Pediatric Academic Societies 2018 Meeting

Exhibit and Sponsorship Opportunities

May 5 – 8, 2018 | Toronto Canada





INDEX

- **2** About
- Demographics
- Important Dates

Who Participates in PAS?

Contact Information

5 Exhibits information

New at PAS

6 Support and Promote

Attendee Experience and Networking Opportunities

7 Thought Leadership Sponsorships

> Standard Promotional Recognition

8 Attendee Brand Recognition Opportunities

> **The PAS 2018** Meeting is the leading event for academic pediatrics and child health research

ABOUT THE _____ **PEDIATRIC ACADEMIC SOCIETIES** (PAS) MEETING

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.

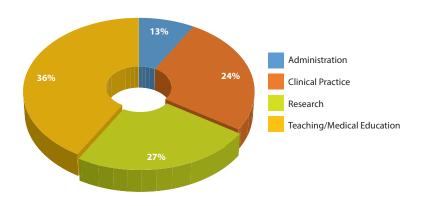
The PAS Meeting is attended by over 6,500 pediatricians, research scientists, health care providers, and policy makers, including 1,300 international attendees.

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!

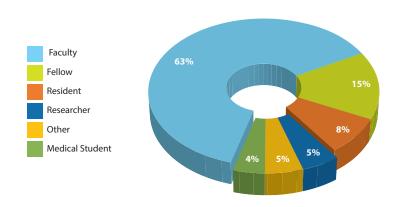
STRATEGIC REASONS **TO EXHIBIT AND SPONSOR**

- 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

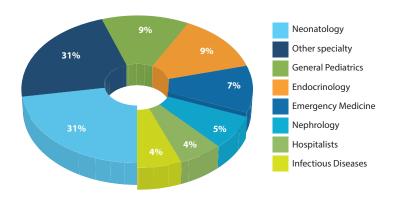
INVOLVEMENT IN PEDIATRICS



ATTENDEE PROFESSIONS



SUBSPECIALTY / AREA OF FOCUS



SO	CIETY DISTRIBUTION			
1460	Academic Pediatric Association			
4308	American Academy of Pediatrics			
792	American Pediatric Society			
317	American Society of Pediatric Nephrology			
104	Other			
671	Pediatric Endocrine Society			
214	Pediatric Infectious Diseases Society			
1626	Society for Pediatric Research			
MEETING DEMOGRAPHICS:				
ATTENDANCE				
7169	Professional			
317	Family			
31	Press			
710	Exhibitor			
259	Staff			
8486	Total			
ATTENDANCE BY				
	CONTINENT			
19	Africa			
251	Asia			
105	Australia/Oceania			
337	Europe			
6,134	North America			
100	South America			
234	Canada			
PAS ATTENDEES ARE:				
Senior and emerging leaders				
Driving breakthroughs and sophisticated innovations				
Eager to learn				
Compassionate, engaging, and creators of change				

IMPORTANT DATES

2017

JULY

• Booth fee deposit due

OCTOBER

· Ancillary Event Space Request Form due

NOVEMBER

- Full booth payment due
- Hotel Reservations and registration opens
- · Sponsorship desposit due

JANUARY

· Full sponsorship payment due

FEBRUARY

• Exhibit Service Manuals available online to confirmed exhibitors

MARCH

- Deadline to be included in the Pocket Guide and Program Guide App
- First day advance freight to arrive

APRIL

- Pre-show Attendee Registrant Request Form with promotional proof due
- Exhibitor housing and registration deadline
- · Exhibitor Give-Away and Raffle Approval Form with samples due. Advance orders to official contractor due
- · Advance freight shipments due

MAY

- · Direct shipments accepted, Exhibitor set-up begins
- Official opening of Exhibits, Opening Reception

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
 - Heath 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

Reach the most influential academicians in pediatric research and science

CONTACT INFORMATION



Carmen Beck Sponsorships & Exhibits Carmen.Beck@pasmeeting.org (832) 404-2413

EXHIBIT AT PAS

- PAS Opening Reception
- · Back wall and side rails with drapery
- Complimentary registration (5 representatives per 100 square feet) Limit 20
- · Company name and product listing on PAS website for one year
- · Security quard service
- Booth sign identifying company/organization name
- · Registrant list, pre- and post-meeting available for purchase
- · 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.

