



Sponsorship *Opportunities*

May 5–8, 2007



Jointly Sponsored by:

- American Pediatric Society
- Society for Pediatric Research
- Ambulatory Pediatric Association
- American Academy of Pediatrics

In Cooperation with:

The Center for Continuing Education
Tulane University Health Sciences

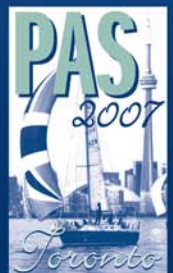


Table of Contents

Profile of PAS Attendees	4
Sponsorship Information	5
Sponsorship Opportunities	7
Advertising Information	10
State of the Art Plenary	11
Topic Symposia	11
Mini Courses	12
Hot Topics	12
Educational Workshops	12
Future PAS Meetings	13

Pediatric Academic Societies' Annual Meeting

May 5-8, 2007 • Toronto, Canada

The Pediatric Academic Societies' Annual Meeting offers a number of options for industry to manifest its support for pediatric medicine and to become visible to the clinical, research and teaching communities. Don't miss this opportunity to promote your venue or services by taking advantage of the sponsorship opportunities outlined within this brochure. All donations for conference support, research or education are tax deductible and acknowledgment of industry support is well publicized as listed below.

- **Signage at a sponsored event**
- **Inclusion in sponsor list, main conference area**
- **Recognition in the final printed program**
- **Recognition in our annual report**
- **Website recognition with link to sponsor's home page**
- **Inclusion on a sponsor recognition page of the APS, SPR, APA and AAP newsletters**

To become a sponsor or for more information contact Kathy Cannon, PAS Associate Meeting Director 281-419-0052 or via email at kathyc@aps-spr.org.

**We look forward to seeing you in Toronto
and thank you for your continued support!**

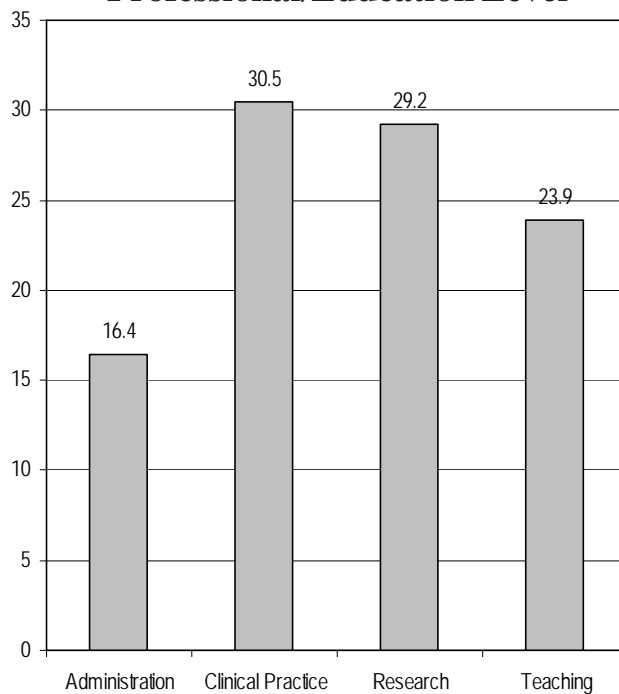
Profile of PAS Attendees

Annual Meeting Demographics:

Attendance Figures

	2006	2005	2004
Members/Guests	4,417	4,157	4,349
Trainees	1,499	1,501	1,341
Allied Health Professionals	209	177	172
Exhibitor Staff	968	846	781

