Pediatric Academic Societies 2017 Meeting

Exhibit and Sponsorship Opportunities

May 6 – 9, 2017 | San Francisco, CA
The PAS Meeting represents all interests in pediatrics including specialists, generalists, and community practitioners. During the PAS Meeting attendees experience invited science discussions from world renowned experts, the latest in original science research, hands on workshops, special interest groups, and discussions on controversial hot topics. In addition, achievements of young investigators and senior, esteemed pediatricians are honored, and attendees have an opportunity to network and share their enthusiasm with colleagues and friends.

The PAS Meeting is attended by over 6,500 pediatricians, research scientists, health care providers, and policy makers, including 1,300 international attendees.

There are a number of options with PAS for industry and academic centers to expand their company, institution, and/or product exposure. We invite you to take advantage of these promotional opportunities to heighten your visibility and leave your mark in the PAS community!

STRATEGIC REASONS TO EXHIBIT AND SPONSOR

• Boost brand recognition
• Be a partner in the community
• Gain better positioning for your company in pediatric research
• Engage with pediatric academic professionals on a personal level
• Gain insights into research issues
• Recruit upcoming and amazing talent
INVoLvEMENT IN PEDIATRICS

- Administration: 36%
- Clinical Practice: 24%
- Research: 27%
- Teaching/Medical Education: 13%

ATtENDEE PROFESSIONS

- Faculty: 63%
- Fellow: 15%
- Resident: 8%
- Researcher: 5%
- Other: 5%
- Medical Student: 4%

SUBSPECIALTY / AREA OF FOCUS

- Neonatology: 31%
- General Pediatrics: 9%
- Other specialty: 9%
- Endocrinology: 7%
- Emergency Medicine: 4%
- Nephrology: 4%
- Hospitalists: 5%
- Infectious Diseases: 4%

SOCIETY DISTRIBUTION

- American Pediatric Society: 792
- Society for Pediatric Research: 1626
- Academic Pediatric Association: 1460
- American Society of Pediatric Nephrology: 317
- Pediatric Endocrine Society: 671
- Other: 104
- American Academy of Pediatrics: 4308
- Pediatric Infectious Diseases Society: 214

MEETING DEMOGRAPHICS: ATTENDANCE

- Professional: 7169
- Family: 317
- Press: 31
- Exhibitor: 710
- Staff: 259
- Total: 8486

ATTENDANCE BY CONTINENT

- Africa: 19
- Asia: 251
- Australia/Oceania: 337
- Europe: 6,134
- North America: 100
- South America: 234
- Canada: 234

PAS ATTENDEES ARE:

Senior and emerging leaders

Driving breakthroughs and sophisticated innovations

Eager to learn

Compassionate, engaging, and creators of change
## IMPORTANT DATES

<table>
<thead>
<tr>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JULY 15</strong></td>
<td><strong>FEB 1</strong></td>
</tr>
<tr>
<td>Booth fee deposit due</td>
<td>Exhibit Service Manuals available online to confirmed exhibitors</td>
</tr>
<tr>
<td><strong>OCT 3</strong></td>
<td><strong>APRIL 1</strong></td>
</tr>
<tr>
<td>Ancillary Event Space Request Form due</td>
<td>Pre-show Attendee Registrant Request Form with promotional proof due</td>
</tr>
<tr>
<td><strong>NOV 1</strong></td>
<td><strong>APRIL 28</strong></td>
</tr>
<tr>
<td>Full booth payment due</td>
<td>Advance freight shipments due</td>
</tr>
<tr>
<td><strong>NOV TBD</strong></td>
<td><strong>MAY 4</strong></td>
</tr>
<tr>
<td>Housing and registration opens</td>
<td>Direct shipments accepted, Exhibitor set-up begins</td>
</tr>
<tr>
<td><strong>MARCH 8</strong></td>
<td><strong>APRIL 12</strong></td>
</tr>
<tr>
<td>Deadline to be included in the Onsite Pocket Guide and Program Guide App</td>
<td>Exhibitor housing and registration deadline</td>
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<tr>
<td><strong>MARCH 29</strong></td>
<td><strong>MAY 6</strong></td>
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<tr>
<td>First day advance freight to arrive</td>
<td>Official opening of Exhibits, Opening Reception</td>
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<tr>
<td><strong>JULY 15</strong></td>
<td><strong>FEB 1</strong></td>
</tr>
<tr>
<td>Booth fee deposit due</td>
<td>Exhibit Service Manuals available online to confirmed exhibitors</td>
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<tr>
<td><strong>APRIL 2</strong></td>
<td><strong>APRIL 28</strong></td>
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<tr>
<td>Pre-show Attendee Registrant Request Form with promotional proof due</td>
<td>Advance freight shipments due</td>
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<tr>
<td><strong>MAY 4</strong></td>
<td><strong>MAY 6</strong></td>
</tr>
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## WHO PARTICIPATES IN PAS?

