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: 24%
- Clinical Practice: 36%
- Research: 9%
- Teaching/Medical Education: 13%

**Attendee Professions**

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

**Subspecialty/Area of Focus**

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

**Society Distribution**

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

**Meeting Demographics: Attendance**

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

**Attendance by Continent**

- Africa: 19
- Asia: 251
- Australia/Oceania: 337
- Europe: 6,134
- North America: 100
- South America: 234
- Canada: 5

**PAS Attendees Are:**

- Senior and emerging leaders
- Driving breakthroughs and sophisticated innovations
- Eager to learn
- Compassionate, engaging, and creators of change
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

Examples of who participates in PAS:

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Reach the most influential academicians in pediatric research and science

CONTACT INFORMATION

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

IMPORTANT DATES

**2018**

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<tbody>
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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 guard 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.

EXHIBIT PRICING

<table>
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<tr>
<th>BOOTH</th>
<th>COST</th>
<th>DEPOSIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$3,200</td>
<td>$1,600</td>
</tr>
<tr>
<td>(100 sq. ft.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Nonprofit (per 10’x10’)</td>
<td>$2,100</td>
<td>$1,050</td>
</tr>
</tbody>
</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 5</td>
<td>May 3</td>
<td>May 7</td>
</tr>
<tr>
<td>May 6</td>
<td>May 4</td>
<td>May 8</td>
</tr>
<tr>
<td>May 7</td>
<td></td>
<td></td>
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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.
SUPPORT AND PROMOTE

<table>
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<tr>
<th>PLATINUM LEVEL</th>
<th>$95,000</th>
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<td>GOLD LEVEL</td>
<td>$80,000</td>
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<tr>
<td>SILVER LEVEL</td>
<td>$65,000</td>
</tr>
<tr>
<td>BRONZE LEVEL</td>
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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, logo on website, Program Guide App, and social media posts.

NURSING MOTHERS’ PRIVATE LOUNGE
$10,000 EXCLUSIVE
• 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.

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.

Contact us to create a customized package that meets your goals and fits your budget.
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 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.

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.

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

Bundle opportunities into customized packages and save money.

One event, 4 days, and 6,500 important prospects
## Attendee Brand 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**
- Increased 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.*