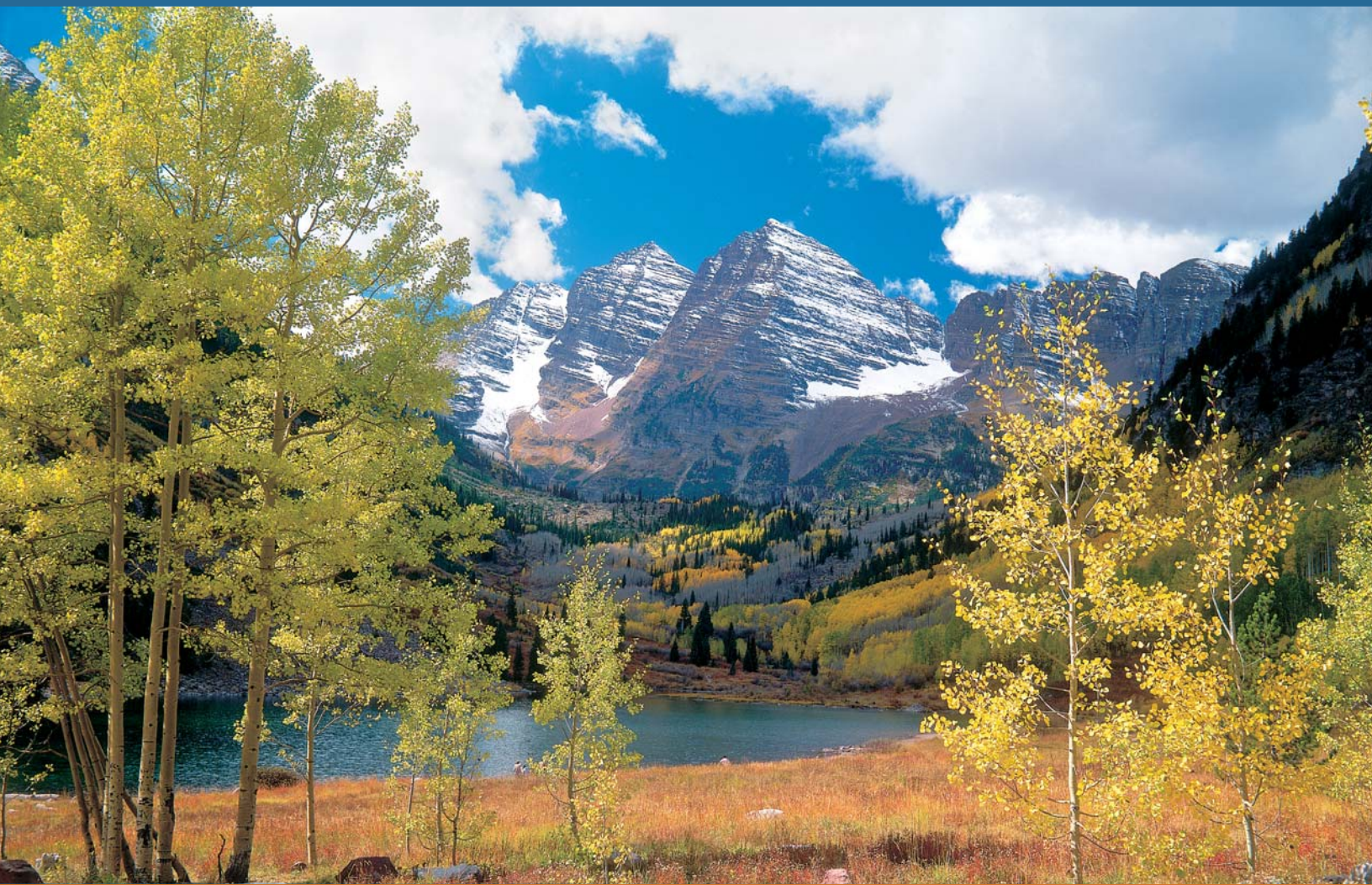




PEDIATRIC ACADEMIC SOCIETIES AND  
ASIAN SOCIETY FOR PEDIATRIC RESEARCH  
JOINT MEETING



APRIL 30 – MAY 3



I N V I T A T I O N   T O   E X H I B I T



[www.pas-meeting.org](http://www.pas-meeting.org)

## 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 PAS is pleased to have the Asian Society for Pediatric Research (ASPR) as a co-sponsor for 2011 PAS.

