



# INVITATION

TO EXHIBIT

VANCOUVER  
 PAS 2010

# INVITATION

TO EXHIBIT



Photo Credit: Tourism Vancouver

## Welcome PAS Prospective Exhibitor

The PAS Annual Meeting is the largest and most prestigious meeting dedicated to pediatric research and education in the world bringing together physicians with expertise in all areas of pediatrics.

The Pediatric Academic Societies (PAS) — the American Pediatric Society, Society for Pediatric Research, Academic Pediatric Association and the American Academy of Pediatrics — invite you to exhibit at the 2010 PAS Annual Meeting to be held May 1–4 in Vancouver, BC. The PAS also welcomes the American Society of Pediatric Nephrology (ASPN) and the Lawson Wilkins Pediatric Endocrine Society (LWPES) who will meet concurrently with joint programming and exhibits with the PAS in the Vancouver Convention Centre.

*Also, celebrating the Academic Pediatric Association's 50<sup>th</sup> Anniversary!*



**SPOTLIGHT** your product and services reaching 6,000 pediatric health care providers, giving you the opportunity to meet the decision makers from major medical schools, teaching hospitals, institutes and private practice.

**2010 PAS Annual Meeting**  
May 1–4, 2010  
Vancouver Convention Centre  
Vancouver, BC  
[www.pas-meeting.org](http://www.pas-meeting.org)

# VANCOUVER



# PAS 2010

## Included in your Booth Rental Package:

- PAS Opening Reception
- Reception lounges
- Backwall & siderails with drapery
- Complimentary registration (15 representatives per 100 square feet)
- Company name and product listing on PAS website for one year
- Security guard service
- 500 scientific posters daily (great traffic builders!)
- Daily raffle
- Booth sign identifying company/organization name
- Profile and product listing in PAS Onsite Exhibit Guide
- Registrant list, pre- and post-meeting
- Open attendance to all PAS events at the Vancouver Convention Centre
- Aisle cleaning

## Contact Information

### PAS Exposition Office

141 NW Point Blvd.  
Elk Grove Village, IL 60007  
847-228-5059 fax  
[www.pas-meeting.org](http://www.pas-meeting.org)

### Eva Fujino

*PAS Exposition Manager*  
847-434-7885 phone  
[efujino@aap.org](mailto:efujino@aap.org)

### Marge Gates

*PAS Exposition Coordinator*  
847-434-4321 phone  
[mgates@aap.org](mailto:m Gates@aap.org)

## ABOUT THE PEDIATRIC ACADEMIC SOCIETIES AND ALLIANCES

### The Pediatric Academic Societies — Partners

The Pediatric Academic Societies (PAS) are four individual pediatric organizations (the American Pediatric Society, Society for Pediatric Research, Academic Pediatric Association and the American Academy of Pediatrics) who together co-sponsor the PAS Annual Meeting. Members of these organizations are pediatricians and other health care providers who are in the research and academic arena, execute research and provide clinical care to pediatric patients. The combined membership of PAS represents all interests in pediatrics including specialists, generalists and community practitioners. The four sponsoring organizations are leaders in the advancement of pediatric research and child advocacy within pediatrics, and all share a mission of fostering the health and well being of children worldwide.

**American Pediatric Society (APS)** is an organization bringing men and women together for the advancement of the study of children and their diseases, for the prevention of illness and the promotion of pediatric education and research, and to honor those who, by their contributions to pediatrics, have aided in its advancement.

**Society for Pediatric Research (SPR)** is an international society for scientists whose purpose is to encourage investigation of a broad range of areas involving the health and well being of children. This is facilitated by providing a forum for interchange of ideas and providing opportunity for young investigators to present their work. This is accomplished through membership activities, the annual research meeting and the sponsorship of several awards.

**Academic Pediatric Association (APA)** is a national organization dedicated to improving the health of all children and adolescents through leadership in education of child health professionals, research and dissemination of knowledge, patient care, and advocacy, in



partnership with children, families and communities. This is accomplished through membership activities, funded research and teaching programs, and advocacy to affect public and governmental opinion positively for children. In 2010, the APA celebrates its 50<sup>th</sup> Anniversary.