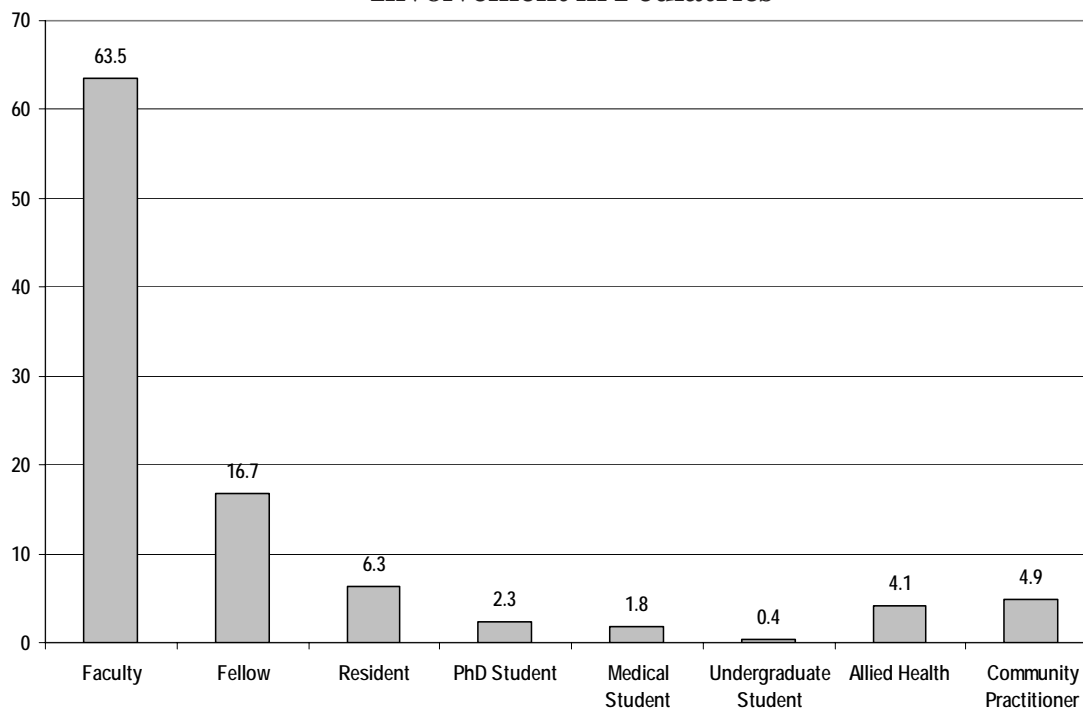
Professional/Education Level



2006 PAS Annual Meeting Attendance

5086	1039	6125
Domestic	Non U.S.	Non-Exhibitor

Involvement in Pediatrics



Sponsorship Information

The Pediatric Academic Societies (PAS) partners, members and other organizations in all aspects of pediatric academic and research will gather once again for the world's largest gathering of pediatric research and academicians. These distinguished individuals represent significant opportunities for marketing, promotion, collaboration, investigation, camaraderie's and social interaction. We recognize the significant role the contributions of corporate partners and companion organizations play in achieving PAS objectives and in ensuring the success of our annual meeting; the PAS cordially invites you to strongly consider the variety of different opportunities for additional exposure for your company or organization.

NEW!

PhRMA Code, OIG Guidance, and Canada's Rx&D Code of Conduct

All pharmaceutical companies must adhere to the Pharmaceutical Research and Manufacturers of America (PhRMA) Code. Office of the Inspector General (OIG) Guidance, and Canada's Research-Based Pharmaceutical Companies Rx&D Code of Conduct and can assist companies with compliance. PAS recommends that for the 2007 PAS Annual Meeting, all exhibitors, and especially those who have pharmaceutical products, review information regarding the Rx&D Code of Conduct and abide by the policies outlined therein. For more information, please visit Canada's Research-Based Pharmaceutical Companies' website, www.canadapharma.org, or contact your Canadian counterpart.

Special Note to Pharmaceutical Companies: Canada is recognized as having strict regulations in the pharmaceutical industry. If a pharmaceutical company is conducting business in a foreign country, it is their responsibility to educate themselves and adhere to Canadian industry standards. The entire Rx&D Code of Conduct can be found on Canada's Research-Based Pharmaceutical Companies' website, www.canadapharma.org along with examples of service-oriented items that have been accepted and unaccepted under this code. It is the Pharmaceuticals responsibility to adhere to all guidelines. The PAS is not responsible for non-adherence to the Code of Conduct.

Working with Third Party Vendors

Often times, a corporate partner will designate an advertising firm, communications company, or other third party vendor to act on their behalf in coordinating aspects of their sponsorship of an PAS program or activity. In all cases, the PAS prefers working directly with the corporate partner in question, but will work with a third party vendor if the following conditions are agreed to:

- Initial contact must occur between the corporate partner and the PAS. The PAS will not respond to initial inquiries from the third party vendors that claim to be acting on behalf of corporate sponsors. When a corporate partner is interest in sponsoring a PAS program or activity, all communications leading up to the confirmation of the sponsorship must occur exclusively between the PAS and the corporate sponsor.
- **Once the authorized representative of the company has confirmed the sponsorship in writing, the corporate partner must provide the PAS with the name and contact information of the third party vendor in writing. The name of the one contact at the third party vendor is preferred, and all subsequent communications between the PAS and the third party vendor will be funneled through that person.**
- All subsequent communications and correspondence between the PAS and the third party vendor must be copied to the original representative at the corporate partner.
- In its role as an accredited provider of CME through Tulane University, the PAS must retain final control and authority over all Annual Meeting programs and activities.
- Representatives of third party vendors will inform and obtain the approval from the PAS before arranging for or engaging in any activities associated with the sponsored program or activity.