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 2011 PAS and ASPR Joint Meeting to be held April 30 – May 3 in Denver, Colorado. The PAS also welcomes the American Society of Pediatric Nephrology (ASPN), the Pediatric Endocrine Society (PES), and the Pediatric Infectious Diseases Society (PIDS), which will meet concurrently with joint programming and exhibits with the PAS in the Colorado Convention Center.

**SPOTLIGHT** your products and services at the PAS/ASPR joint meeting, reaching 6,000 pediatric health care providers and giving you the opportunity to meet the decision-makers from major medical schools, teaching hospitals, institutes and private practices.

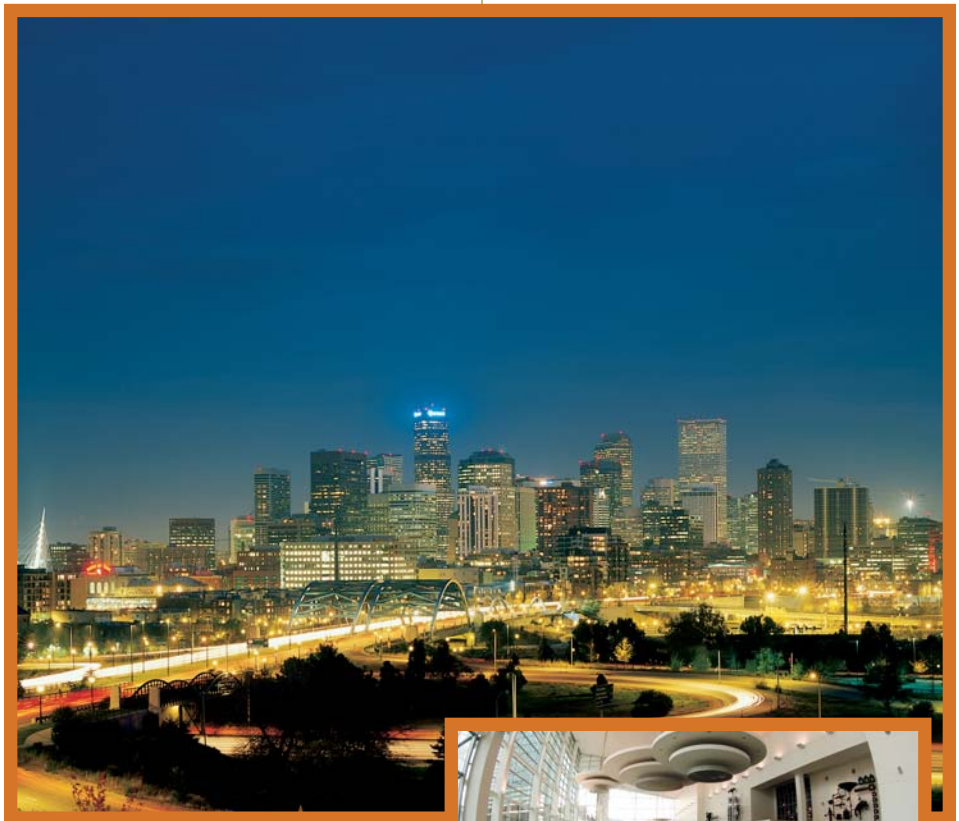


Photo: Denver Metro Convention & Visitors Bureau

### Included in your Booth Rental Package:

- PAS Opening Reception
- Reception lounges
- Backwall and 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 Colorado Convention Center
- Aisle cleaning



Photo: Scott Dressel-Martin for the Denver Metro Convention & Visitors Bureau

### Contact Information

**PAS Exposition Office**  
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Elk Grove Village, IL 60007  
Fax: 847-228-5059  
[www.pas-meeting.org](http://www.pas-meeting.org)

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## 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, executing research and providing 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.

**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.

**Asian Society for Pediatric Research (ASPR)** An international society for medical doctors and other professionals caring for children in many countries in Asia where cultural, economic and medical backgrounds are more diverse than many other regions and thus multinational collaborations in medical and development-related researches are particularly challenging. Our goal is to promote, in the field of pediatric research, collaborations in various specialized fields of developmental medicine and to develop unified, science-oriented environment among Asian countries.

## 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 **Asian Society for Pediatric Research (ASPR)**, the **Pediatric Endocrine Society (PES)**, and the **Pediatric Infectious Diseases Society (PIDS)** will meet concurrently and exhibit with the PAS in the Colorado Convention Center. 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.



