

PAS
2009



SPONSORSHIP OPPORTUNITIES
MAY 2 - 5, 2009 ~ BALTIMORE, MARYLAND

Jointly Sponsored By: American Pediatric Society • Society for Pediatric Research
Academic Pediatric Society • American Academy of Pediatrics

In Cooperation With The Center for Continuing Education, Tulane University Health Sciences

BALTIMORE



TABLE OF CONTENTS

PROFILE OF PAS ATTENDEES.....	PAGE 3-4
SPONSORSHIP INFORMATION.....	PAGE 5 - 6
SPONSORSHIP OPPORTUNITIES.....	PAGES 7 - 10
ADVERTISING INFORMATION.....	PAGES 11-12
HOTEL DOOR DROP INFORMATION.....	PAGE 13
FUTURE PAS MEETINGS.....	PAGE 14



PEDIATRIC ACADEMIC SOCIETIES ANNUAL MEETING
MAY 2-5, 2009 • BALTIMORE, MARYLAND



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 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 Baltimore and thank you for your continued support!

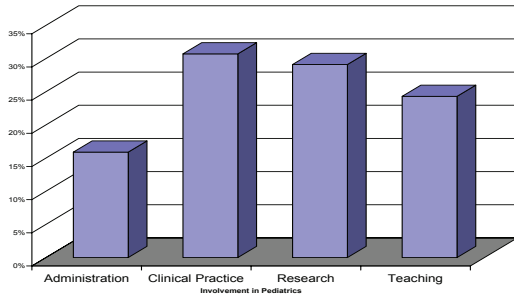


PROFILE OF ATTENDEES



Annual Meeting Demographics:

Involvement in Pediatrics



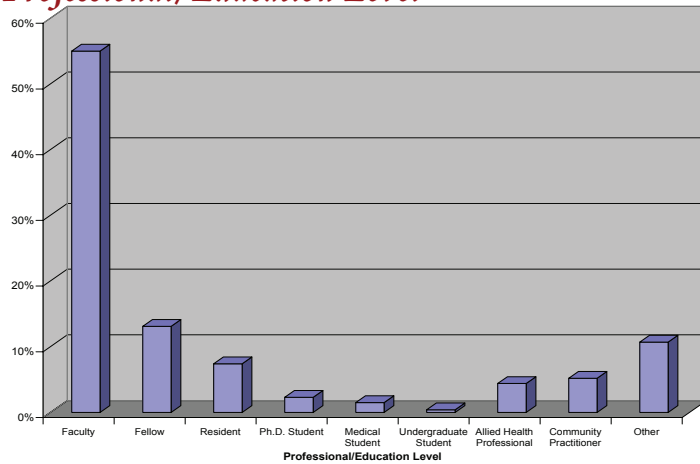
Attendance Figures

	2008	2007	2006
Members/Guests.....	4,324	4,745	4,417
Trainees.....	1,419	1,665	1,499
Allied Health Professionals...	211	238	205
Exhibitor Staff.....	683	837	968

2008 PAS Annual Meeting Attendance

Domestic	Non U.S.	Non-Exhibitor
4,324	1,380	5,704

Professional/Education Level



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, 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.

Working with Third Party Vendors

Often times, a corporate sponsor 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 interested 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 Sponsored Symposia during the PAS Annual Meeting. Guidelines and the application 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 or any or all levels at future PAS meetings.

*Please visit the PAS website for guidelines and application form.
Deadline for submission is December 15, 2008.*

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 conference 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 their annual reports of each of the 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 Kathy Cannon at the PAS Program Office should you have any questions at email: kathyc@aps-spr.org or call 281-419-0052

SPONSORSHIP OPPORTUNITIES...



Abstracts 2View, Abstracts on-line and Abstract Archiving

All submitted abstracts for the **2009 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, 2000-2008 PAS abstracts will be made available on the website. Attendees can only get the CD by visiting the Marathon Multimedia Booth located in the Registration area.

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

Full Sponsorship.....\$82,000

Coffee Breaks (4 available)

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

Recognition: Signage at service tables will acknowledge sponsor. Acknowledgement in final Program, signage at the convention center and on the PAS Website.

Full Sponsorship.....\$12,000

Exhibit Guide Ad

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

Full Sponsorship.....\$8,000

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 on the PAS Website.

Full Sponsorship.....\$25,000

Internet Café

Provide email and World Wide Web access for meeting attendees. Over 20 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.

Recognition: Corporate logo screen savers (to be provided by the sponsor) on all computer screens, acknowledgement in final Program and website.

Full Sponsorship.....\$30,000

SPONSORSHIP OPPORTUNITIES...



NEW Cyber Café (Exhibit Hall location)

Provide email and World Wide Web access for meeting attendees. Over 20 computers will be highly used in the Exhibit Hall within the convention center.

Recognition: Corporate logo screen savers (to be provided by the sponsor) on all computer screens, acknowledgement in final Program and website.

Full Sponsorship.....\$30,000

NEW Reusable Water Bottles

Sponsor a reusable water bottle that will be distributed at registration so that all attendees can stay focused and refreshed. Your company's logo will be on each water bottle so attendees know you are assisting in our "Green" efforts.

Recognition: Corporate logo screen savers (to be provided by the sponsor) on all computer screens, acknowledgement in final Program and website.