NEW AT PAS

POSTER AND EXHIBIT HALL TRACK LOUNGES **STARTING AT \$15,000**

Get the attention of your target market by sponsoring a customized lounge in your key attendees' poster track area. Lounges come with furniture, signage, catering breaks, and the ability for you to staff and customize the area.

NEW PILOT—PAS LABS: ELECTRONIC POSTERS STARTING AT \$4,500

Share your companies research in this exciting and innovative area new to PAS. Sponsorship located in the Poster and Exhibit Hall includes electronic posters, LCD touchscreen, and space that is completely customizable to your organization's scientific goals.

Pre- and post-meeting mailings increase your booth traffic and exposure. PAS pre-registrants' physical mailing addresses are made available, when provided, 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

воотн	COST	DEPOSIT
10' x 10' (100 sq. ft.)	\$3,200	\$1,600
*Nonprofit (per 10'x10')	\$2,100	\$1,050

*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

EXHIBIT SHOW DATES	EXHIBIT INSTALLATION	EXHIBIT DISMANTLING
May 5	May 3	May 7
May 6	May 4	May 8
May 7		



SUPPORT AND PROMOTE

PLATINUM LEVEL \$95,000

GOLD LEVEL \$80,000

SILVER LEVEL \$65,000 **BRONZE** LEVEL \$50,000

Sponsors at these amounts will receive more recognition on banner signage at each level. Contact us to create a customized package that meets your goals and fits your budget.

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 branding on the bar and nearby tables, sponsor video on eye candy loops, prominent signage.

PAS OPENING RECEPTION \$20,000 EXCLUSIVE

- Society leadership and new members come together to relax and network at this popular Saturday evening reception.
- Standard recognition plus logo in email marketing to over 45k PAS database, logo on napkins, prominent signage.

PAS YOGA IN THE PARK

\$10,000 EXCLUSIVE

- New to PAS, attendees will have the opportunity to participate in a Sunday morning yoga class, located at a park across the street from the convention center.
- Recognition includes logo in marketing emails to over 45k PAS database, prominent event signage, logo on website, Program Guide App, and social media posts.

PROFESSIONAL PORTRAIT STUDIO \$10,000 EXCLUSIVE

- · Provides attendees with a complimentary professional headshot for LinkedIn and other profile needs.
- Standard recognition plus prominent studio signage and recognition on take away thumb drive.

NURSING MOTHERS' PRIVATE LOUNGE

\$10,000 EXCLUSIVE

- · A welcome retreat with hospitalgrade 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.

KNOW BEFORE YOU GO EMAIL CAMPAIGN \$5,000 ADD ON SPONSORSHIP

- · Included in PAS marketing email sent to over 45k PAS database.
- · Includes company name, booth number, short message, and link in email.

SOCIAL MEDIA PACKAGE

\$2,500 ADD ON SPONSORSHIP

• Build your social media community with the help of PAS by having tweets, discussions, and posts sent out via the PAS social media channels.

CONNECT AND RECHARGE LOUNGE

\$25,000 EXCLUSIVE

- Attendees love gathering in this area, taking advantage of the mobile device charging stations, comfortable chairs, tables, and couches.
- In addition to standard recognition, sponsor receives recognition on prominent signage and LCD screens throughout their sponsored stations.

CONFERENCE SHUTTLE BUSES \$6,500 EXCLUSIVE

- Complimentary shuttle service operates between the convention center and several host hotels during scheduled programming.
- Standard recognition plus company or product logo listed on all route signs in the convention center and host hotels, signage on each shuttle bus, and social media tweets.

LUGGAGE AND COAT CHECK \$5,000 EXCLUSIVE

- This complimentary service allows attendees to store their belongings while attending the meeting.
- Recognition includes name and logo on signage, claim tickets, and social media tweets.

Continue on next page...

