



DALLAS/FORT WORTH • JULY 24 - 27, 2025

THE NATIONAL

APMA ANNUAL SCIENTIFIC MEETING

Gaylord Texan Resort & Convention Center

Branding Opportunities





Facility Branding at The National

Increase your visibility at the APMA Annual Scientific Meeting (The National) by leveraging exciting branding opportunities. Showcase your brand across the meeting site! The convention center offers prime, high-traffic locations, allowing you to create a lasting impression on attendees throughout the entire event. Take advantage of this unique chance to reach a highly engaged audience and elevate your presence at the conference.

Boost your visibility with:

- Clings
- Wall Graphics
- Cube Signage
- Escalator graphics

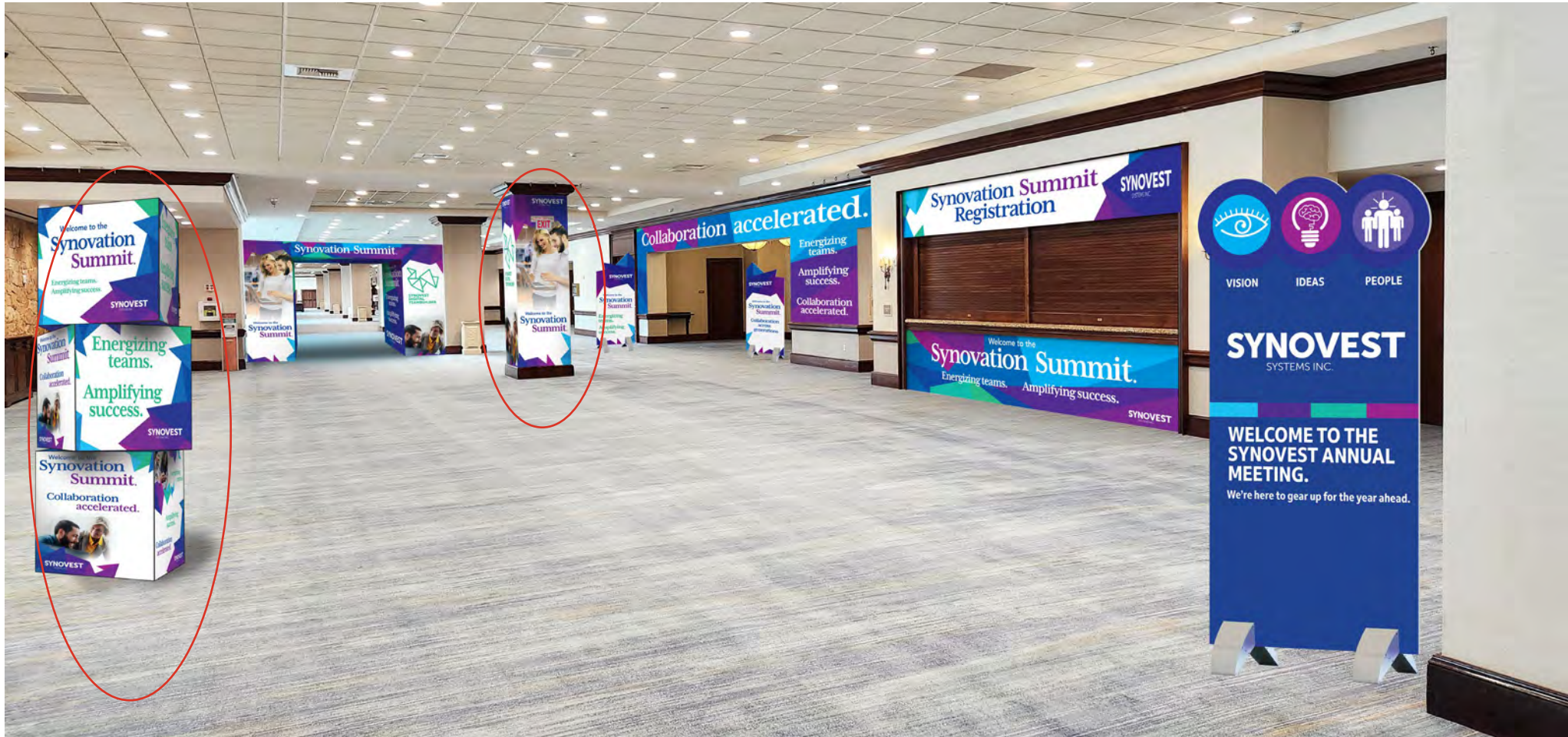
See pages 2-6 for samples, and page 7 for rates.

Ccby Ybhc b'7 enter Bridge Walkway



Place your message in the convention center bridge walkway and you'll capture the attention of attendees as they travel between the hotel and the convention center.

Sample: Cube and Column Wrap



Featuring your message on cubes, 4-sided, stylish column wraps or both guarantees repeated impressions every day.

podEXPO Foyer: Column Wraps



Four sided column wrap

Column C Left-4 sides



Column C Right-4 sides



These columns are located across from the podEXPO (exhibit hall) entrance.

Texas Ballroom Escalator



Stand out in high traffic areas. These escalators and stairs provide access to the education sessions.



RATES

ITEM	LOCATION	PRICE	
Floor Clings (36" x 36")	Longhorn A-C* Foyer	\$ 1,400.00	
	Convention Center Bridge	\$ 1,400.00	
Column Wraps	Longhorn C* Foyer		
		<ul style="list-style-type: none"> • Column 1 • Column 2 	\$ 10,000.00 \$ 10,000.00
Cubes (36")	Longhorn A-C* Foyer or Convention Center Bridge		
		<ul style="list-style-type: none"> • One • Two • Three 	\$6,000.00 \$9,000.00 \$12,000.00
Escalator Clings Exclusive branding (4 panels, 8 clings)	Texas Ballroom Access (route to/from education sessions)	\$18,000.00	
Texas Sidewall Cling	Texas Ballroom Escalator	\$7,500.00	

* podEXPO (exhibit hall) is Longhorn A-C.