



Sponsorship Opportunities

As an exhibitor at the 2006 PAS Annual Meeting, you will have an array of sponsorships to choose from—guaranteeing full recognition and a high profile for your company. Sponsorship creates a unique platform to network with returning PAS attendees and to meet new prospects while enhancing corporate identification to this highly qualified, decision-making audience.

All donations for meeting support, research or education are tax deductible. Sponsorships are on a first-come, first-served basis. To ensure your participation, be sure to secure your sponsorship early—submit the Sponsorship Commitment Form included with this Prospectus to the PAS Program Office today!

If your company is interested in this type of support, please contact PAS Associate Meeting Director, Kathy Cannon, at (281) 419-0052, or email: kathyc@aps-spr.org.

Sponsorship Recognition

As an Exhibitor and Sponsor of the 2006 PAS Annual Meeting, you gain invaluable exposure and high visibility for your products and services. The additional recognition you will receive includes:

- ❖ Announcement at the Societies' Business Meetings and recorded in the minutes
- ❖ Published in the official program, in other publications and on the meeting website
- ❖ Signage at the event
- ❖ Recognition on Sponsorship Roster Panels in the Moscone West Convention Center

Promotional Items

*Denotes First-Right-Of-Refusal

Nursing Mother's Lounge	\$ 5,000	*Prolacta Bioscience
Opening Reception (Saturday)	\$40,000	
Reception Lounges (Sunday-Tuesday)	\$10,000 (per lounge, per day)	
Tote Bags	\$30,000	*Discovery Labs
Official Convention Map	\$20,000	
Internet Cafe	\$20,000	*NovoNordisk
Massage Station	\$20,000	
Abstracts2View™	\$66,000	*Ross Products Division, Abbott Laboratories
Hotel Key Cards	\$10,000	
Shuttle	\$25,000	
Name Badge Cards	\$20,000	
Industry Sponsored Symposia	\$20,000 (Exhibiting Companies)	
	\$25,000 (Non-Exhibiting Companies)	
Advertising/Onsite Program Guide		
Inside Back Cover (Color)	\$ 5,000	
Back Cover (Color)	\$10,000	
Interior/Front Section (Black & White)	\$ 4,000	
Interior/Back Section (Black & White)	\$ 3,000	



Photo courtesy of the San Francisco Convention and Visitors Bureau

Ocean beach stretches for four miles along San Francisco's Great Highway.

Educational/Program Grants

The Pediatric Academic Societies encourage and invite support for the State of the Art Plenary Sessions, Topic Symposia, Hot Topics, Mini Courses and Educational Workshops. Providing an educational grant is an excellent opportunity for your organization to show its commitment to pediatric research. Please take a moment to review the detail of topics that have been selected for the 2006 PAS Annual Meeting found on page 6.

State of the Art Plenary and Topic Symposia

Full Sponsorship	\$12,000
Partial Sponsorship	\$ 6,000

Hot Topics and Mini Courses

Full Sponsorship	\$12,000
Partial Sponsorship	\$ 6,000

Educational Workshops

Partial Sponsorship	\$ 5,000 (single topic)
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**Sign up today to enhance
your visibility and add value
to your presence
at the 2006 PAS Annual Meeting.**

Industry Sponsored Symposia

The PAS is offering Industry Sponsored Symposia (ISS) at the 2006 PAS Annual Meeting. Any exhibitor wishing to hold an outside educational function or social event with an educational component must follow PAS ISS Guidelines. The ISS Application and Guidelines can be found on the PAS website, www.pas-meeting.org. The ISS cost for an exhibiting company is \$20,000; for non-exhibiting companies, the cost is \$25,000. Industry Sponsored Symposia may be held on the following dates and times. There are a total of 8 sessions available:

Date	Session Times	Number of Available Sessions
Saturday, April 29	6:00am-8:00am	2
Sunday, April 30	6:00am-8:00am	2
	7:00pm-9:00pm	2
Monday, May 1	6:00am-8:00am	1
	7:00pm-9:00pm	1

Should you have questions or if you would like to host an ISS, please contact Kathy Cannon at (281) 419-0052 or email: kathyc@aps-spr.org.

Reception Lounges

Sponsor one, two or all three daily Reception Lounges (Sunday-Tuesday/Level 1 only) and have the opportunity to select the premier booth location next to any lounge that you have sponsored. Sponsorship is on a first-come, first-served basis. To ensure your participation in this opportunity, you are encouraged to complete the Sponsorship Commitment Form as soon as possible. To obtain a copy of the Sponsorship Commitment Form, please visit the PAS website, www.pas-meeting.org. Sponsorship for each lounge is \$10,000 per lounge, per day (Sunday-Tuesday/Level 1 only). The Opening Reception is also available for full sponsorship for \$40,000.

Exhibitors may not solicit attendees in the lounges at any time during the exhibit hours. Violation of this policy will prevent your company/organization from participating in future meetings of the PAS.