**American Academy of Pediatrics (AAP)** is an organization with primary care pediatricians, pediatric medical subspecialists, and pediatric surgical specialists committed to the attainment of optimal physical, mental and social health for all infants, children, adolescents and young adults.

## PAS ALLIANCE PARTNERS

The PAS welcomes subspecialty societies and clubs to meet at the PAS Annual Meeting.

The **American Society of Pediatric Nephrology (ASPN)**, the **Lawson Wilkins Pediatric Endocrine Society (LWPES)**, and the **Pediatric Infectious Diseases Society (PIDS)** will meet concurrently and exhibit with the PAS in the Vancouver Convention Centre. Companies or organizations interested in exhibiting to these alliances will contract through the PAS Exposition Office, will exhibit in the same hall as the PAS Exhibitors, and will have added exposure to more than 6,000 attendees.



Photo Credit: Tourism Vancouver

Other societies and clubs that meet or co-host joint programming at the PAS Annual Meeting are:

- Asian Society of Pediatric Research
- Association of Pediatric Program Directors
- Bioethics Interest Group
- Child Neurology Society
- Clinical and Transitional Sciences Awards – Pediatrics Oversight Committee
- Directors of Research in Pediatrics
- Federation of Pediatric Organizations
- International Pediatric Hypertension Association
- Japan Pediatric Society
- Kernicterus Symposium
- Lung Club
- Milk Club
- Neonatal Hemodynamics Club
- Neonatal Sepsis Club
- North American Society for Pediatric Gastroenterology, Hepatology and Nutrition
- Perinatal Brain Club
- Perinatal Nutrition and Metabolism Club
- Programme for Global Paediatric Research
- Society for Adolescent Medicine
- Society for Developmental and Behavioral Pediatrics

# IMPORTANT DATES AND EXHIBIT INFORMATION

## Important Dates

**November 18, 2009**  
PAS Abstract Submission Deadline

**December 11, 2009**  
Exhibit Space Contract & Deposit Due  
(50% of total booth fee)  
Booth Space Assignments Begin

**January 2010**  
Booth Assignment and Revised Floor Plan Sent Electronically

**February 2010**  
Exhibit Service Manuals Available Online to Confirmed Exhibitors

**February 5, 2010**  
Full Booth Payment Due  
Function Space Request Form Due

**February 15, 2010**  
100% of Total Contracted Booth Rental Fee Retained if  
Space Cancelled On or After This Date

**March 1, 2010**  
Exhibitor Housing Deadline

**March 8, 2010**  
Exhibitor Give-Away Approval Form and Samples Due  
Exhibitor Raffle Approval Form Due  
Pre-show Attendee Registrant Request Form Due  
with Promotional Proof  
Product Description for PAS Onsite Exhibitor Guide Due

**April 1, 2010**  
Exhibitor Advance Registration Deadline  
Use of Exhibitor–Appointed Contractor Request Form Due  
Custom Carpet Orders Due

**April 8, 2010**  
Advance Orders to Official Contractor Due  
Market Research Surveys Questionnaires Due for Approval

**April 21, 2010**  
Advance Freight Shipments Due

**April 29, 2010**  
Direct Shipments Accepted  
Exhibitor Set-Up Begins (8:00 a.m.)

**May 1, 2010**  
Exhibit Installation must be complete (11:00 a.m.)  
Official Opening of Exhibits (1:00 p.m.)  
Opening Reception (1:00 p.m. – 2:30 p.m.)

**May 4, 2010**  
Exhibits and materials **must** be removed from the  
Vancouver Convention Centre by 5:00 p.m.

## Exhibit Information

### Exhibit Show Hours

May 1	1:00 p.m. – 4:00 p.m.*
May 2	4:00 p.m. – 7:30 p.m.
May 3	4:00 p.m. – 7:30 p.m.

\*PAS Hosted Opening Reception (1:00 p.m. – 2:30 p.m.)

### Exhibit Installation

April 29	8:00 a.m. – 5:00 p.m.
April 30	8:00 a.m. – 5:00 p.m.
May 1	8:00 a.m. – 10:00 a.m.

### Exhibit Dismantling

May 3	7:30 p.m. – 10:00 p.m.
May 4	7:00 a.m. – 5:00 p.m.

