

# PAS

**Pediatric Academic Societies**

## **Exhibitor & Sponsorship Opportunities Prospectus**

[www.pasmeeting.org](http://www.pasmeeting.org)

**DISCOVER • ENGAGE • BELONG**



# INDEX

- 2 About
- 3 PAS Community Metrics
- 4 Year Round Opportunities  
Support and Promote
- 5 Important Dates  
Who participates in PAS
- 6 PAS Meeting Virtual  
Exhibit Booths  
Booth Traffic Add-Ons  
Marketing Add-Ons
- 7 PAS Virtual Meeting  
Advertising  
PAS Virtual Meeting  
Attendee Experience &  
Networking Opportunities
- 8 Thought Leadership  
Sponsorships

**PAS**  
is the leading  
community  
for academic  
pediatrics and  
child health  
research

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# ABOUT PEDIATRIC ACADEMIC SOCIETIES (PAS)

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Pediatric Academic Societies (PAS) is a consortium spanning a wide range of the global pediatrics community: academic researchers, specialists, generalists, clinical practitioners, and pediatric educators. Within the community, meeting attendees and year-round online participants experience invited science discussions from world renowned experts, the latest in original science research, workshops, special interest groups, networking events, and discussions on controversial topics. In addition, achievements of young investigators and senior, esteemed pediatricians are honored, and attendees have opportunities to network and share their enthusiasm with colleagues and friends.

PAS brings together thousands of pediatricians and other health care providers united by a common mission: to improve the health and well-being of children worldwide. Produced through a partnership of four pediatric organizations and two alliances that are influential in the advancement of pediatric research and child advocacy, the community is composed of over 75,000 members from these associations.

There are a number of options for industry leaders and academic centers to expand the exposure of their companies, institutions, and/or products through PAS. We invite you to take advantage of these promotional opportunities to heighten your visibility and connect with the PAS community!

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## STRATEGIC REASONS TO EXHIBIT AND SPONSOR

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- 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 exceptional talent

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## CONTACT INFORMATION

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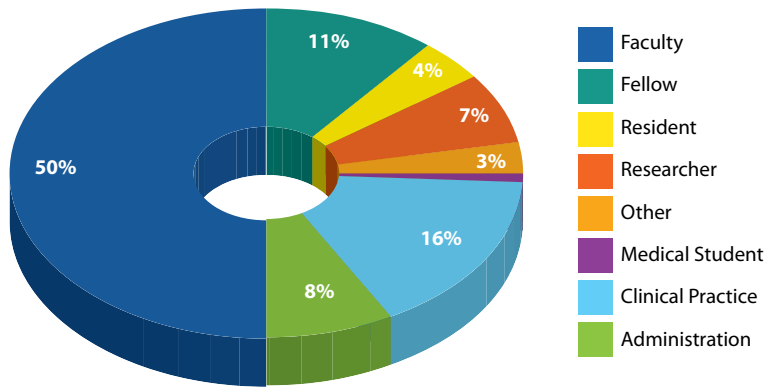
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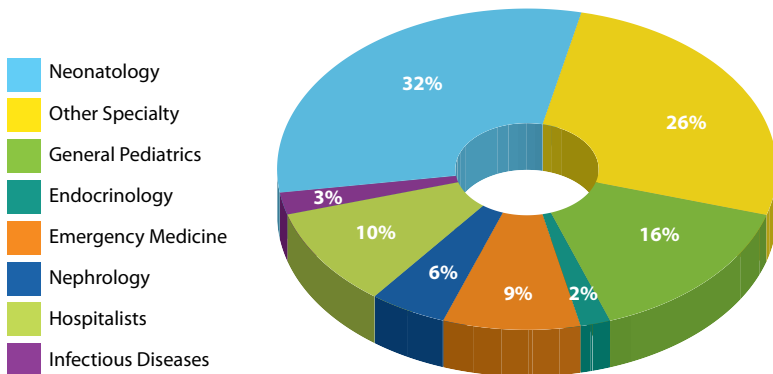
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# PAS COMMUNITY METRICS

## ATTENDEE PROFESSIONS



## SUBSPECIALTY / AREA OF FOCUS



## TOP PAS COMMUNITY GOALS

1. Learn about pediatric research within my specialty
2. Network with colleagues within my specialty
3. Present my own/my team's work
4. Support my mentee or institutional colleagues
5. Feel connected to the academic pediatrics and research community

\*Data in graphs based on CME evaluation respondents and 2019 in-person meeting.

