



MARKETING & SPONSORSHIP OPPORTUNITIES

Photo: Denver Metro Convention & Visitors Bureau



www.pas-meeting.org



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

Website Listing

The PAS will promote 2011 PAS on its website, www.pas-meeting.org. Included in this promotion will be a listing of each exhibiting company's product description. This service provides your company more exposure. Please complete the Product Description Form by the deadline of March 4, 2011, if you wish to take advantage of this marketing opportunity. The listing will be posted for one year following the 2011 PAS. Including an internet address in your product listing will enable a hyperlink from the listing to the web address.

Lead Retrieval System

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

Hotel Room Drops

The PAS will permit hotel room drops as a convenient, inexpensive and highly visible way to distribute materials to attendees. Further information on this marketing opportunity will be available in the Exhibitor Service Manual, which will be emailed to confirmed exhibitors in February 2011.

Registrant Lists

Pre-show mailings increase booth traffic and exposure of your company's products and services. To assist you in reaching this goal, a registrant list for the 2011 PAS pre-registrants (approximately 4,600) will be made available to contracted exhibitors at no cost. Please complete the Pre-show Attendee Registrant List Form and return the form to the PAS Exposition Office by March 9, 2011, if you wish to receive the list in time for your mailing. Lists will be sent out in an electronic format (Microsoft™ Excel spreadsheet) the week of April 4, 2011. If you request a pre-show attendee registrant list, the PAS does require that your promotional piece be approved before it is mailed to the registrants. Please send your promotional proofs to the PAS Exposition Office together with your completed Pre-show Attendee Registrant List Form. Material mailings must be used in the promotion solely for the purpose of inviting attendees to your booth. Product information and company logos are allowed. All promotional materials that include product information must have FDA approval. Products or equipment that have not received FDA approval cannot be promoted through this mailing. Lists are for one-time use only. Any duplication of the

list will be in direct violation of PAS policy and the exhibitor will be prohibited from future participation of PAS meetings and exhibitions.

The PAS does not allow non-exhibiting companies access to mailing lists of attendees. A mailing list of all 2011 PAS registrants will be available after the meeting to participating exhibitors who complete and return the 2011 PAS Exhibitor Evaluation Form.

Use of the Pediatric Academic Societies' and the Asian Society for Pediatric Research Name, Insignia, Logo or Acronym

(PAS, APS, SPR, APA, AAP or ASPR) — The Pediatric Academic Societies' name, insignia, logo and acronym of the Pediatric Academic Society and the Asian Society for Pediatric Research are proprietary marks and may not be used in signs, advertising or promotions in any media or on descriptive product literature either inside or outside the exhibit area. This rule applies before, after and/or during the meeting, unless prior approval has been received from the PAS Exposition Manager.

Industry Sponsored Symposia

The PAS welcomes proposals from industry to present non-commercial scientific symposia during 2011 PAS. The Industry Sponsored Symposia program is the exclusive venue available for educational programs by industry during the meeting. Please visit the PAS website, www.pas-meeting.org, for session date and time information, guidelines and available products.

The application deadline is January 13, 2011.

Should you have any questions or would like to host an Industry Sponsored Symposia, please contact Kathy Cannon at 281-419-0052 or kathyc@aps-spr.org.

If your company is interested in this type of support, for a complete list of sponsorship opportunities available at 2011 PAS, please visit the PAS website, www.pas-meeting.org, or contact PAS Associate Meeting Director Kathy Cannon at 281-419-0052 or kathyc@aps-spr.org. All donations for meeting support, research or education are tax deductible.

Attendee Raffle

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



Exhibitor Raffle

The PAS will allow exhibitors to sponsor their own raffles within the confinement of their exhibit booths. Raffle approval forms must be sent to the PAS Exposition Office by March 9, 2011. The approval form is available on the PAS website, www.pas-meeting.org.



Sponsorships are available on a first-come, first-served basis.