Overview

The PAS provides many opportunities for organizations to participate in its Annual Meeting through sponsorship of educational sessions or activities. By providing funds in the form of unrestricted grants, organizations can have their names and, in some cases their product, associated with a wide variety of Annual Meeting sessions and activities, thereby increasing their exposure to PAS participants. This type of sponsorship enables the PAS to reduce a number of significant costs and provides for a more economical conference to the participant.

Policy on Industry Sponsored Symposia (ISS)

The PAS will again host Industry Satellite Symposia during the PAS Annual Meeting. Procedures and applications are on the PAS website at www.pas-meeting.org. Policies and procedures outlined represent the only acceptable method for the provision of educational sessions at the PAS Annual Meeting. Satellite sessions, or those planned without the input or invitation of the PAS, or other official PAS alliances are not permitted at the Annual Meeting. The PAS will provide no time frame or space for such functions to occur before, during, or after the PAS Annual Meeting. Violation of this policy could affect your participation on any or all levels at future PAS meetings.

Recognition of Educational Session Sponsors

Sponsors of educational sessions are recognized in several ways. Acknowledgements are included in all promotional materials associated with the meeting, including placement of the sponsor name (through the phrase, "Supported through an unrestricted educational grant from [Sponsor Name]") with the session's listing within the final program. The printed program is mailed in advance of the meetings to more than 6,000-targeted attendees, and is used extensively by participants as they plan their itinerary. Acknowledgements are repeated in signage outside the meeting rooms, sponsorship honor roll banners, recognition in the annual reports of each of societies, Inclusion on the sponsor recognition page of newsletters and the PAS website. In keeping with the ACCME and AMA standards, no product-specific advertisements or product-promotion materials are permitted in any educational session or sponsor advertising of sponsored sessions. Also, please note that PAS does not make special arrangements for meeting registration or hotel reservations for sponsors of educational sessions, and all sponsor or third party representatives must register through the exhibitor registration process or the normal meeting registration process to be present.

The Pediatric Academic Societies do not endorse specific products and do not suggest that one product is superior over another. Further, the PAS must remain at "arms length" from product information to prevent implied endorsement.

Please feel free to contact the Kathy Cannon at the PAS Program Office should you have any questions email: kathyc@aps-spr.org or call 281-419-0052.

Sponsorship Opportunities

Abstracts2View™, Abstracts on-line, and Abstract Archiving

All submitted abstracts for the 2007 PAS Meeting will be made available on the PAS Website two months prior to the Annual Meeting and for one year following the Conference. In addition, 2000-2006 PAS abstracts will be made available on the PAS Website. Attendees can only get the CD by visiting the Sponsors booth.

Recognition: Corporate Logo on opening and closing screens of the program and acknowledgement in final Program, signage at the convention center, and website.

Full Sponsorship *Sold to Ross Products Division*

Coffee Break (Welcome Sunshine)

Opening Day Coffee/Breakfast snacks in the Registration Lobby. (Saturday)

Recognition: Signage on the serving tables will include the sponsors name. Acknowledgement in final Program, signage at the convention center, and website.

Sold to Department of Pediatrics, The Hospital for Sick Children/University of Toronto

Coffee Breaks (4 available)

Coffee Breaks will be located in the pre-function areas.

Recognition: Signage at service table will acknowledge sponsor. Acknowledgement in final Program, signage at the convention center, and website.

Full Sponsorship **\$10,000 each**

Educational/Program Grants

Over 150 sessions available for sponsorship

Recognition: Acknowledgement in program guide, signage/banners, website and a signage at the session.

State-of-the Art, Topic Symposia, Hot Topics, Mini Courses

Full Sponsorship **\$12,000**

Partial Sponsorship **\$6,000**

Educational Workshops

Full Sponsorship Single Topic **\$5,000**

PAS Travel Grants

The Pediatric Academic Societies will award travel grants in the amount of \$500 plus complimentary meeting registration to attend the PAS Annual Meeting. Travel grants are possible to runner-ups among the SPR House Officer, Fellow's Basic, Fellow's Clinical, and Richard D. Rowe Award categories only. Indicate your interest by checking the PAS Travel Grant box in the online submission program when applying for one of those awards. Up to 70 travel grants awarded in 2006. Sponsors of Grant program receive the same recognition as all sponsors as well as a list of awardees that are sponsored by your generous contribution.