## SOCIETY DISTRIBUTION

<b>1,824</b>	Academic Pediatric Association
<b>68,125</b>	American Academy of Pediatrics
<b>1,775</b>	American Pediatric Society
<b>817</b>	American Society of Pediatric Nephrology
<b>1,266</b>	Pediatric Infectious Diseases Society
<b>3,968</b>	Society for Pediatric Research

## PAS MEETING STATS

<b>7,288</b>	Total Attendees
<b>1,018</b>	International Attendees
<b>2,243</b>	Trainees
<b>4,012</b>	Abstracts Presented
<b>650</b>	Events
<b>155</b>	Exhibitors
<b>46</b>	Sponsors
<b>8,586</b>	PAS Mobile App Users
<b>4.4 million</b>	#PAS2019 hashtag impressions
<b>2,884</b>	Tweets using the #PAS2019 hashtag

## DIGITAL COMMUNITY STATS

<b>20,000+</b>	Monthly Website Visitors
<b>75,000+</b>	Monthly Website Impressions
<b>12,000+</b>	Webinar Attendees



## YEAR-ROUND OPPORTUNITIES

### RETARGETING ADVERTISING

**\$5,000 FOR 100,000 IMPRESSIONS**

**\$8,000 FOR 200,000 IMPRESSIONS**

Get in touch with PAS website visitors! Put your message in front of the right people, and drive them to your site with targeted ads that speak to them on a personal level. Easy reporting and analytics let you adjust campaigns on the fly, so your ads are always working for you. Choose a 3-month window for guaranteed impressions.

### PAS MARKETING EMAIL ADVERTISING TOP BANNER AD

**\$2,500 LIMITED**

Connect with the PAS Community through their inboxes with a clickable banner ad at the top of PAS emails. PAS sends monthly newsletters (and semimonthly newsletters in the beginning of the calendar year) to our community with content relevant to specialties.

### CONTINUING EDUCATION ONLINE SITE HOMEPAGE ADVERTISING

**\$7,500 LIMITED**

PAS will offer year-round continuing education resources for the PAS community starting in 2021. Sponsor relevant content with a clickable rotating banner ad on the homepage.

### E-MENTOR SPONSORSHIP

**\$15,000 EXCLUSIVE**

E-Mentorship connects early career community members with later-career professionals all around the world. Recognition includes advertising on website and on all marketing emails and social media. More info to come!

### PAS CAREER CENTER

**\$375 AND UP**

Hire the best in pediatrics. Put your job opportunities in front of the PAS community. Jobs are posted to the PAS website and promoted on PAS social media. [careers.pas-meeting.org](https://careers.pas-meeting.org)

### PAS WEBINARS

**CONTACT FOR PRICING**

Reach a specific specialty through our PAS Webinars. PAS hosts specialty-focused webinars for our community to present research digitally. Recognition includes a banner on marketing emails, an opening slide, verbal thank-yous during the webinar, and social media posts.

### SYMPOSIA/WEBINAR ADVERTISING

**\$1,000/MONTH**

Let the PAS community know about your online content. List your content on PAS's Educational Resources page. Recognition includes marketing emails and social media posts.

### PAS WEBSITE ADVERTISING

**\$6,500 QUARTERLY**

**\$20,000 ANNUALLY**

Display your clickable banner advertisement on the PAS website. This is a great advertising opportunity for companies to engage our community, increase awareness, and drive traffic to their website.

## SUPPORT AND PROMOTE

**CREATE CUSTOMIZED SPONSORSHIP PACKAGES TOTALING ONE OF THE PROMINENT LEVELS BELOW AND RECEIVE ADDITIONAL BRAND EXPOSURE**

PLATINUM LEVEL \$95,000	GOLD LEVEL \$80,000	SILVER LEVEL \$65,000	BRONZE LEVEL \$50,000

Each new level includes all exposure of of preceding levels.

### PLATINUM \$95K\*

- Thank you on attendee registration confirmation email
- A sponsored push notification on the app during the event
- Thank you on the main page of the meeting website
- Upgraded exhibitor list presence with logo added to list
- 5 complimentary registrations
- 20 Exhibit Booth Priority Points

### GOLD \$80K\*

- Recognition in official PAS press release
- Logo recognition in the Online Program Guide and App
- Additional PAS social media recognition
- Complimentary Booth Banner added to virtual booth
- 15 Exhibit Booth Priority Points

### SILVER \$65K\*

- Recognition and Thank-You during the PAS Opening Session
- Complimentary Pre-and Post-Attendee List
- Complimentary Virtual Exhibit Booth Lead Retrieval
- 10 Exhibit Booth Priority Points

### BRONZE \$50K

- Larger logo recognition on thank you to our sponsors page
- Marketing Email Logo recognition in a "Thank-you for attending our meeting"
- Sponsorship listing category in online exhibit hall noting level
- Year-round recognition on PAS website
- 5 Exhibit Booth Priority Points.