POSTER AND EXHIBIT HALL RECEPTIONS

\$30,000 EXCLUSIVE

- Complimentary food and beverages will be available to attendees at these popular receptions in the exhibit and poster hall.
- In addition to standard recognition, sponsor receives prominent signage throughout their sponsored reception, the chance for a company spokesperson to greet Saturday reception attendees over a microphone, and company recognition in a push notification from the official PAS mobile app.

PAS ATTENDEE BACKPACK

\$40,000 EXCLUSIVE

- Our attendees need a slick bag to carry around their meeting materials, laptops, and mobile devices.
- · Meeting attendees will receive a backpack upon arrival at registration with PAS branding and your logo.

PAS ATTENDEE WATER BOTTLE \$20,000 EXCLUSIVE

- Meeting attendees need water bottles to fill up during sessions throughout the convention center—be a walking advertisement throughout the meeting.
- Logo recognition on large lightweight sleek water bottle attendees are sure to use during the meeting, at the airport on their way home, and beyond.

Bundle opportunities into customized packages and save money.

THOUGHT LEADERSHIP **SPONSORSHIPS**

EDUCATIONAL GRANTS

\$5,000

- Over 150 sessions available for sponsorship: State of the Art Plenaries, Symposia, Hot Topics, Mini Courses.
- Standard recognition plus recognition on signage outside of session.

PAS TRAVEL GRANTS \$2,000 PER GRANT

- Fund PAS travel grants plus complimentary meeting registration to PAS 2017 Meeting.
- Standard recognition plus a list of awardees benefiting.

INDUSTRY SPONSORED SYMPOSIA EXHIBITORS - \$25,000 NON-EXHIBITORS - \$30,000

• The ISS program is the exclusive venue available for educational programs by industry during the PAS Annual Meeting, Contact us for more information.

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.
- · Contact for more details and pricing.

STANDARD PROMOTIONAL RECOGNITION

- Inclusion in sponsor list in high traffic venues
- Recognition in the PAS Program Guide App
- · Website recognition and PAS Pocket Guide



One event, 4 days, and 6,500 important prospects

RECOGNITION OPPORTUNITIES

PAS PROGRAM GUIDE APP PROMOTED POST AD

\$20,000 LIMITED TO 4

- Pins your promoted message to the top of the PAS Program Guide Activity Feed — over 225k impressions.
- 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 \$25,000 KEY CARDS

- 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.

GLASS AND ESCALATOR CLINGS CONTACT FOR PRICING

 Looking for more visibility? Get your advertisement on prominent doors, windows, and escalators in the convention center.

DIGITAL SIGNAGE CONTACT FOR PRICING

• Advertise your company's message on one of the many digital signage displays.

HOST HOTEL SIGNAGE CONTACT FOR PRICING

• Get attendees attention outside of the convention center by advertising in one of our host hotels.

PAS HOTEL RESERVATION WEBSITE ADVERTISEMENT

\$7,500 LIMITED TO 2

 Clickable banner on the PAS housing registration website and email confirmations.

PAS PROGRAM GUIDE APP PUSH NOTIFICATION

\$10,000 LIMITED TO 3

 Send out your important message to attendees via our PAS Program Guide App. Messages are subject to PAS approval.

PAS PROGRAM GUIDE APP SPLASH PAGE

\$20,000 EXCLUSIVE

- With this sponsorship, your company's logo will show briefly on the start-up screen of the app.
- This sponsorship will allow your company's logo to be seen by all attendees using the app.

PAS POCKET PROGRAM GUIDE ADVERTISEMENT

\$15,000 FRONT INSIDE OR BACK COVER \$10,000 BACK INSIDE

An invaluable attendee resource, this
pocket publication lists all of the sessions
and events of interest to meeting
attendees and is distributed on site.

WI-FI SPONSOR SPLASH PAGE \$10,000 EXCLUSIVE

- As the sponsor of the wireless network, you enable attendees to access the internet in public areas in the convention center to stay in touch with work and family.
- Attendees will see your company name on the launch page when logging into the network.

Final text subject to PAS Meeting policies and approval.