### Exhibit Registration

April 30	8:00 a.m. – 6:00 p.m.
May 1	8:00 a.m. – 4:00 p.m.
May 2	3:00 p.m. – 7:30 p.m.
May 3	3:00 p.m. – 7:30 p.m.

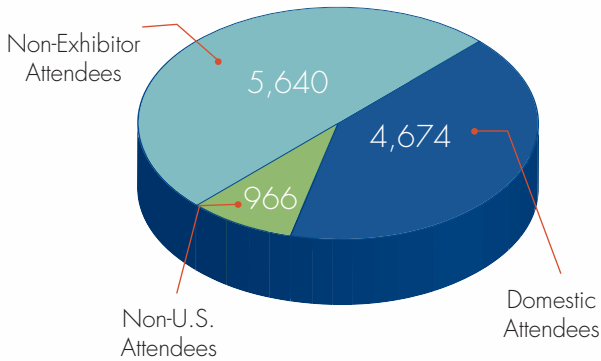
### Exhibit Space Rental Rates (All pricing is listed in U.S. dollars)

10 x 10	\$ 2,800
10 x 20	\$ 5,600
10 x 30	\$ 8,400
20 x 20	\$11,200
20 x 30	\$16,800
20 x 40	\$22,400
30 x 30	\$25,200
30 x 40	\$33,600
30 x 50	\$42,000
Non-profit*	\$ 1,700 (per 10 x 10)

\*Limited to organizations that are a 501(c)3 or a government agency.

# PROFILE OF PAS ATTENDEES

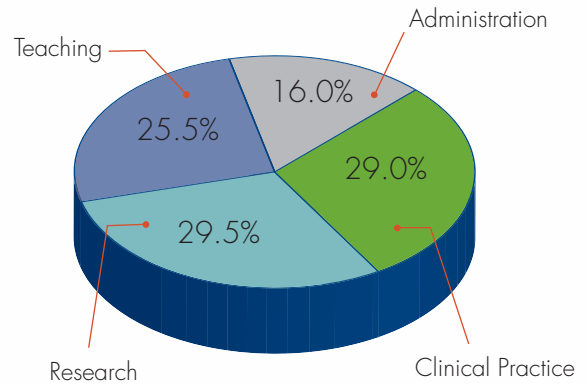
## 2009 PAS Annual Meeting Attendance



## Affiliate Meeting Attendance

American Society of Pediatric Nephrology (ASPN)	205
Association of Pediatric Program Directors (APPD)	316
Lawson Wilkins Pediatric Endocrine Society (LWPES)	218
Pediatric Infectious Diseases Society (PIDS)	246

## Involvement in Pediatrics



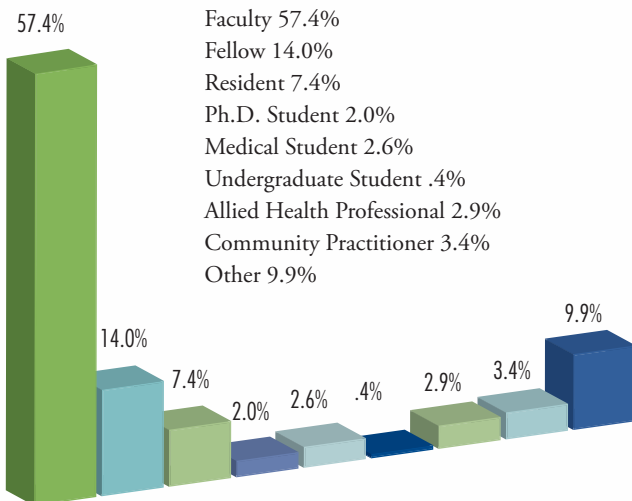
## Previous PAS Meeting Attendance

<b>Three (3) Meetings in Three Previous Years</b>	<b>27.82%</b>
2008, 2007, 2006	
<b>Two (2) Meetings in Three Previous Years</b>	<b>34.47%</b>
2008 and 2007	20.94%
2008 and 2006	65.86%
2007 and 2006	67.67%
<b>One (1) Meeting in Three Previous Years</b>	<b>37.71%</b>
2008 only	19.97%
2007 only	6.12%
2006 only	11.62%