# PAS2021 Virtual

Join us for PAS 2021 Virtual, our first all-digital conference.

We are committed to providing the high-quality research and knowledge that physicians, researchers, and educators expect from PAS in a new way. Our role in uniting the global pediatrics community in its mission to improve the health and well-being of children worldwide is more important than ever.

## IMPORTANT DATES

2020	2021	
<p><b>JULY</b></p> <ul style="list-style-type: none"> <li>Booth fee deposit due for early selection exhibitors</li> </ul>	<p><b>JANUARY</b></p> <ul style="list-style-type: none"> <li>Log into virtual exhibit booth and upload materials</li> <li>Exhibit Service Manuals available online to confirmed exhibitors</li> </ul>	<p><b>APRIL</b></p> <ul style="list-style-type: none"> <li>Finish and review virtual exhibit booth</li> <li>PAS 2021 begins on April 30</li> </ul>
<p><b>NOVEMBER</b></p> <ul style="list-style-type: none"> <li>Full booth payment due for early selection exhibitors.</li> <li>Sponsorship deposit due</li> </ul>	<p><b>MARCH</b></p> <ul style="list-style-type: none"> <li>Specs are due for sponsorship and advertising</li> <li>Ancillary Event request submission due</li> </ul>	<p><b>MAY</b></p> <ul style="list-style-type: none"> <li>PAS 2021 ends on May 4, but ongoing exposure throughout the year continues</li> </ul>

## 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
- Hospitals/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
  - Data Resources
  - Health Care System
  - Technology
- Nutrition
- Pharmaceuticals
  - Bio-Pharma
  - Growth Hormones
- Professional/Scholarly Societies
- Recruiters
- Specialty Physician Services



### JOIN THE TOP 10 CHILDREN'S HOSPITALS

Ten out of the top 10 ranked children's hospitals participate each year. Of these top ranked hospitals, five out of 10 both sponsor and exhibit.

# PAS MEETING VIRTUAL EXHIBIT BOOTHS

## PAS VIRTUAL EXHIBIT BOOTH

**\$1,600 REGULAR RATE**

**\$1,050 NONPROFIT**

The PAS Virtual Exhibit Hall will give your company the opportunity to showcase your institution, products, devices, and other technologies.

We are excited to bring you innovative opportunities that will increase awareness and connect you with the PAS community!

## EXHIBITORS PARTICIPATING IN THE PAS VIRTUAL EXHIBIT HALL WILL RECEIVE A PROFILE THAT INCLUDES A

- Company logo
- Description
- Contact information
- Resource handouts
- The ability to video chat directly with attendees

**PAS STRONGLY ENCOURAGES YOU TO PARTICIPATE IN OUR BOOTH TRAFFIC ADD-ONS AND OTHER MARKETING RESOURCES TO HELP MAXIMIZE YOUR EXPERIENCE AND MEET YOUR GOALS!**

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.

## INCREASE BOOTH TRAFFIC AND EXPOSURE WITH PRE- AND POST-MEETING MAILINGS

PAS pre-registrants' physical mailing addresses are available to contracted exhibitors at \$600 per pre-meeting mailing and \$800 per post-meeting mailing. PAS requires that your promotional piece be approved before registrant lists are provided.

## EXHIBIT HALL SCHEDULE

PAS will be providing attendees with unopposed PAS virtual exhibit hall hours during the course of the meeting. Official PAS virtual exhibit hall hours will be posted and promoted later in the year.

## BOOTH TRAFFIC ADD-ONS

**Increase booth traffic with the booth traffic bundle. The bundle, valued at \$7,000, includes all booth traffic add-ons listed below for \$5,000, a \$2,000 savings!**

### LEAD RETRIEVAL

**\$1,000**

Gather leads with these features:

1. Ability to track attendees that visit your booth
2. "Request Information" and "Favorite" buttons to your booth for attendees to click!

### EXHIBITOR GIVEAWAY TAB

**\$500**

Drum up excitement, collect information, and gather leads by conducting a Giveaway. Exhibitors will have the ability to link a survey, poll, or sign-up on the booth Giveaway tab. All Giveaways must be picked and facilitated by exhibitor.

### WEB LINKS

**\$250**

Provide two additional URLs to be posted on your Virtual Booth. It is common to include links to press releases, product web pages, and forms.

### INCREASE CATEGORIES

**\$500**

Make yourself easy to find while attendees search for exhibitors. This will give you the capability to pick up to four categories instead of one.

