

# PAS/ASPR Sponsorship Opportunities



**April 30 - May 3, 2011**  
**Denver, Colorado**

**Jointly Sponsored By:**  
American Pediatric Society  
Society for Pediatric Research  
Academic Pediatric Association  
American Academy of Pediatrics  
Asian Society for Pediatric Research

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



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The Pediatric Academic Societies' and the Asian Society for Pediatric Research Joint 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, AAP and ASPR 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](mailto:kathyc@aps-spr.org)

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

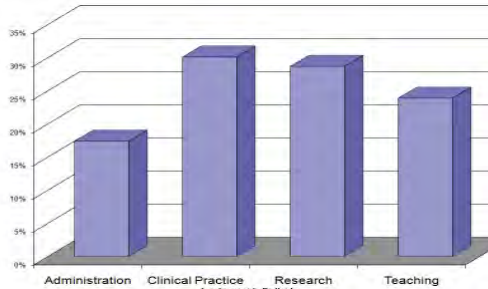




# Profile of Attendees

## Annual Meeting Demographics:

### Involvement in Pediatrics



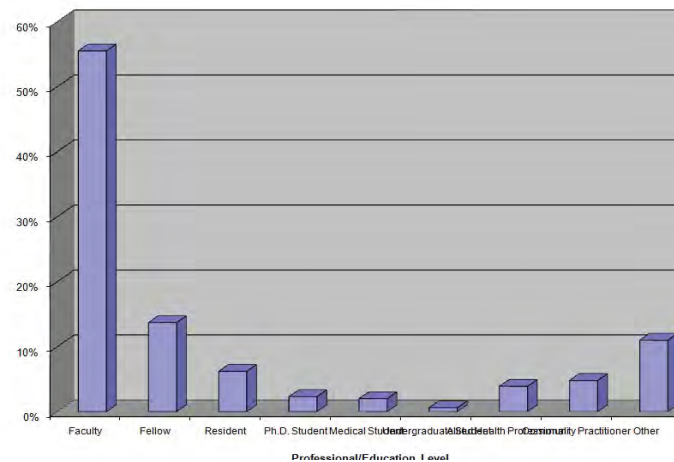
### Attendance Figures

|                                    | 2010  | 2009  | 2008  |
|------------------------------------|-------|-------|-------|
| <b>Members/Guest</b>               | 4,394 | 3,956 | 4,324 |
| <b>Trainees</b>                    | 1,520 | 1,537 | 1,419 |
| <b>Allied Health Professionals</b> | 200   | 147   | 211   |
| <b>Exhibitor Staff</b>             | 614   | 642   | 683   |

### 2010 PAS Annual Meeting Attendance

|                 |                 |                      |
|-----------------|-----------------|----------------------|
| <i>Domestic</i> | <i>Non U.S.</i> | <i>Non-Exhibitor</i> |
| <b>4,612</b>    | <b>1,502</b>    | <b>6,114</b>         |

### Professional/Education Level





## Sponsorship Information...

The **Pediatric Academic Societies and Asian Society for Pediatric Research (PAS/ASPR)** partners, members and other organizations in all aspects of pediatric academics 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/ASPR objectives and in ensuring the success of our joint meeting; the PAS/ASPR 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 a PAS/ASPR program or activity. In all cases, the PAS/ASPR 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/ASPR. The PAS/ASPR 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/ASPR program or activity, all communications leading up to the confirmation of the sponsorship must occur exclusively between the PAS/ASPR and the corporate sponsor.
- **Once the authorized representative of the company has confirmed the sponsorship in writing, the corporate partner must provide the PAS/ASPR 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/ASPR and the third party vendor will be funneled through that person.**
- All subsequent communications and correspondence between the PAS/ASPR 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/ASPR must retain final control and authority over all Meeting programs and activities.
- Representatives of third party vendors will inform and obtain the approval from the PAS/ASPR before arranging for or engaging in any activities associated with the sponsored program or activity.



## Recognition of Educational Session Sponsors

### **Overview**

The PAS/ASPR provides many opportunities for organizations to participate in its Joint 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 Meeting sessions and activities, thereby increasing their exposure to PAS/ASPR participants. This type of sponsorship enables the PAS/ASPR 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/ASPR will again host Industry Sponsored Symposia during the PAS/ASPR Joint Meeting. Guidelines and the application are on the PAS/ASPR website at [www.PAS-meeting.org](http://www.PAS-meeting.org). Policies and procedures outlined represent the only acceptable method for the provision of educational sessions at the PAS/ASPR Joint Meeting. Satellite sessions, or those planned without the input or invitation of the PAS/ASPR, or other official PAS/ASPR alliances are not permitted at the Meeting. The PAS/ASPR will provide no time frame or space for such functions to occur before, during, or after the PAS/ASPR Joint Meeting. Violation of this policy could affect your participation or any or all levels at future PAS/ASPR meetings.