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

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

## Important dates and exhibit information

### Important Dates

#### November 17, 2010

PAS Abstract submission deadline

#### December 10, 2010

Exhibit space contract and deposit due (50% of total booth fee)  
Booth space assignments begin

#### January 2011

Booth assignment and revised floor plan sent electronically

#### January 14, 2011

Function Space Request Form due

#### February 2011

Exhibit Service Manuals available online to confirmed exhibitors

#### February 4, 2011

Full booth payment due

#### February 14, 2011

100% of total contracted booth rental fee retained if  
space cancelled on or after this date

#### March 1, 2011

Exhibitor housing deadline

#### March 4, 2011

Product description for *PAS Onsite Exhibitor Guide* due

#### March 9, 2011

Exhibitor Give-Away Approval Form and samples due  
Exhibitor Raffle Approval Form due  
Pre-show Attendee Registrant Request Form due with promotional proof

#### March 31, 2011

Exhibitor advance registration deadline

#### April 1, 2011

Use of Exhibitor–Appointed Contractor Request Form due  
Custom carpet orders due

#### April 14, 2011

Advance orders to official contractor due  
Market Research Surveys due for approval

#### April 21, 2011

Advance freight shipments due

#### April 28, 2011

Direct shipments accepted  
Exhibitor set-up begins (8:00 a.m.)

#### April 30, 2011

Exhibit installation must be complete (10:00 a.m.)  
Official opening of exhibits (1:00 p.m. – 4:00 p.m.)  
Opening Reception (1:15 p.m. – 2:30 p.m.)

#### May 3, 2011

Exhibits and materials **must** be removed from the  
Colorado Convention Center by 5:00 p.m.

### Exhibit Information

#### Exhibit Show Hours

April 30	1:00 p.m. – 4:00 p.m.*
May 1	4:15 p.m. – 7:30 p.m.
May 2	4:15 p.m. – 7:30 p.m.

\*The PAS-hosted Opening Reception in the Exhibit Hall will be held on April 30 (1:15 p.m. – 2:30 p.m.)

#### Exhibit Installation

April 28	8:00 a.m. – 5:00 p.m.
April 29	8:00 a.m. – 5:00 p.m.
April 30	8:00 a.m. – 10:00 a.m.

#### Exhibit Dismantling

May 2	7:30 p.m. – 10:00 p.m.
May 3	7:00 a.m. – 5:00 p.m.

#### Exhibit Registration

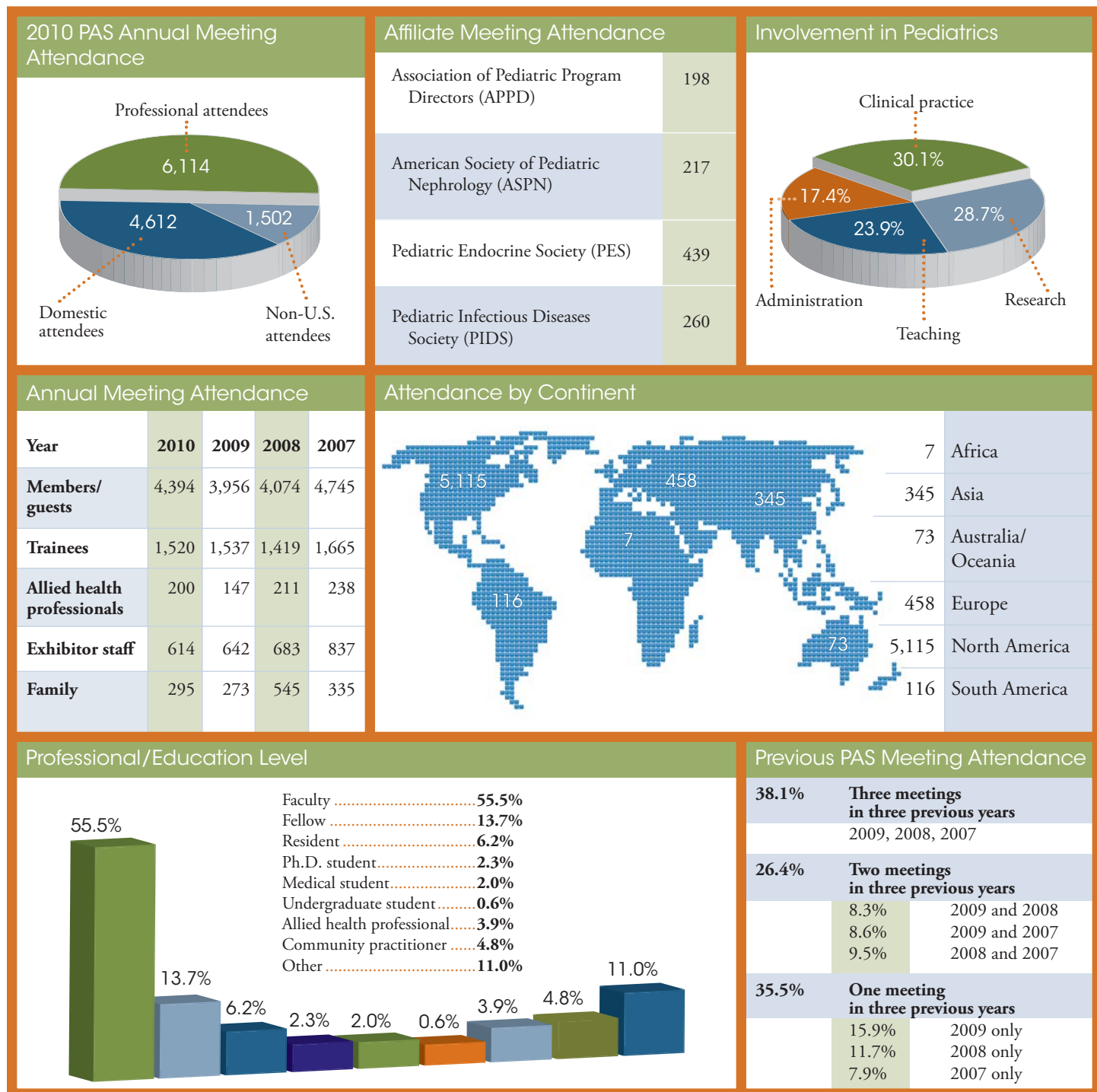
April 29	8:00 a.m. – 6:00 p.m.
April 30	8:00 a.m. – 4:00 p.m.
May 1	3:00 p.m. – 7:30 p.m.
May 2	3:00 p.m. – 7:30 p.m.