### BOOTH BANNER

**\$1,000**

This is an effective way to make your booth much more noticeable to attendees and have it stand out. Attendees will see a horizontal or vertical banner (depending on screen size) displayed on your virtual booth.

### UPGRADED LIST PRESENCE

**\$1,500**

Your logo will show in the lists of other companies like Browse by Company and Browse by Category. This makes your company stand out more and become more recognizable.

### LONGER DESCRIPTION

**\$250**

Your virtual booth's 'Description' is collected in the 'Company Details and Description' task. By default, it is limited to 300 characters, but you can extend this limitation to up to 1,000 characters with this upgrade.

### INTRODUCTION VIDEO

**\$500**

Greet attendees with a message personally from you! This video starts as soon as an attendee enters your booth, drawing them in. We recommend videos between 20 seconds and 3 minutes.

### PAS SCAVENGER HUNT

**\$1,500**

Become one of the companies participating in this year's Scavenger Hunt. This opportunity is a great way to gain impressions from attendees. Winners will be entered to receive an amazing prize from PAS.

## MARKETING ADD-ONS

**Bring awareness to your exhibit booth with the marketing add-on bundle. The bundle, valued at 3,500, includes both marketing add-ons listed below for \$3,000, a \$500 savings!**

### FEATURED EXHIBITOR EMAIL

**\$1,000 LIMITED**

Be top of mind to attendees with one of the exhibitor spotlights in a PAS 2021 exhibit marketing email! Company name, clickable logo, and a short description is included for each exhibitor.

### RETARGETING ADVERTISING

**\$2,500 FOR 50,000 IMPRESSIONS**

Place your ad in front of PAS website visitors! Visitors come to the PAS website and when they leave, your ad is shown to them on websites they visit later. This campaign runs for 2 months.

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# PAS VIRTUAL MEETING ADVERTISING

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## **PAS APP & ONLINE PROGRAM GUIDE MAIN SCREEN STICKY BANNER** **\$20,000 EXCLUSIVE**

This is a large static banner that appears at the bottom of the app and online guide's main screen meaning tons of impressions! Sponsor can link to their exhibitor booth or website. You'll be able to access views and clicks.

## **PAS APP & ONLINE PROGRAM GUIDE ROTATING BANNER** **\$7,500 LIMITED TO 4 INSTITUTIONS**

Your banner will be seen on all the subpages of the app and guide. Each banner will be rotated every time a user changes device orientation or goes to another page. Sponsor can link to their exhibitor booth or website. You'll be able to access views and clicks.

## **PAS APP & ONLINE PROGRAM GUIDE SPONSORED TILES** **\$10,000 LIMITED TO 4**

Every time attendees open the app and guide, your logo will be seen. Each tile can link to your exhibitor booth or website. You'll be able to access views and clicks.

## **DAY OF MEETING EMAILS TOP BANNER AD** **\$3,000 LIMITED**

Connect with registered attendees with a clickable banner ad on emails during meeting. These informative emails prepare attendees for the day and have vital information for meeting success.

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### **PAS MEETING WEBPAGE ADVERTISING**

Display your clickable banner advertisement on the meeting main webpage. This is a great advertising opportunity for institutions to engage our community, increase awareness, and drive traffic to their website.

## **MAIN PAGE ROTATING BANNER AD** **\$10,000 LIMITED TO 4**

Located on the right side of the main meeting webpage, your advertisement will get tons of impressions.

## **MAIN PAGE ROTATING IMAGES SLIDESHOW** **\$10,000 LIMITED TO 4**

Located on the main meeting page, use your slide to promote your virtual booth, speakers, website, and other events.

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# PAS VIRTUAL MEETING ATTENDEE EXPERIENCE & NETWORKING OPPORTUNITIES

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## **BRANDED BREAKOUT NETWORKING ROOMS** **\$3,000**

Meet with your target audience in a branded networking room geared toward specialty or career level. Recognition includes organization branding for the room and a verbal thank-you during the breakout session.

## **PAS COFFEE BREAK** **\$15,000 EXCLUSIVE**

Give attendees what they want most—coffee! This exclusive sponsorship will provide all attendees who visit your booth with a digital Starbucks gift card. Receive recognition in the app, website, marketing email, social media, and more.

## **SPONSORED NETWORKING SESSION** **\$5,000**

Host a happy hour, presentation, or session for your organization. This is a 40-minute online session that includes a live-Q&A with attendees via chat box. The presenter, from your organization, will manage the discussion. The session will also be available after the meeting as on-demand content.