***Please visit the PAS/ASPR website for guidelines and application form.  
Deadline for submission is December 17, 2010.***

### **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/ASPR 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/ASPR 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 and the Asian Society for Pediatric Research** do not endorse specific products and do not suggest that one product is superior over another. Further, the PAS/ASPR 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](mailto:kathyc@aps-spr.org) or call 281-419-0052***



## Sponsorship Opportunities...

### **Abstracts 2View, Abstracts on-line and Abstract Archiving**

All submitted abstracts for the **2011 PAS/ASPR Meeting** will be made available on the PAS/ASPR Website two months prior to the Joint Meeting and for one year following the Conference. In addition, 2000-2010 PAS/ASPR 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/ASPR Website.**

**Full Sponsorship.....\$85,000**

### **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/ASPR 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/ASPR 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 on the PAS/ASPR Website.**

**Full Sponsorship.....\$27,000**

### **Internet Café**

Provide email and World Wide Web access for meeting attendees. Approximately 15-20 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: Acknowledgement in final Program , website and signage.**

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



## Sponsorship Opportunities...

### WiFi Hotspot

Full Building Wifi sponsorship for total access to PAS/ASPR Attendees

**Recognition: Splash page and redirect, Acknowledgement in final Program, website and signage throughout 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.....\$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/ASPR Website.**

**Full Sponsorship.....\$6,000**

### Coat Check/Luggage

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**



# Sponsorship Opportunities...

## **Academic Center Opportunity - Lanyards**

Every attendee will receive a name badge cord at registration. Academic Center logo will appear on the lanyard.

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

**Full Sponsorship.....\$15,000**

## **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/ASPR meeting. Includes one promotional pieces provided by the sponsor.

**Recognition: Recognition: Corporate Logo or Branded Product Logo on Bag and acknowledgement in final Program, signage at the convention center and on the PAS/ASPR 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.....\$10,000**

**Partial Sponsorship.....\$ 5,000**

*Educational Workshops*

**Full Sponsorship Single Topic.....\$4,000**

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



## Sponsorship Opportunities...

### *PAS/ASPR Travel Grants*

The Pediatric Academic Societies will award travel grants in the amount of \$500 plus complimentary meeting registration to attend the PAS/ASPR 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/ASPR Travel Grant box in the online abstract submission program when applying for one of those awards. **Up to 70 travel grants awarded in 2011.** 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.***



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

## Advertising Guidelines

April 30 – May 3 – Denver, Colorado

Commitment Deadline: January 15, 2011 • Payment Deadline: February 15, 2011 • Media Receipt Deadline: March 1, 2011

### 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 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 10 MB in size may be emailed to: [lori@championsprinting.com](mailto: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, 2011**

Application form and guidelines are on the PAS Website: [www.pas-meeting.org](http://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/ASPR Joint Meeting during all communications with the publisher.



# PEDIATRIC ACADEMIC SOCIETIES and ASIAN SOCIETY FOR PEDIATRIC RESEARCH

JOINT MEETING • APRIL 30 - MAY 3, 2011

## Advertising Agreement Form

Commitment Deadline: **January 15, 2011** • Payment Deadline: **February 15, 2011** • Media Receipt Deadline: **March 1, 2011**

### 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

|                          |  |   |  |   |
|--------------------------|--|---|--|---|
| <b>Desired Placement</b> |  | <b>Interior Page Front Section</b> – \$5,000<br>Full Color  |  | <b>Interior Page Back Section</b> – \$4,000<br>Full Color |
| <b>Desired Placement</b> |  | <b>Inside Back Cover</b> - \$6,000<br>Full Color            |  | <b>Outside Back Cover</b> - <b>SOLD</b>                   |
| <b>Ad Dimensions</b>     |  | <b>Full Page (Bleed):</b><br>8 ¾ x 11 ¼ Trim size: 8 ½ x 11 |  | <b>Full Page (No Bleed):</b><br>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 1, 2011.



# ***Door Drop Service***

## **For Exhibitors and Sponsors**

### **PAS 2011 Denver**

#### **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.

#### **Convention Communications' Green Initiative.**

For each company participating in our Door Drop Service, Convention Communications will have a native tree planted in a US ecosystem restoration project to offset the resources used in printing and the CO2 emitted in transportation. And please consider the environment when you design and print your materials.