Full Sponsorship.....\$30,000

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.....\$15,000

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 Program, signage/banners and on the PAS Website.

Full Sponsorship.....\$7,000

PAS 2009 Highlights on CD

The Highlights CD comprises selected content from the PAS 2009 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 CD's 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 CD's 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 CD's 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

SPONSORSHIP OPPORTUNITIES...



PAS Meeting Shuttle Service

Courtesy shuttle bus service to and from the Convention Center from major hotels. This service will be used by 70% 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.....\$50,000

President's Reception

Presidential Reception on Saturday, May 2. 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.....\$10,000

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.....\$35,000

Coat Check

Hosting this highly-visible, highly utilized service is a great benefit for attendees and is greatly appreciated.

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

Full Sponsorship.....\$5,000

Exhibit Hall Receptions

Three Receptions are available for sponsorship in the exhibit hall.

Recognition: Acknowledgement in final program, signage/banners and website. Signage to be placed throughout the exhibit hall.

Full Sponsorship.....\$20,000 - \$40,000

Lanyards

Every attendee will receive a name badge cord at registration. Sponsor company or product logo will appear on the lanyard.

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

Full Sponsorship.....\$25,000

SPONSORSHIP OPPORTUNITIES...



NEW DOOR DROP BAGS

We are offering an exclusive sponsorship for Hotel Door Drop Bags that will be used for door drops to all attendees hotel rooms on Saturday night of the PAS meeting. Includes one promotional piece provided by the sponsor

-
Recognition: Recognition: Corporate Logo on Bag and acknowledgement in final Program, signage at the convention center and on the PAS Website.

Full Sponsorship.....\$18,000

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

Please refer to the PAS website for Descriptions and speaker information for all educational sessions

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 2008. 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.

ADVERTISING GUIDELINES
MAY 2-5, 2009 • BALTIMORE, MARYLAND



Increase your company's exposure by placing a full page ad in the PAS Program Guide which distributes to over 6,000 meeting attendees.

Commitment Deadline: January 16, 2009 • Payment Deadline: February 16, 2009 •

Media Receipt Deadline: March 2, 2009

Ad Placement

Cover – Full Page, 4 color process		Interior Page – Full Page, 4 color process	
Inside Back Cover	\$6,000	Front Section	\$5,000
Outside Back Cover	\$11,000	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 will accept print-quality PDF files created using Adobe Distiller. PDF files must be CMYK (not RGB) with all fonts embedded and be press ready.

We can accept files in EPS format – created in an Adobe CS program - Illustrator, InDesign or Photoshop – with all type converted to paths (or outlines). We will accept ads produced in PC based programs (such as Corel Draw) if saved in EPS format and all type converted to paths.

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 2, 2009**

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.

ADVERTISING AGREEMENT FORM

MAY 2-5, 2009 • BALTIMORE, MARYLAND



Commitment Deadline: January 16, 2009 • Payment Deadline: February 16, 2009 • Media Receipt Deadline: March 2, 2009	
Company Information	
Please refer to guidelines for complete application requirements.	
Company/Organization Name	
Company/Organization Representative Name	
Address	
City, State, Zip	
Phone	
Fax	
Email	
Signature of Company/Organization Representative	

Ad Information			
All ads are Full Page			
Desired Placement		Interior Page Front Section – \$5,000 Full Color	Interior Page Back Section – \$4,000 Full Color
Desired Placement		Inside Back Cover - \$6,000 Full Color	Outside Back Cover - \$11,000
Ad Dimen- sions		Full Page (Bleed): 8 ¾ x 11 ¼ Trim size: 8 ½ x 11	Full Page (No Bleed): 7 1/2 x 10

Payment					
Please refer to guidelines for further requirements. Please make checks payable to the: Pediatric Academic Societies					
Amount Paid: \$					
Check Enclosed – Check #					
Credit Card		Master Card		Visa	American Express
Card Number:				Expiration Date:	
Card Holder Name (Print):					
Card Holder Signature:					

Send completed form and payment to:

PAS Program Advertising, c/o Kathy Cannon, 3400 Research Forest Drive, The Woodlands, TX 77381

All artwork and media should be sent to Champions Printing & Publishing, Inc. according to the instructions in the guidelines. All media must be received by Champions Printing & Publishing no later than **March 2, 2009**.

HOTEL DOOR DROPS



Convention
Communications

What is 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 13, 2009.

Why should I work with Convention Communications instead of contracting 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?

Yes. Because we work with several sponsors and exhibitors, we are able to combine all Door Drop items in a single door-hanging 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 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 Communications will:

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

Your materials will be delivered on Saturday, May 2, 2009 to attendees' rooms of the Baltimore hotels affiliated with the **PAS 2009 Annual Meeting**.



FUTURE PAS MEETINGS...

2010



VANCOUVER, CANADA
MAY 5-8, 2010

PEDIATRIC ACADEMIC SOCIETIES' PROGRAM OFFICE

3400 RESEARCH FOREST DRIVE, SUITE B-7

THE WOODLANDS, TEXAS 77381

(281) 419-0052 – (281) 419-0082

WWW.PAS-MEETING.ORG

EMAIL: INFO@PAS-MEETING.ORG

2011



DENVER, COLORADO
APRIL 30-MAY 3, 2011