Advertising/Onsite Program Guide

Increase your company's exposure by placing a full page ad in the 2006 PAS Onsite Program Guide, which distributes to over 6,500 meeting attendees. Ads must be produced in MacIntosh-based or compatible programs. For further information on this opportunity, please visit the PAS website, www.pas-meeting.org. Space reservations close January 16, 2006.

Seated Massage Stations

The Ultimate Traffic Builder!

PAS is offering exclusive sponsorship of the extremely popular Seated Massage Station at the upcoming 2006 PAS Annual Meeting. Collect qualified leads as prospects seek out your booth asking for vouchers to be redeemed for a great massage. The seated massage relaxation station is an excellent generator of booth traffic and good will. Prominent signage announces your Corporate Sponsorship, and you may provide signature clothing, such as polo shirts, that the team will wear. Team-certified, professional massage therapists wearing the sponsor's logo apparel will be located in or near the Exhibit Hall during all show hours.

If you have seen this sponsorship in action at one of hundreds of conferences each year, you know how incredibly popular it is and the tremendous amount of traffic it will bring to your exhibit. Exclusive sponsorship is \$20,000.

Attendee Raffle

A raffle will be held each exhibit day for various prizes. Attendees may pick up a raffle ticket at any of the raffle stations, the PAS Meeting Registration Desk and the PAS Information Desk. Tickets must be stamped at all four raffle stations in the Exhibit Halls. Winners will be posted each day at the PAS Resource Center and the PAS Information Desk.

Exhibitor Raffle

The PAS will allow exhibitors to sponsor their own raffles within the confinement of their exhibit booths. Raffle Approval Forms must be sent to the PAS Exposition Office by March 1, 2006. The approval form is included with this Prospectus.



Dragon-crested gate at Grant Avenue and Bush Street in Chinatown.

Photo courtesy of the San Francisco Convention and Visitors Bureau



Marketing Opportunities

The Pediatric Academic Societies can assist you in promoting your product by reaching a diverse market of pediatric professionals.

Website Listing

The PAS will promote the 2006 PAS Annual Meeting on its website (www.pas-meeting.org). Included in this promotion will be a listing of each exhibiting company's product description. This service provides your company more exposure. Please complete the product listing form by the deadline of March 13, 2006, if you wish to take advantage of this marketing opportunity. The listing will be posted for one year following the 2006 PAS Annual Meeting. Including an internet address in your product listing will enable a hyperlink from the listing to the web address.

Hotel Room Drops

The PAS will permit hotel room drops as a convenient, inexpensive and highly visible way to distribute materials to attendees. Further information on this marketing opportunity will be available in the Exhibitor Service Manual to be received in February 2006.

See pages 10 & 11 for opportunities to increase your company's visibility

Lead Retrieval System

A lead processing system will be available for rental by exhibitors. Forms and detailed information will be included in the Exhibitor Service Manual.

Registrant List

Pre-show mailings increase booth traffic and exposure of your company's products and services. To assist you in reaching this goal, a registrant list for the PAS pre-registrants (approximately 3,500) will be made available to contracted exhibitors at no cost. Please complete the Advanced Attendee Registrant List Form and return the form to the PAS Exposition Office by March 27, 2006, if you wish to receive the list in time for your mailing. Lists will be sent out in an electronic format (Microsoft™ Excel spreadsheet) the week of March 27, 2006.

If you request a pre-registration list, the PAS does require that your promotional piece be approved before it is mailed to the registrants. Please send your promotional proofs to the PAS Exposition Office together with your completed Advanced Attendee Registrant List Form. Material mailings must be used in the promotion solely for the purpose of inviting attendees to your booth. Product information and company logos are allowed. All promotional materials that include product information must have FDA approval. Products or equipment that have not received FDA approval cannot be promoted through this mailing. Lists are for one-time use only. Any duplication of the list will be a direct violation of PAS policy and the exhibitor will be prohibited from future participation of PAS meetings and exhibitions.

The PAS does not allow non-exhibiting companies access to mailing lists of attendees. A mailing list of all PAS registrants will be available after the meeting to participating exhibitors who complete and return the 2006 PAS Annual Meeting Exhibitor Evaluation Form.








Photo courtesy of the San Francisco Convention and Visitors Bureau

The Haight-Ashbury district is one of the most diverse areas of the city and contains the former residences of many famous musicians, Janis Joplin to name but one.

Use of the Pediatric Academic Societies' Name, Insignia, Logo or Acronym

(PAS, APS, SPR, APA or AAP)

The Pediatric Academic Societies' name, insignia, logo and acronym are proprietary marks and may not be used in signs, advertising or promotions in any media or on descriptive product literature either inside or outside the exhibit area.

This rule applies before, after and/or during the meeting, unless prior approval has been received from the PAS Exposition Manager.

The Deadline for the Registrant List Form is March 27, 2006