2020 Integrative Physiology of Exercise Sponsorship Prospectus

Showcase Your Leadership of Scientific Discovery

Position your brand as an active thought-leader in the exercise and applied physiology communities. Our partnership programs allow industry sponsors to connect with our membership and increase brand awareness among key audiences in both academia and the bioscience industry.

Precisely Hit Your Target Audience

The American Physiological Society’s (APS) Integrative Physiology of Exercise (IPE) conference will take place in Austin on November 11–13, 2020. For programming information, visit the-aps.org/IPE2020.

For questions regarding sponsorship of the IPE conference, please use the contact information below.

Jacob White, Manager, Development & Strategic Partnerships
American Physiological Society
6120 Executive Blvd. Suite 600
Rockville, MD 20852
jwhite@the-aps.org
301.634.7991

Sponsorship Paths

CHAMPION $7,500
The Champion level allows for maximum brand awareness and product education through the presentation of a 45-minute industry workshop and the marketing channels below.

• 6-foot exhibit table
• Sponsor acknowledgment and logo posted in the following materials:
  • IPE conference brochure and webpage
  • Symposium walk-in slide show and on-site signage
• Advertisement on the Journal of Applied Physiology webpages (30-day)
• Distribution of sponsor marketing material at event
• One (1) complimentary conference registration
PROFESSIONAL $3,500
The Professional level allows for sponsor recognition through the presentation of a 45-minute industry workshop and the marketing channels below.

- 6-foot exhibit table
- Sponsor acknowledgment and logo posted in the following materials:
  - IPE conference brochure and webpage
  - Symposium walk-in slide show and on-site signage
- Distribution of sponsor marketing material at event

COMPETITOR $1,500
The Competitor level allows for sponsor recognition using the marketing channels below.

- 6-foot exhibit table
- Sponsor acknowledgment and logo posted in the following materials:
  - IPE conference brochure and webpage
  - Symposium walk-in slide show and on-site signage

OVERVIEW OF INDUSTRY WORKSHOPS
IPE conference workshops provide sponsors the opportunity to present the latest physiology research products to IPE attendees. APS will assist sponsors in the marketing of industry workshops by leveraging conference communication channels, including:

- preconference emails,
- on-site signage, and
- IPE conference web page ads.

Additionally, APS will provide logistical management through audiovisual services and an equipment package including a microphone, video projector and laptop.

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