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

10 x 10	\$ 3,000
10 x 20	\$ 6,000
10 x 30	\$ 9,000
20 x 20	\$ 12,000
20 x 30	\$ 18,000
20 x 40	\$ 24,000
30 x 30	\$ 27,000
30 x 40	\$ 36,000
30 x 50	\$ 45,000
Nonprofit*	\$ 1,800 (per 10 x 10)

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

## Profile of PAS Attendees



## General Exhibitor Information

### 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 2011 PAS General Exhibitor Information link, the 2011 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 2011 PAS General Exhibitor Information, the 2011 PAS Rules & Regulations, the Exhibit Space Contract and the Formal Notice of Assignment. 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 five 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. 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 are beige and blue. Aisle carpet is blue.

### Nonprofit Booth Fees

The nonprofit rate is for 501(c)3 organizations or government agencies only and a nonprofit certificate must accompany payment and contract. Nonprofit companies that hire for-profit companies to exhibit on their behalf (i.e., market research and recruitment) will not qualify for this rate. Nonprofit 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% (\$1,500 per 10' x 10') of total exhibit space cost must accompany the Exhibit Space Contract (\$900 for nonprofit). Applications will neither be processed nor space assigned without the required deposit. **The final 50% is due no later than February 4, 2011.** If full payment is not received within this time period, assigned space may be reassigned or sold. Please make checks payable to: **Pediatric Academic Societies.** Visa,

### 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 4, 2011)
- 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

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 14), 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 14) 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 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 Registration Hours

April 29	8:00 a.m. – 6:00 p.m.
April 30	8:00 a.m. – 4:00 p.m.
May 1	3:00 p.m. – 7:30 p.m.
May 2	3:00 p.m. – 7:30 p.m.

## Exhibit Show Hours

April 30	1:00 p.m. – 4:00 p.m.*
May 1	4:15 p.m. – 7:30 p.m.
May 2	4:15 p.m. – 7:30 p.m.

\*PAS Hosted Opening Reception  
(1:15 p.m. – 2:30 p.m.)

Exhibitor badges are personal and nontransferable. 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 Colorado Convention Center.

Exhibitor 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 outside Hall A of the Colorado Convention Center during exhibitor registration hours.

## Meeting Badge Designations

- Member** .....APS, SPR, APA, AAP, ASPN, ASPR or PES member
- Guest** .....Not a member of APS, SPR, APA, AAP, ASPN, ASPR or PES
- 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 4, 2011. 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*.