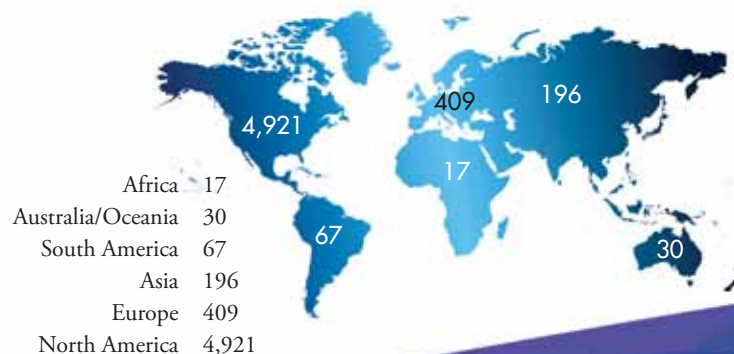
## Annual Meeting Demographics: Attendance

Year	2009	2008	2007	2006
<b>Members/Guests</b>	3,956	4,074	4,745	4,417
<b>Trainees</b>	1,537	1,419	1,665	1,499
<b>Allied Health Professionals</b>	147	211	238	209
<b>Exhibitor Staff</b>	642	683	837	968
<b>Family</b>	273	545	335	361

## Professional/Education Level



## Attendance by Continent



# GENERAL EXHIBITOR INFORMATION

## You Need a Passport!

Don't forget, as of June 2009, everyone wishing to enter Canada by air, land, and sea is required to produce a passport. Getting your passport is easy but requires some advanced planning. To ensure you receive your passport in time, be sure to send in your documents at least six weeks prior to your departure date. Full details on attaining or renewing your passport can be found at [www.travel.state.gov/passport](http://www.travel.state.gov/passport).

## Eligibility to Exhibit

The Technical Exposition is an extension of the Continuing Medical Education (CME) program of the PAS. In order for your application to be accepted, your products and services must be related to the practice of pediatrics and you must be in good financial standing with the PAS.

The PAS has the right to withhold approval of the exhibition of products and services that, in its judgment, do not further the education, scientific or practice needs of its members and attendees. At the request of the PAS, an exhibitor shall remove any product or service included in the display for which approval has not been given.

## Contract for Space

The information contained in the 2010 PAS General Exhibitor Information link, the 2010 PAS Rules & Regulations link, the Exhibit Space Contract and the Formal Notice of Assignment constitute a contract for the right to use the space allocated. All applicants for exhibit space are required to complete the Exhibit Space Contract and submit it to the PAS Program Office. Completion of the application for exhibit space indicates the applicant's willingness to abide by all contract terms, conditions and all rules, regulations and general information listed in the 2010 PAS General Exhibitor Information, the 2010 PAS Rules & Regulations, the Exhibit Space Contract and the Formal Notice of Assignment. The application will serve as a contract when countersigned by a PAS Exhibit Representative. The Exhibit Space Contract can be obtained from the PAS website, [www.pas-meeting.org](http://www.pas-meeting.org).

Booth space will be assigned by the point system and will be based on points awarded to previous PAS exhibitors during the period five years prior to the date of the exhibition for which application is being made. Points are accumulated as follows:

- Total number of years exhibited with PAS (5 points per year)
- Total number of booths contracted (1 point for each 10' x 10' [100 square foot] space)
- Consecutive years exhibited with the PAS (5 points for participating in the last 5 meetings)

- Completion of Post Exhibitor Evaluation (1 point per year)
- Securing housing inside PAS Housing Block through the official Housing Bureau (see Housing and Transportation link)
- Date contract received in the PAS Exposition Office

Reservations of booth space will **not** be accepted over the telephone or fax. All booth spaces are shown in the online floor plan. Management reserves the right to revise the floor plan if necessary.

## Show Colors

The PAS show colors will be beige and blue. Aisle carpet will be blue.

## Included in the Booth Fee

- An 8' high back wall and 3' side rails with drapery
- A 7" x 44" booth sign identifying the company/organization's name and booth number
- Booth close-off drapes
- Security guard service (Exhibit Hall only)
- Aisle cleaning
- Profile and product listing in the PAS Onsite Exhibitor Guide (if product description is provided online by March 8, 2010)
- Open attendance at any PAS program activity (with badge)
- Company name and product listing on the PAS website for one year from the conclusion of the meeting
- Complimentary registration for 15 representatives per 100 square feet of booth space
- PAS Hosted Opening Reception
- Registrant list, pre and post-meeting

## Non-Profit Booth Fees

The non-profit rate is for 501(c)3 organizations or government agencies only and a non-profit certificate must accompany payment and contract. Non-profit companies that hire for-profit companies to exhibit on their behalf (i.e., market research and recruitment) will not qualify for the non-profit rate. Non-profit companies are assigned booth space based on their priority point standing with the PAS in the same way that for-profit companies are assigned booth space. All companies have equal advantage in the booth assignment process.