## **PAS WALKING CHALLENGE AND VIRTUAL 5K** **\$10,000 EXCLUSIVE**

Sponsor an activity that is part of an attendee's daily, ongoing experience throughout PAS. Our PAS Wellness Challenge will encourage and excite our attendees to get in their steps during breaks and have the chance to receive amazing prizes. This also includes a virtual 5k that attendees can participate in. Receive recognition on the app, website, live leaderboard, marketing emails, social media, and more.

## **TECH HELP & SOCIAL MEDIA ZONE** **\$20,000 EXCLUSIVE**

Staffed by go-to experts offering tips on social media, technology, and other helpful resources to help attendees maximize their meeting experience and learn how to utilize social media in their workplace. Receive recognition in the app, website, zone banner, marketing emails, social media, and more.

## **PAS WELLNESS ZONE** **\$3,000 LIMITED**

During breaks, attendees can access 15-minute wellness workshops, chair yoga, meditation, and other wellness resources to bring back to their workplaces. Sessions will be live and on demand throughout the year. Receive recognition in the app, website, zone banner, marketing emails, social media, and more.

## **TRAINEES ON THE TERRACE VIRTUAL** **\$25,000 EXCLUSIVE**

Back by popular demand, Trainees on the Terrace will be easily accessed around the world by virtual attendees. Hosted by an MC with cocktail making classes, gifts mailed to attendees, music, networking activities, and contests, this event will be a much-needed night of fun and connection!

## **PAS LUNCH BREAK SPONSOR** **\$25,000 EXCLUSIVE**

Provide attendees who visit your booth with an Uber Eats gift card to be used during one of the conference lunch breaks! Receive recognition in the app, website, marketing email, social media, and more.

*Final text and artwork subject to PAS Meeting policies and approval.*

# THOUGHT LEADERSHIP SPONSORSHIPS

## TRACK SPONSORSHIPS

### CONTACT FOR PRICING

Target PAS attendees and raise brand visibility by sponsoring a Specialty track. The PAS Meeting has various program subspecialty tracks from which to choose. Contact us to discuss your target and goals.

## SATELLITE COMMERCIAL SEMINAR (NON-CME)

### \$10,000

The non-CME Seminar is for non-accredited education programs by industry during the PAS Meeting. Unopposed time slot, attendee mailing list, and marketing deliverables included. Contact us for more information.

## INDUSTRY SPONSORED SYMPOSIA

### \$10,000

The ISS program is for CME-accredited educational programs by industry during the PAS Meeting. Unopposed time slot, attendee mailing list, and marketing deliverables included. Contact us for more information.

## EDUCATIONAL GRANTS

### \$5,000

Various sessions are available for sponsorship including Scholarly Sessions, Workshops, and Platforms. Contact us to learn more.

## E-POSTER SPONSORSHIP

### \$15,000 EXCLUSIVE

New to PAS—attendees will have access to PAS posters through their computer, smartphones, and tablets. Deliverables include artwork and link on the e-poster gallery listings via the meeting website and PAS Mobile App, marketing emails, and tons of social media recognition.

## PAS TRAINEE REGISTRATION GRANTS

### \$5,000

Promote your company while helping trainees attend PAS! Each sponsorship will fund trainees with complimentary registration. Receive recognition in the app, website, thank you emails, social media, and more.

## PAS TRAINEE ZONE

### \$5,000 LIMITED TO INSTITUTIONS

Our Trainee Zone provides PAS trainees a designated online meeting place with opportunities to connect, network, and learn. Institutional Sponsors will have the opportunity to give live and on-demand talks in the zone, schedule appointments with trainees, post institution information and job postings, and participate in networking rooms within the zone. This also includes recognition on the zone banner.

## PRODUCT SHOWCASE

### \$5,000

Highlight your featured product or service with a Product Showcase! Profiles include images, videos, and PDFs and are available on the event website and app. Attendees can also request more information in the profile and their contact information will be shared with you.

## STANDARD PROMOTIONAL RECOGNITION

- PAS Mobile App
- PAS Website
- PAS Online Program Guide
- PAS Meeting Website
- Sponsor Badge on Virtual Booth

*Bundle opportunities into customized packages and save money.*



“Mead Johnson Nutrition is honored to continue its long-standing support of PAS. Our partnership dates back to 1939 with the founding sponsorship of the prestigious E. Mead Johnson award. PAS allows Mead Johnson Nutrition to showcase its commitment to pediatric research to the thousands of top pediatric researchers in attendance. We share a common mission to provide infants and children with the best start in life”

*Rick Skaar, Mead Johnson Nutrition*