Amount Varies – please specify on commitment form

Exhibit Guide Belly Band

Belly Band for Exhibit Guide provided to all attendees.

Recognition: Advertisement inside front cover and acknowledgement on outside cover. Acknowledgement in final Program, signage at the convention center, and website.

Full Sponsorship **\$15,000**

Sponsorship Opportunities

Continued

Exhibit Guide ad

Recognition: Advertisement inside front cover and acknowledgement on outside cover. Acknowledgement in final Program, signage at the convention center, and website.

Full Sponsorship \$10,000

Hotel Key Cards

We are offering an exclusive sponsorship for Hotel Key Cards for attendees to carry around the message your company is trying to send.

Recognition: Logo and message on Hotel Key Card given to attendees staying at the several hotels in the meeting block. Acknowledgement in final programs, signage/banners and website.

Full Sponsorship *Sold to University of Minnesota Children's Hospital*

Internet Café/Cyber Café

Provide email and World Wide Web access for meeting attendees. Over 30 computers will be highly used in a common area within the convention center. Internet Café will remain open and highly visible and fully operational for the full duration of the meeting. Cyber Café will be located in the Exhibit Hall for added exposure.

Recognition: Corporate logo screen savers (to be provided by the sponsor) on all computer screens, acknowledgement on banner hanging over the area, signage at the location of each computer, acknowledgement in final program and website.

Full sponsorship *Sold to Novo Nordisk, Inc.*

Massage Station

We are offering exclusive sponsorship of the extremely popular Seated Massage Station. Team certified, professional massage therapists wearing the sponsor's logo apparel, will be located in the exhibit hall during show hours or in a common area in the convention center during non-show hours. If you have seen this sponsorship in action at one of hundreds of conferences each year, you know how popular it is and the tremendous amount of traffic it will bring. Provide attendees that visit your booth a "ticket" for a free massage. Sponsors make the decision as to whether they would prefer to offer tickets or not.

Recognition: Signage at the location of the station, final program, website and listed on the sponsor banner hanging in the common area of the convention center.

Full Sponsorship \$25,000

Meeting at a Glance

Pocket size program that every attendee will receive.

Recognition: Advertisement in the inside cover and acknowledgement on front cover.

Full Sponsorship *Sold to Genentech Inc.*

Nursing Mother's Lounge

A lounge to be set up for nursing mothers for privacy. Sponsor may provide literature in the lounge.

Recognition: Corporate name on sign in lounge as well as acknowledgement in final programs, signage/banners and website.

Full Sponsorship *Sold to Amerifit Nutrition*

Sponsorship Opportunities

Continued

PAS 2007 Highlights on CD

The Highlights CD comprises selected content from the PAS 2007 Annual Meeting, providing an enduring educational product that synchronizes slides with audio, enabling those viewing the presentations to immerse themselves in the content with an optimal learning experience. Your support ensures these educational offerings reach as many physicians and other interested healthcare professionals as possible.

Recognition: 5000 CDs will be produced containing selected educational content with your corporate recognition on the packaging, CD, and on the CD interface. A letter of recognition from PAS of the support will also be included with the CDs when they are mailed. As the supporter, you are welcome to send invitations to the PAS attendees pre-meeting, inviting the attendees to stop by your booth to sign up to receive a complimentary CD. The CDs will be shipped to all physicians who visited your booth, plus all registrants after the meeting. Supporting this new opportunity will give your company great face-to-face time with physicians, multiple impressions before, during and after the meeting, as well as incredible visibility and recognition for supporting cutting-edge educational content.

Full sponsorship \$55,000

PAS Meeting Shuttle Service

Courtesy shuttle bus service to and from the Convention Center from major hotels. This service will be used by 50% of the Meeting attendees.

Recognition: Corporate name, logo and product identification in each bus front window, at bus stops and on the bus schedule that is available to all attendees.

All Shuttles
\$30,000

Presidential Reception Dessert Bar

Presidential Reception on Saturday. This reception is for the 4 President's from the APS, SPR, APA and AAP.

Recognition: Signage at the service area will indicate your sponsorship.