- Advocacy Groups or Foundations
- Assessment Systems/Applications
- Research Test Labs/Testing Devices
- Clinical Research
- Granting Agencies
- Diagnostic and Laboratory Testing
- Disease Therapy
- Education
  - Universities
  - Licensure Exams
  - Publishing and Media
  - Training & Development
- Hospital(s)/Medical Centers
- Life Sciences
- Medical Devices
  - Health Care Devices
  - Respiratory Support Systems
  - Ventilators
- Medical Instruments
- Medical Practice Services
  - Electronic Medical Records
  - Financing
  - Software Technology
- Medical Software
  - Software
  - Health Care System Technology
  - Data Resources
- Nutrition
- Pharmaceuticals
  - Bio-Pharma
  - Growth Hormones
- Professional/Scholarly Societies
- Recruiters
- Specialty Physician Services

## CONTACT INFORMATION

"Reach the most influential academicians in pediatric research and science"

**Carmen Beck**

Sponsorships & Exhibits

Carmen.Beck@pasmeeting.org

(832) 404-2413
EXHIBIT AT PAS

- PAS Opening Reception
- Reception lounges
- Back wall and side rails with drapery
- Complimentary registration (5 representatives per 100 square feet)
- Company name and product listing on PAS website for one year
- Security guard service
- Booth sign identifying company/organization name
- Registrant list, pre- and post-meeting available for purchase
- Open attendance to all PAS events
- Aisle cleaning
- Additional priority points for reserving 2017 booth and booking hotel rooms with the PAS room block

Eligibility to Exhibit: 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.

Pre- and post-meeting mailings increase your booth traffic and exposure.
Excel files for PAS pre-registrants are made available to contracted exhibitors at $600 per pre-meeting mailing and $800 for post-meeting mailing. PAS requires that your promotional piece be approved before registrant lists are provided.

EXHIBIT PRICING

<table>
<thead>
<tr>
<th>BOOTH</th>
<th>COST</th>
<th>DEPOSIT</th>
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<tbody>
<tr>
<td>10’ x 10’ (100 sq. ft.)</td>
<td>$3,200</td>
<td>$1,600</td>
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<tr>
<td><em>Nonprofit (per 10’x10’</em>)</td>
<td>$2,100</td>
<td>$1,050</td>
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</table>

*Limited to organizations who are 501(c)(3) or government agencies. *Respective certificates MUST be attached in order to receive the NP rate.

EXHIBIT HALL SCHEDULE

<table>
<thead>
<tr>
<th>EXHIBIT SHOW DATES</th>
<th>EXHIBIT INSTALLATION</th>
<th>EXHIBIT DISMANTLING</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 6</td>
<td>May 4</td>
<td>May 8</td>
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<tr>
<td>May 7</td>
<td>May 5</td>
<td>May 9</td>
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<tr>
<td>May 8</td>
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</tbody>
</table>
### SPONSORSHIP BENEFITS

<table>
<thead>
<tr>
<th>Feature</th>
<th>PLATINUM LEVEL $95,000</th>
<th>GOLD LEVEL $80,000</th>
<th>SILVER LEVEL $65,000</th>
<th>BRONZE LEVEL $50,000</th>
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</thead>
<tbody>
<tr>
<td>Featured on Top Level Menu of Program Guide App</td>
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<tr>
<td>Host Opening Exhibit Hall Reception - One of PAS’ most popular events</td>
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<tr>
<td>Conference Shuttle Bus Logo</td>
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<tr>
<td>Pocket Program At-a-Glance Front Cover and Ad</td>
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<tr>
<td>Featured in Connect and Recharge Lounge</td>
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<tr>
<td>Program Guide App Splash Page</td>
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<tr>
<td>Exhibit Hall Poster Receptions—Sunday and Monday</td>
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<tr>
<td>Wi-Fi Sponsor Splash Page</td>
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<tr>
<td>Luggage and Coat Check</td>
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<tr>
<td>Program Guide App Promoted Post</td>
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<tr>
<td>Poster Hall Coffee Connection</td>
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<td>SK Run For Pediatric Research</td>
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<tr>
<td>Glass Cling</td>
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<tr>
<td>Escalator Cling</td>
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<tr>
<td>Customized Promotional Video</td>
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<tr>
<td>Featured in Know Before You Go Email Campaign</td>
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<tr>
<td>Exhibit Hall Aisle Floor Graphic</td>
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<tr>
<td>Social Media Package</td>
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<td>Signage at Sponsored Events and Spaces</td>
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<tr>
<td>Inclusion in Sponsors List in High Traffic Venues</td>
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<tr>
<td>Recognition in the PAS Program Guide App</td>
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<tr>
<td>PAS Website Recognition with link to Sponsor’s Website</td>
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ATTENDEE EXPERIENCE AND NETWORKING OPPORTUNITIES