## Terms of Payment

A deposit of 50% (\$1,400 per 10' x 10') of total exhibit space cost must accompany the Exhibit Space Contract (\$850 for non-profit). Applications will neither be processed nor space assigned without the required deposit. The final 50% is due no later than February 5, 2010. If full payment is

**FULL PAYMENT must accompany any application received after February 5, 2010.**

not received within this time period, assigned space may be reassigned or sold. Please make checks payable to: **Pediatric Academic Societies.** Visa, MasterCard and American Express will be accepted for payments.

Exhibitors will not be allowed to occupy assigned space until an executed Exhibit Space Contract is received and all monies due the PAS are paid in full.

### Cancellation Policies

For cancellations more than 75 days prior to the opening day of the exposition (prior to February 15), 25% of the total booth rental fee will be retained by the PAS. If the cancellation request is received less than 75 days prior to the opening day of the exposition (on or after February 15) 100% of the total booth rental fee will be retained by the PAS. If the exposition is sold out, 25% will be retained by the PAS.

### Exhibit Booth Staffing

As a courtesy to the attendees and to fellow exhibitors, it is important that exhibitors open their exhibits on time each day and staff them throughout the day until the scheduled closing of the Technical Exposition on the last day. It is strongly recommended that all exhibitors staff their booths with a minimum of two representatives to ensure adherence to this regulation.

#### Exhibitor Registration

April 30	8:00 a.m. – 6:00 p.m.
May 1	8:00 a.m. – 4:00 p.m.
May 2	3:00 p.m. – 7:30 p.m.
May 3	3:00 p.m. – 7:30 p.m.

#### Exhibit Show Hours

May 1	1:00 p.m. – 4:00 p.m.*
May 2	4:00 p.m. – 7:30 p.m.
May 3	4:00 p.m. – 7:30 p.m.

\*PAS Hosted Opening Reception (1:00 p.m. – 2:30 p.m.)

### Exhibitor Badges

Exhibitors are encouraged to register in advance. There is no charge for the registration of up to 15 exhibitor representatives per 100 square feet contracted. Additional representatives may be registered for a fee of \$75 each. Pre-registration information will be mailed to contracted exhibitors at a later date.

Representatives registered through Exhibitor Registration will be provided with an Exhibitor badge only. Any representative desiring an Attendee badge will be required to pay a full PAS meeting registration fee (no exceptions).

Exhibitor badges are personal and non-transferable. Each representative of an exhibiting company must wear the official badge at all times while in the exhibit area. Supplementing the identification with business

cards, ribbons or company logotypes is not permitted. Exhibitor badges may be made out only in the name of the company shown on the Exhibit Space Contract. False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method or device used to assist unauthorized persons to gain admission to the Exhibit Hall is in strict violation of the PAS Rules and Regulations. Exhibit badges allow exhibitors access to all PAS events at the Vancouver Convention Centre.

Exhibit representatives may register onsite and will be required to complete an onsite registration form, submitting proof of company affiliation at that time.

Badges will not be mailed. They may be picked up at the PAS Exhibitor Registration Desk located in the outside Hall B, West Building of the Vancouver Convention Centre during exhibitor registration hours.

### Meeting Badge Designations

**Member** ..... APS, SPR, APA, AAP, ASPN or LWPES member

**Guest** ..... Not a member of APS, SPR, APA, AAP, ASPN or LWPES

**Trainee** ..... Medical Student, Resident or Fellow in Training

**Allied Health** ..... Nurses, Research, Laboratory Assistants and other health care professionals (non-doctoral)

**Family** ..... Attendee accompanying a registered attendee in any of the above categories

### Exhibitor Listing

All exhibitors will be listed, alphabetically, in the PAS Onsite Exhibitor Guide. The listing will include booth numbers, city/state and a brief description of the exhibiting company's products/services. To be included in this listing, you must enter your information online, with provided access code, and submit it no later than March 8, 2010. Further instructions will be included in your confirmation letter. If this product description is not provided, ONLY the name of the exhibiting company and the booth number will appear in the PAS Onsite Exhibitor Guide.