Full Sponsorship
\$5,000

Reception Lounge Sponsorships

Provide complimentary beverages/snacks in the Reception lounges during the exhibit hours. Three locations throughout the exhibit floor.

Recognition: Corporate name on sign in the Exhibit Hall and each lounge as well as acknowledgement in the final program, website and listed on the sponsor banner hanging in the common area of the convention center.

Opening Reception (Exclusive) \$40,000
Opening Reception (Co-sponsor) \$20,000
Lounge #1/Each Day \$15,000
Lounge #2/Each Day \$15,000
Exclusive one day two lounges \$25,000

Tote Bags

Meeting attendees receive tote bags upon arrival at the convention center. Corporate Logo/Company name on one side of the bag.

Recognition: Acknowledgement in final programs, signage/banners and website.

Full Sponsorship **Sold to Dey LP**

Advertising Opportunities

Commitment Deadline: January 17, 2007

Payment Deadline: February 16, 2007

Media Receipt Deadline: March 1, 2007

Ad Placement

Cover – Full Page, 4 color process

Inside Back Cover \$6,000

Outside Back Cover \$11,000

Interior Page – Full Page, 4 color process

Front Section \$5,000

Back Section \$4,000

Ad Dimensions

Full Page (Bleed): 8 ¾ x 11 ¼ Trim size: 8 ½ x 11

Full Page (No Bleed): 7 ½ x 10

Mechanical Specifications

Ads must be produced in Macintosh based or compatible programs. We prefer files to be in EPS format—created in Illustrator, FreeHand or Photoshop—with all type converted to paths (or outlines).

Ads can be submitted in QuarkXpress for the Mac, with all fonts and linked images included. We will accept ads produced in PC based programs (such as Corel Draw) if saved in EPS format and all type converted to paths. We will accept PDF files created using Adobe Distiller. PDF files must be CMYK (not RGB) with all fonts embedded and be press ready. Photos submitted electronically must be 300 dpi at the size to be printed or larger.

Accepted Media

CD or DVD. Mail disk and hard copy to: Lori Short, Champions Printing and Publishing, 6608 FM 1960 West, Suite G, Houston, TX 77069. Ads under 2 MB in size may be emailed to: lori@championsprinting.com. Please indicate PAS Ad in the subject line. A hard copy print out is required with all electronic ads.

All media must be received by Champions Printing & Publishing no later than March 1, 2007.

Application form and guidelines are on the PAS website:

www.pas-meeting.org

For any questions regarding these specifications, please call: Lori Short, Creative Director, Champions Printing & Publishing, Inc. at 281-583-7661. Please be sure to reference the PAS Annual Meeting during all communications with the publisher.

Door Drop

What is a Door Drop?

A convenient marketing tool that delivers your Industry Satellite Symposium announcement directly to the hotel rooms of attendees. Door Drops are a very effective way of reaching your attendees and giving them an opportunity to plan which events to attend.

Who is Convention Communications?

Convention Communications is the leading provider of Door Drop services. Hotel marketing is our only business.

How does Convention Communications operate?

We work with the show hotels to have your materials delivered to the hotel room door of each guest registered under the room block.

Do we need approval from show management to do a Door Drop?

Yes. You must email your request to kathyc@aps-spr.org by April 12, 2007.

Why should I work with Convention Communications instead of contacting the hotels myself?

PAS has designated Convention Communications as the exclusive provider of Door Drop services. Instead of having to coordinate all the details with many hotels, you work only with us. Convention Communications does all of the legwork.

Will Convention Communications save my company money?

Because we work with several sponsors and exhibitors, we are able to combine all Door Drop items in a single door-hanger bag. You will pay quite a bit less to have us do everything than if you made all the arrangements, shipped materials and cut checks to the all the hotels yourself!

How do I work with Convention Communications?

Call Tom Marshall at (513) 934-3700 to discuss your requirements, or email to tom@doordrop.com

Convention Communication will:

- Coordinate logistics with each hotel.
- Deliver your materials to each hotel.
- Be on-site to ensure that your literature is distributed on schedule.

Your materials will be delivered on Saturday night, May 5, 2007 to attendees' rooms of the Toronto hotels affiliated with the PAS 2007 Annual Meeting.

Details:

8 Hotels Call for Details*

* Pricing for a single item. Over 2.0 ounces additional.

