly impacted the lives of families & teens & greatly reduced access to resources. Stay-at-home orders & changes in school schedules have created the perfect storm for increased mental health issues and suicide in teens. Ohio AAP’s Store It Safe program helps save lives by identifying teens with mental health concerns, providing appropriate interventions, and creating barriers to the most lethal means for suicide.

**Ohio AAP SIS Foundation Fundraiser Featuring:**
- Ohio AAP Awards Ceremoney
- Interdisciplinary panel on teen suicide prevention
- ”I Pledge to Store it Safe” campaign with gun boxes & resources
- Exclusive access to Store it Safe materials to share with families & teens

All funding raised will be used to scale up and spread the Ohio AAP Store it Safe Program!