## 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 28, 2011 and continuing until 5:00 p.m. on Tuesday, May 3. However, the PAS and the Colorado Convention Center are not responsible for loss of or damage to exhibitor property. Exhibitors are urged to exercise normal precautions to discourage theft.

Booth Assignment Begins December 2010

## PAS Past Exhibitors

Abbott	Fisher & Paykel Healthcare	Natus Medical Incorporated
Abbott Nutrition Health Institute	Floating Hospital for Children at Tufts Medical Center	NephroPath
Advanced Imaging Research dba Sree Medical Systems	Genentech	Nestle Nutrition
Advanced Instruments, Inc.	Goldstein & Assoc, Inc	NICUniversity.org
Advocate Hope Children's Hospital	Health Match BC	NIH/ Obstetric and Pediatric Pharmacology Branch (OPPB)
American Academy of Pediatrics	Helen DeVos Children's Hospital	Novartis Vaccines
Athena Dignostics, Inc.	Hospital Corporation of America (HCA)	Novo Nordisk Inc.
Baylor College of Medicine, Medical Genetics Laboratories	Hospital Information Services (Canada)	Pediatrix Medical Group
Beevers Mfg & Supply	Ikaria	PEDStest.com
Blank Children's Hospital	IPSEN	Pfizer Inc
BOMImed	Juvenile Diabetes Research Foundation International	Physician Committee for Responsible Medicine
Brookes Publishing Co.	KCBiomedix, Inc.	ProLacta Bioscience
Bunnell Incorporated	LabCorp-Esoterix	RTI International
Calmoseptine, Inc.	Life Measurement, Inc.	Saunders/Mosby-Elsevier
Cardiotronic, Inc	Lilly USA, LLC	Seattle Children's
CareFusion	Lippincott Williams & Wilkins - Wolters Kluwer Health	Sheridan Healthcare, Inc.
CAS Medical Systems, Inc.	LMT Lammers Medical Technology GmbH	Somanetics Corporation
CDC "Learn the Signs. Act Early."	Lucile Packard Children's Hospital	Spacelabs Healthcare
CHADIS	Lundbeck, Inc.	Spectros
Children's Mercy Hospitals and Clinics	MAGIC Foundation	Springer
Children's Healthcare of Atlanta	Maico Diagnostics	St. Louis Children's Hospital
Children's Hospital Boston	MAQUET, Inc.	Stanley Healthcare Solutions
Children's Hospital of Wisconsin	Masimo	Teva Biologics and Specialty Products
Children's Hospitals and Clinics of Minnesota	Mattel Children's Hospital UCLA	The Children's Hospital, Denver, CO
Children's Medical Center Dallas	Mead Johnson Nutrition	Thomson Reuters
Children's National Medical Center	Medela, Inc.	Transgenomic, Inc.
Cincinnati Children's Hospital Medical Center	Medical Predictive Science Corp.	TransLite (Veinlite)
Cincinnati Sub-Zero	Med-Storm Innovation	United States Drug Testing Laboratories
Clinical Therapeutics	Merck	University of Minnesota Amplatz Children's Hospital
Contemporary Pediatrics	Michigan State University	Utah Medical Products, Inc.
Cornerstone Therapeutics	Morgan Stanley Children's Hospital	Vapotherm, Inc.
Crib Notes	National Children's Study, NICHD, NIH	VitaFlo USA
Draeger Medical	National Environmental Education Foundation	Wiley-Blackwell
EMD Serono, Inc.	Nationwide Children's Hospital	Yakult USA, Inc.
Endo Pharmaceuticals	Nature Publishing Group	

Future PAS Annual Meetings



*April 28 – May 1, 2012 • Boston, Massachusetts*



*May 4 – 7, 2013 • Washington, D.C.*



*May 3 – 6, 2014 • Vancouver, Canada*

Jointly Sponsored by the:

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

The PAS welcomes the alliance organizations that meet or co-host joint programming with the PAS Annual Meeting:

- American Society of Pediatric Nephrology
- Asian Society for Pediatric Research
- Association of Pediatric Program Directors
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- Federation of Pediatric Organizations
- International Pediatric Hypertension Association
- Japan Pediatric Society
- Pediatric Endocrine Society
- North American Society for Pediatric Gastroenterology, Hepatology & Nutrition
- Pediatric Infectious Diseases Society
- Programme for Global Paediatric Research
- Society for Adolescent Health and Medicine
- Society for Developmental and Behavioral Pediatrics