Deadline for Approval Request: **April 12, 2007**

Deadline for Materials: **April 25, 2007**

tel. (513) 934-3700 • fax (253) 550-1668

Convention

Communications

State of the Art Plenary

- Balancing Regulation with the Need for Research in Children
- Filling in the Gaps in Pediatric Drug Therapy Under the Best Pharmaceuticals for Children Act: The Example of Antihypertensive Medications
- From Health Services Research to Public Policy
- Global Priorities for Childhood Disease Control
- Making and Fixing the Lung: New Insights into Lung Development, Injury and Repair
- Premature Immunity
- Ventilator Induced Lung Injury (VILI) in the NICU and PICU

Topic Symposia

- Acute and Chronic Pulmonary Complications in Children with Sickle Cell Disease
- Cesarean Delivery and Its Impact on Neonatal Outcome
- Diagnosis and Rx of Bone Disorders in Childhood and Adolescence
- Diarrhea: Congenital Disorders, Therapeutics and Relation to Chronic GI Disease
- Heart Failure-Clinical, Molecular and Therapeutic Aspects
- Hot Topics in Vaccines 2007
- Infant Feeding: Initiation, Problems, Approaches
- Infectious Complications After Renal Transplant
- Innovative Solutions to the Leading Causes of Morbidity and Mortality for Children in Developing Countries
- Ischemic Preconditioning
- Mechanism and Management of Dyslipidemia in Children and Adolescents
- Mechanisms and Management of Co-morbidities of T2DM in Children and Adolescents
- Models for Improving Pediatric Oncology and Tertiary Care in the Developing World
- New Insights into Thyroid Disorders
- New Themes in Neonatal Neurology
- New Therapies and Preventive Approaches for Necrotizing Enterocolitis
- New/Emerging Therapies for T1 DM - Drugs, Devices and Delivery
- Obesity: Volitional Versus Non-volitional Physical Activity and (Lack of) Weight Gain
- Pediatric Hospitalists: The State of the Union
- Population Genomics in Pediatric Diseases: State of the Art
- Preventing Child Abuse: Is There Evidence that Anything Really Works?
- Probiotics: Mechanisms of Action, Current Research and Application for Pediatric Disease

- Recommendations and Implementation of the IOM Report—"Emergency Care for Children: Growing Pains"
- Severe BPD: Persistent Problems, New Approaches
- Sleep Disordered Breathing in Children
- The Role of Health Information Technology in Child Health, Patient Safety and Quality of Care
- The Validity of Biomarkers in Predicting Neonatal Outcome
- Update on Blood Banking and Blood Pathogens

Mini Courses

- Advocacy Training Initiative
- Ambulatory Blood Pressure Monitoring in Children: Do We Really Know What We Are Doing?
- Current Fungal Epidemiology, Pathogenesis and Diagnosis in Neonates and Children
- Current Status of the Medical Home for Children with Special Health Care Needs
- Disaster Preparedness: A Paradigm for Survival
- Early Life Predictors of Childhood of Adolescent Metabolic Phenotype
- Eating Disorders in Adolescents: Just Dieting or Cause for Concern?
- How IUGR and Macrosomia Produce Later Life Obesity, Insulin Resistance and Type 2 Diabetes, Despite Different Beginning Phenotypes
- Immunotherapy for Children with Cancer
- Individual, Family, School, Community and Health System Approaches to Childhood Obesity: A Comprehensive Plan
- New Antimicrobials
- Pediatric Fellowships — Assessing and Documenting Scholarship and Clinical Competency
- Pediatric Subspecialty Fellows as Teachers — Design and Implementation of an Effective Curriculum
- Update in Adolescent Medicine: Current Issues in Gynecology and Psychopharmacology
- Update on the Use of IVIG in Immunodeficiency, Infectious Diseases and Autoimmunity, Including Subcutaneous IG

Hot Topics

- Influenza Pandemic Issues
- Premature Brain Injury: Unique Patterns, Outcomes and Mechanisms
- Preterm Resuscitation: Present Knowledge and an Agenda for the Future
- The Use of Telemedicine to Improve the Quality of Care Provided to Pediatric Patients in a Variety of Outpatient and Inpatient Settings

Workshops

Check the www.pas-meeting.org in November for the complete list.

Future PAS Meetings

Honolulu, Hawaii



May 3–6
2008

Pediatric Academic Societies Program Office

3400 Research Forest Drive, Suite B7
The Woodlands, TX 77381
(281) 419-0052 • Fax (281) 419-0082
www.pas-meeting.org
E-mail: info@pas-meeting.org



Baltimore, Maryland

May 2–5
2009