## Booth Assignment Begins December 2009

### Security

The PAS will provide 24-hour around-the-clock security to control access to the Exhibit Hall beginning at 12:00 p.m. on April 29, 2010 and continuing until 5:00 p.m. on Tuesday, May 4. However, the PAS and the Vancouver Convention Centre are not responsible for loss of or damage to exhibitor property. Exhibitors are urged to exercise normal precautions to discourage theft.

## 2009 PAS PAST EXHIBITORS

Abbott	EV Press/Forepath.org	Nature Publishing Group
Abbott Nutrition	Everidis Health Sciences	Natus Medical Inc.
Advanced Imaging Research	Floating Hospital for Children, The	NephroPath
Agency for Healthcare Research & Quality	Forest Pharmaceuticals, Inc.	Nestle Nutrition
American Academy of Pediatrics	GATE Pharmaceuticals	Neurofibromatosis, Inc.
American Podiatric Medical Association	GE Healthcare	NICUniversity.org
Amerifit Brands	Genentech	NIH/Division of Loan Repayment
Angelman Syndrome Foundation	Genzyme	NIH/Obstetric & Pediatric Pharmacology Branch (OPPB)
Athena Diagnostics	Goldstein & Assoc, Inc.	Novartis Vaccines
Baylor College of Medicine; Medical Genetic Laboratories	Hawaii Medical, LLC	Novo Nordisk, Inc.
Beevers Mfg & Supply	Health Match BC, Canada	Parent Heart Watch
Biocodex, Inc.	Helen DeVos Children's Hospital	Pediatrix Medical Group
Blank Children's Hospital	Hospital Corporation of Amercia (HCA)	Prolacta Bioscience
BRAHMS USA, Inc.	Ikaria	Quest Diagnostics - Nichols Institute
Brookes Publishing Company	Integrigen	Quidel Corporation
Bunnell Incorporated	IPSEN/Tercia	Ren-Lor Medical
Calmoseptine, Inc.	Juvenile Diabetes Research Foundation International	Roche
Cardinal Health	Karl Storz Endoscopy - America	RTI International
Cardiotronic, Inc.	KCBiomedix, Inc.	Sandoz
Center for Human Milk Research, The	Kennedy Krieger Institute	Saunders/Mosby/Elsevier
CHADIS	LabCorp-Esoterix	Sheridan Healthcare, Inc.
Chiesi Group	Life Measurement, Inc.	Somanetics Corporation
Children's Healthcare of Atlanta	Lilly USA, LLC	Spacelabs Healthcare
Children's Hospital of Boston	Lippincott Williams & Wilkins	Spectros Corporation
Children's Hospital, Colorado, The	Lucile Packard Children's Hospital at Stanford	Springer
Children's Hospital of Wisconsin	Lundbeck, Inc.	St. Jude Children's Research Hospital
Children's Medical Center	MAQUET, Inc.	St. Louis Children's Hospital
Children's Mercy Hospitals & Clinics	Masimo	Summers Laboratories
Children's National Medical Center	Mattel Children's Hospital-UCLA	Texas Children's Hospital
Cincinnati Children's Hospital Medical Center	Mead Johnson Nutrition	Transgenomic, Inc.
Cincinnati Sub-Zero	Medela, Inc.	Translite, LLC
Contemporary Pediatrics	Medical Doctor Associates	University of Iowa Diagnostic Labs
Covidien	Medical Predictive Science Corp.	University of Maryland Hospital for Children
Crib Notes Software	MedImmune	University of Minnesota Amplatz Children's Hospital
Cystinosis Research Network	Med-Storm Innovation	UpToDate
Dey, L.P.	Merck & Co., Inc.	Vapotherm
Discovery Laboratories, Inc.	Monaghan Medical Corporation	Wiley-Blackwell
Draeger Medical	National Environmental Education Foundation	Yakult USA, Inc.
Endo Pharmaceuticals, Inc.	Nationwide Children's Hospital	