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

Yes. You *must* email your request to [kathyc@aps-spr.org](mailto:kathyc@aps-spr.org) by April 8.

#### **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](mailto:tom@doordrop.com)

#### **Convention Communications 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, April 30, 2011 to attendees' rooms of the Denver hotels affiliated with the PAS 2011 Annual Meeting.

#### **Details:**

All Hotels: \$5,500\*

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

Deadline for Materials: April 21  
 Deadline for Approval Request: April 8





## Sponsorship Commitment Form

Please complete Sponsorship Commitment Form and return to:

Kathy Cannon, PAS Associate Meeting Director  
 PAS Program Office, 3400 Research Forest Drive, Suite B-7, The Woodlands, TX 77381  
 Ph: (281) 419-0052 \* Fax: (281) 419-0082 \* Email: [kathyc@aps-spr.org](mailto:kathyc@aps-spr.org)

As an exhibitor at the 2011 PAS/ASPR Joint Meeting, you have an array of sponsorship opportunities to choose from-guaranteeing full recognition and a high profile for your company. Sponsorship creates a unique platform to network with returning PAS/ASPR attendees and to meet new prospects while enhancing corporate identification to this highly qualified, decision-making audience. All donations for meeting support, research, or education are tax deductible. To maximize your investment in the PAS /ASPR Joint Meeting, reserve one of the following sponsorship opportunities by completing this form and returning it to the PAS Program Office. Sponsorships are available on a first-come, first-served basis.

**Commitment Due: December 17, 2010 • Payment Due: January 14, 2011**

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Submitted by \_\_\_\_\_ Email \_\_\_\_\_

### Promotional and Functions

- Abstracts2View™ - \$85,000
- Coffee Breaks (4 available) - \$12,000 (Each)
- Exhibit Guide Sponsorship - \$10,000
- Hotel Key Cards - \$27,000
- Tote Bags - **SOLD**
- Coat Check - \$5,000
- Meeting at a Glance – **SOLD**
- Exhibit Hall Receptions - \$20,000 - \$40,000 (see bottom of page)
- Door Drop Bags - \$18,000
- Nursing Mother's Lounge - **SOLD**
- Internet Café - \$25,000
- Lanyards - \$15,000(academic centers only)
- Wi-Fi Hot Spot - \$25,000

### Educational/Program Grants (topic and discussion on website)

- |                          |   |   |
|--------------------------|---|---|
| State of the Art Plenary | <input type="checkbox"/> Full Sponsorship \$10,000      | <input type="checkbox"/> Partial Sponsorship \$ 5,000 |
| Topic Symposia           | <input type="checkbox"/> Full Sponsorship \$10,000      | <input type="checkbox"/> Partial Sponsorship \$ 5,000 |
| Hot Topics               | <input type="checkbox"/> Full Sponsorship \$10,000      | <input type="checkbox"/> Partial Sponsorship \$ 5,000 |
| Mini Courses             | <input type="checkbox"/> Full Sponsorship \$10,000      | <input type="checkbox"/> Partial Sponsorship \$ 5,000 |
| Educational Workshops    | <input type="checkbox"/> Full Sponsorship \$ 4,000      |   |
| <b>Travel Grants</b>     | <input type="checkbox"/> <b>Specify Amount \$ _____</b> |   |

Title of Session (s) to sponsor: \_\_\_\_\_

### Exhibit Hall Reception Lounge Sponsorships

- |   |                                   |                                   |
|---|-----------------------------------|-----------------------------------|
| <b>Saturday, April 30, 2011</b>                     | <b>Sunday, May 1, 2011</b>        | <b>Monday, May 2, 2011</b>        |
| Opening Reception <input type="checkbox"/> \$20,000 | <input type="checkbox"/> \$20,000 | <input type="checkbox"/> \$20,000 |

This agreement, signed by a duly authorized representative of the company, must be received by the PAS Program Office no later than Friday, December 17, 2010 and will constitute a binding contract for the sponsorship amount indicated. Full payment is due to the PAS Program Office by Friday, January 14, 2011. This agreement will become effective upon acceptance by the PAS. Signed and dated this \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

**Sponsorship Amount \$ \_\_\_\_\_.**

**How would you like your Company / Organization listed?**

\_\_\_\_\_

Print Name

Signature of Authorized Company Representative



## Future PAS Meetings...

**2012**



**Boston, Massachusetts**  
**April 28-May 1, 2012**

## **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](http://www.PAS-meeting.org)**

**Email: [Info@PAS-meeting.org](mailto:Info@PAS-meeting.org)**

**2013**



**Washington, DC**  
**May 4 - 7, 2013**