TECH HELP DESK
$25,000 EXCLUSIVE
• Staffed by go-to experts.
• Offers tips on social media, technology, PAS Program Guide App, as well as device chargers, and a social media wall.
• Standard recognition plus prominent signage in Registration area.

PAS PRESIDENTIAL AND NEW MEMBER RECEPTION
$20,000 EXCLUSIVE
• Society leadership and new members come together to relax and network at this popular Saturday evening reception.
• Standard recognition plus prominent signage throughout the event.

5K RUN FOR PEDIATRIC RESEARCH
$10,000
• Hundreds of attendees participate to benefit the Pediatric Research Foundation.
• Standard recognition plus prominent event signage, logo on race T-shirt and website, PAS Program Guide App, and recognition via PAS social media posts.

NURSING MOTHER’S PRIVATE LOUNGE
$10,000
• A welcome retreat with hospital-grade pumps, refrigerated storage, and supplies for mothers in a comfortable and private setting.
• Standard recognition plus prominent lounge signage, literature, and supplies display.

CHILDCARE
$2,500
• A popular children’s program specifically for PAS families, serviced by KiddieCorp.
• Inclusion on sponsorship banner/signage in convention center, recognition in PAS Program Guide App, and PAS website recognition with link to sponsor website.

COFFEE AND SNACK BREAKS
CONTACT FOR PRICING
• Meeting attendees are always on the hunt for food and snack options during the meeting, waiting in considerable lines at whatever cost. You will make attendees very happy by providing them with a complimentary break between sessions!
• Recognition on signage, napkins, and/or cup sleeves.

PAS PROGRAM GUIDE APP
TARGETED OFFERS
$2,500
• Drive booth traffic and turn your meeting into a more powerful lead generation channel.
• Attendees will see your targeted offer in the Giveaways section of the app and will then be prompted to visit your booth.

ATTENDEE EXPERIENCE
AND NETWORKING OPPORTUNITIES

“One event, 4 days, and 6,500 important prospects”
THOUGHT LEADERSHIP SPONSORSHIPS

EDUCATIONAL GRANTS
$5,000
- Standard recognition plus recognition on signage outside of session and on introductory slides.

PAS TRAVEL GRANTS
$1,000 PER GRANT
- Fund PAS travel grants plus complimentary meeting registration to PAS 2017 Meeting.
- Standard recognition plus a list of awardees benefiting.

TRACK SPONSORSHIPS
CONTACT FOR PRICING
- Target PAS attendees and raise brand visibility by sponsoring an education track. The PAS Meeting has more than 50 program subspecialty tracks from which to choose.
- Reach your target audience through a customized track sponsorship that can include a session area lounge with comfy seating, coffee station in common area near sessions, large banner, poster hall high visibility signage in your subspecialty area, and more.
- Standard promotional recognition also included.
- Contact for more details and pricing.

STANDARD PROMOTIONAL RECOGNITION

- Signage at sponsored event
- Inclusion in sponsor list in high traffic venues
- Recognition in the PAS Program Guide App
- Website recognition

ATTENDEE BRAND RECOGNITION OPPORTUNITIES

PAS PROGRAM GUIDE APP PROMOTED POST AD
$20,000
- Pins your promoted message to the top of the PAS Program Guide Activity Feed — the most accessed section of the app.
- Each time an attendee opens the Program Guide during your time slot a promoted post shows your photo, logo, link, and text.

AISLE FLOOR GRAPHICS
$500
- Increase attendee focus on your booth with graphics.
- A 24” x 24” adhesive graphic with your company logo, booth number, and arrow to your booth.

HOTEL KEY CARDS/WALLETS
$65,000 BOTH WALLETS AND CARDS
$35,000 KEY CARDS
$35,000 WALLETS
- Your advertisement and name will be in the hands of 6,500 attendees at hotel check-in.
- Standard recognition, plus logo and/or design on all host hotel key cards.

“The PAS 2017 Meeting is the leading event for academic pediatrics and child health research.”

Final text subject to PAS Meeting policies and approval.